



### *The Save-A-Child Safety Seat Alarm Invention In Search of Licensee*

An innovative and useful new product intended to serve as a potential life-saving device, the ***Save-A-Child Safety Seat Alarm***, has been developed by James Westerhoff, II, originally of Wichita Falls, Texas and a 1978 H.H.S. graduate. The invention's unique design helps insure that children are not inadvertently left behind in a car.

The ***Save-A-Child Safety Seat Alarm*** is easy to install into virtually any make or model of vehicle. The product requires no effort or contribution on the part of the user to function correctly. Additionally, the ***Save-A-Child Safety Seat Alarm*** will help prevent countless tragedies in the form of serious injury or death to children. Furthermore, it provides priceless peace of mind to parents and caregivers. Moreover, the ***Save-A-Child Safety Seat Alarm*** will be competitively priced and made from durable components, adding to its appeal and making it a wise investment.

Mr. Westerhoff now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the child safety accessories industry are currently being targeted as candidates to eventually commercialize the ***Save-A-Child Safety Seat Alarm*** on a worldwide basis.

In September 2013, Mr. Westerhoff contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Save-A-Child Safety Seat 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 ***Save-A-Child Safety Seat 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](mailto:MR@innovationdirectonline.com).