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Hi-Vis Safety Belt Invention In Search of Licensee

An innovative new product designed to help enforce an important traffic safety regulation, the **Hi-Vis Safety Belt**, has been developed by William French of Sand Lake, New York. The invention's unique design enables law enforcement vehicles to clearly see if a passing motorist and their passengers are wearing their seat belts.

The **Hi-Vis Safety Belt** eliminates the ambiguity of whether a motorist was wearing their seat belt, which can often result in unfairly assessed traffic citations. Additionally, it will be of particular value at night, when visibility is significantly compromised. Furthermore, the **Hi-Vis Safety Belt** promotes safer and more responsible driving. Moreover, it will be made from durable and highly reflective materials, making it a wise investment.

The **Hi-Vis Safety Belt** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. French now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive safety accessories industry are currently being targeted as candidates to eventually commercialize the **Hi-Vis Safety Belt** on a worldwide basis.

In January 2014, Mr. French contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Hi-Vis Safety Belt** 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 **Hi-Vis Safety Belt** 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.