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Back Seat Warning System Invention In Search of Licensee

An innovative and highly valuable new product designed to effectively address a prevalent problem related to child safety, the ***Back Seat Warning System***, has been developed by Carla Bettis of Plant City, Florida. The invention's unique design helps to insure that a child's presence in the back seat of a vehicle never goes unnoticed by the driver or passengers.

The ***Back Seat Warning System*** will provide clearly audible alerts. The product will be exceedingly easy to implement in any vehicle. Additionally, the ***Back Seat Warning System*** helps to prevent countless tragedies. Furthermore, it provides parents and caregivers with thorough peace of mind with respect to the safety and wellbeing of their infants and young toddlers in particular. Moreover, the ***Back Seat Warning System*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Bettis now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive safety and baby products industries are currently being targeted as candidates to eventually commercialize the ***Back Seat Warning System*** on a worldwide basis.

In July 2014, Mrs. Bettis contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Back Seat Warning 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 ***Back Seat Warning 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.