

# INNOVATION DIRECT™

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## *Safe Key Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to keeping track of one's keys, the **Safe Key**, has been developed by Shatora Everett of Richmond, Virginia. The invention's unique design helps insure that its users always have access to their car keys.

The **Safe Key** eliminates the hassle, frustration, and waste of time involved in looking for one's keys. The product saves its users money on insurance premiums. Additionally, the **Safe Key** is exceedingly easy to use. Furthermore, the **Safe Key** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Safe Key** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Everett now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the **Safe Key** on a worldwide basis.

In March 2014, Mrs. Everett contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Safe Key** 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 **Safe Key** 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).