

# INNOVATION DIRECT™

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## *Safety Door Balls Invention In Search of Licensee*

An innovative new product designed to effectively address a common safety concern related to vehicle doors, the ***Safety Door Balls***, has been developed by David G. Smelser of Redding, California. The invention's unique features effectively reduce the potential for injuries stemming from car doors slamming.

The ***Safety Door Balls*** provides peace of mind, particularly to those with small children. The product's variety of sizes makes it easy to implement on virtually all models of cars and trucks. Additionally, the ***Safety Door Balls*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The inventor of the ***Safety Door Balls*** has also developed a working prototype that has been utilized with success. The ***Safety Door Balls*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In April 2014, Mr. Smelser contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Safety Door Balls*** 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 Door Balls*** 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).