

INNOVATION DIRECT™

“Our Success is Patented™”

Safety Smart Bracelet Invention In Search of Licensee

An innovative new product designed to provide its users with unprecedented peace of mind, the ***Safety Smart Bracelet***, has been developed by Barbara and Arthur Wanke of Colorado Springs, Colorado. The invention's unique design provides its users with an effective method of keeping track of the whereabouts of loved ones.

The ***Safety Smart Bracelet's*** proprietary features insure that any tampering attempts are reported. The product leverages Global Positioning technology to insure that the bracelet wearer is monitored at all times. Additionally, the ***Safety Smart Bracelet*** boasts additional security features guard against unauthorized removal or wearing. Furthermore, it enables its users to summon for help quickly and conveniently. Moreover, the ***Safety Smart Bracelet*** is made from highly durable materials and competitively priced, adding to its appeal and making it a wise investment.

The ***Safety Smart Bracelet*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. and Mrs. Wanke now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the personal safety accessories industry are currently being targeted as candidates to eventually commercialize the ***Safety Smart Bracelet*** on a worldwide basis.

In December 2013, Mr. and Mrs. Wanke contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Safety Smart Bracelet*** 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 ***Safety Smart Bracelet*** 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.