



The Rescue Swimming Mat Invention In Search of Licensee

An innovative and potentially life-saving piece of pool safety equipment, the **Rescue Swimming Mat**, has been developed by Reginald K. Scriven of Fayetteville, North Carolina. The invention's unique design enables it to effectively guard against incidents of drowning in a pool.

The **Rescue Swimming Mat**' proprietary features, which include two motorized lifting hoists, insure that a potential drowning victim is lifted about the surface of the water before drowning can occur. The product will be instrumental in preventing catastrophic injuries and death. Additionally, the **Rescue Swimming Mat** can be installed in any swimming pool. Furthermore, the **Rescue Swimming Mat** provides priceless peace of mind for the pool owner. Moreover, it 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 **Rescue Swimming Mat** previously developed a prototype of the product. The **Rescue Swimming Mat** is also the subject of **Utility Patent # 5,542,502 A** within the United States Patent and Trademark Office.

Mr. Scriven now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the water safety products industry are currently being targeted as candidates to eventually commercialize the **Rescue Swimming Mat** on a worldwide basis.

In June 2014, Mr. Scriven contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Rescue Swimming Mat** 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 **Rescue Swimming Mat** 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.