

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Visual For The Blind Invention In Search of Licensee*

An innovative new product designed to serve as an essential physical aid, the ***Visual For The Blind***, has been developed by Victoria M. Gates of Oakland, California. The invention's unique design helps insure that the sight impaired are kept safe and oriented as to where they are at all times.

The ***Visual For The Blind*** helps reduce the chances of serious injury or even death for the blind. The product provides priceless peace of mind to both the blind and their loved ones and caregivers. Additionally, it will be easy to use. Furthermore, the ***Visual For The Blind*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Visual For The Blind*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Gates now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the physical aid accessories industry are currently being targeted as candidates to eventually commercialize the ***Visual For The Blind*** on a worldwide basis.

In March 2014, Mrs. Gates contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Visual For The Blind*** 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 ***Visual For The Blind*** 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).