

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *PSC Invention In Search of Licensee*

An innovative new product designed to provide unparalleled protection during an emergency situation, the **PSC**, has been developed by Lane B. Moore of Denton, Maryland. The invention's unique design provides its users with thorough full body protection from flames and heat in a fire.

The **PSC** deploys in seconds, which is essential in a life or death situation. The product plays an essential role in preventing potentially fatal injuries. Additionally, it is conveniently portable in a backpack. Furthermore, the **PSC** is competitively priced and will be made from durable materials, adding to its appeal and making it a secure and reliable alternative for fire protection.

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

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

In November 2013, Mr. Moore contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **PSC** 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 **PSC** 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).