



### *Happy Lite Invention In Search of Licensee*

An innovative new product designed to be both aesthetically pleasing and highly useful, the **Happy Lite**, has been developed by Madge Prien of Scottsville, Kentucky. The invention's unique design enables it to serve as a valuable source of emergency lighting while also serving as an eye-catching and fun product.

The **Happy Lite** eliminates the need for utilizing more dangerous lighting options, such as candles, during a storm. The product is thoroughly safe and easy for consumers of any age to utilize. Additionally, the **Happy Lite** can be used effectively for long stretches of time. Furthermore, it helps prevent the potential injuries and other dangers that can result when there is no lighting available. Moreover, the **Happy Lite** will also be competitively priced, adding to its appeal.

The inventor of the **Happy Lite** has also developed a working prototype that has been utilized with success.

Mrs. Prien now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the lighting accessories industry are currently being targeted as candidates to eventually commercialize the **Happy Lite** on a worldwide basis.

In August 2014, Mrs. Prien contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Happy Lite** 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 **Happy Lite** 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).