



Lough Baby Alarm Invention In Search of Licensee

An innovative new product designed to serve as a vitally important child-related safety accessory, the ***Lough Baby Alarm***, has been developed by Walter H. Lough of Dayton, Ohio. The invention's unique design insures that a baby's presence in a vehicle's back seat never goes unnoticed.

The ***Lough Baby Alarm*** provides unmistakable audible warnings when a child remains in a car seat after the vehicle ignition is turned off. The product offers priceless peace of mind to parents and caregivers. Additionally, the ***Lough Baby Alarm*** will be instrumental in preventing countless injuries and deaths. Furthermore, it is easy to implement in any vehicle. Moreover, the ***Lough Baby Alarm*** will also be competitively priced, adding to its appeal.

The ***Lough Baby Alarm*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Lough 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 ***Lough Baby Alarm*** on a worldwide basis.

In September 2014, Mr. Lough contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Lough Baby Alarm*** 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 ***Lough Baby Alarm*** 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.