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Cord In Place Invention In Search of Licensee

An innovative new product designed to effectively address a common household safety concern, the ***Cord In Place***, has been developed by Robert W. Pruitt of Kenansville, North Carolina. The invention's unique design provides adults and caregivers with the peace of mind that children do not have access to electrical outlets.

The ***Cord In Place*** will help prevent potentially serious injuries and potentially even death caused by electrocution. Additionally, it will be easy to implement in any outlet. Furthermore, the ***Cord In Place*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Cord In Place*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Pruitt now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household safety products industry are currently being targeted as candidates to eventually commercialize the ***Cord In Place*** on a worldwide basis.

In January 2014, Mr. Pruitt contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Cord In Place*** 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 ***Cord In Place*** 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.