

INNOVATION DIRECT

"Our Success is Patented"™

Child Saver Invention In Search of Licensee

An innovative and highly essential new product designed to prevent an all-too-common tragedy, the ***Child Saver***, has been developed by Gerald M. Rostholder of Okeechobee, Florida. The invention's unique features enable it to provide parents and caregivers with an unmistakable reminder that a child is in the rear safety seat before they exit a vehicle.

The ***Child Saver*** will be instrumental in preventing serious and potentially fatal injuries. The product provides parents and caregivers with priceless peace of mind. Additionally, the ***Child Saver*** is simple and straightforward to implement with any child safety seat. Furthermore, it is easy and straightforward to operate and utilize. Moreover, the ***Child Saver*** could potentially be offered with a host of optional features, including the ability to be implemented on multiple vehicle doors, heat sensors, and a component that will be capable of automatically summoning emergency services. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Rostholder now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the children's automotive safety accessories industry are currently being targeted as candidates to eventually commercialize the ***Child Saver*** on a worldwide basis.

In July 2014, Mr. Rostholder contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Child Saver*** 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 ***Child Saver*** 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.