



The Neck Saver Invention In Search of Licensee

An innovative new product designed to address a common annoyance of a commonly used automotive safety device, the *Neck Saver*, has been developed by Whilemina Wilson-Earle of Auburn Hills, Michigan. The invention's unique design enables its users to wear a standard automotive seat belt comfortably.

The *Neck Saver* eliminates the potential for any chafing or other irritations on the skin near the neck of a seat belt wearer. Additionally, the *Neck Saver* greatly reduces any pressure on the neck area caused by seat belts. Furthermore, the *Neck Saver* is thoroughly unobtrusive to the safe operation of a vehicle by a driver. Moreover, it does not compromise any of the safety benefits normally offered by a seat belt. The *Neck Saver* also encourages greater seat belt compliance, which in turn will reduce the chances of automotive-related injuries and casualties. It will also be competitively priced and will be made from durable materials, adding to its appeal.

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

Mrs. Wilson-Earle now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the *Neck Saver* on a worldwide basis.

In November 2014, Mrs. Wilson-Earle contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Neck 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 *Neck 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.