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### ***Barrier System Invention In Search of Licensee***

A simple yet innovative new product designed to effectively address a common traffic-related problem, the ***Barrier System***, has been developed by Vince Stratton of Marlton, New Jersey. The invention's unique design offers a method of eliminating the incidence of common and potentially dangerous roadside distractions on streets and highways.

The ***Barrier System*** shields occurrences such as distressed vehicles, traffic accidents, and other roadside eventualities from the view of passing traffic. By doing so, the product helps to keep traffic flow consistent and reduces the chances of an accident due to distractions on the part of drivers. Additionally, the ***Barrier System*** is easy to set up and collapse as needed. Furthermore, it stores conveniently and easily when not in use. Moreover, the ***Barrier System*** boasts multi-function use and can be adjusted to either 5 or 6 feet in height. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment for municipalities.

The inventor of the ***Barrier System*** has developed a working prototype that has been utilized with success. The ***Barrier System*** is also the subject of **Utility Patent 7,217,061 B2** within the United States Patent and Trademark Office.

The inventor of the ***Barrier System*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the traffic safety accessories industry are currently being targeted as candidates to eventually commercialize the ***Barrier System*** on a worldwide basis.

In April 2014, Mr. Stratton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Barrier System*** 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 ***Barrier System*** 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).