



Key Finder Invention In Search of Licensee

An innovative and handy new product designed to effectively address what is a common frustration of many, the **Key Finder**, has been developed by Denise Conlon of Jupiter, Florida. The invention's unique design helps its users to quickly locate lost keys, particularly in dimly lit conditions.

The **Key Finder** provides priceless peace of mind with respect to knowing that keys will always be conveniently locatable when they are out of sight. The product saves its users a great deal of time typically wasted on searching when temporarily misplacing their keys. Additionally, the **Key Finder** offers additional functionality as a small flashlight. Furthermore, it is capable of tracking multiple individual key units. Moreover, the **Key Finder's** small compact design renders it easily portable. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mrs. Conlon now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the tracking and locator products industries are currently being targeted as candidates to eventually commercialize the **Key Finder** on a worldwide basis.

In June 2014, Mrs. Conlon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Key Finder** 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 **Key Finder** 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.