

# INNOVATION DIRECT™

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## *Heat Seeking Water Bomb Invention In Search of Licensee*

An innovative new product designed to serve as an essential accessory for fighting fires, the ***Heat Seeking Water Bomb***, has been developed by Leon Frazier of Detroit, Michigan. The invention's unique design enables it to attack fires quickly and efficiently.

The ***Heat Seeking Water Bomb***'s proprietary features enable it to identify the areas of most intensity during a fire. Additionally, it saves considerable money by protecting property from extensive damage or destruction. Furthermore, the ***Heat Seeking Water Bomb*** will potentially save countless lives. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mr. Frazier now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fire safety accessories industry are currently being targeted as candidates to eventually commercialize the ***Heat Seeking Water Bomb*** on a worldwide basis.

In October 2013, Mr. Frazier contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Heat Seeking Water Bomb*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Heat Seeking Water Bomb*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at [MR@innovationdirectonline.com](mailto:MR@innovationdirectonline.com).