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Stand By Light Bulbs Invention In Search of Licensee

An innovative and highly useful enhancement of an essential lighting product, the ***Stand By Light Bulbs***, has been developed by Michael Simmons of Haymarket, Virginia. The invention's unique design helps insure its users that they have access to light under virtually any circumstance.

The ***Stand By Light Bulbs*** boast proprietary features, to include a rechargeable battery back-up, that enable it to offer light even when there is an absence of electrical power. The product fits all standard electrical fixtures from candelabra to flood. Additionally, the ***Stand By Light Bulbs*** provide valuable utility and considerable peace of mind during power outages. Furthermore, the ***Stand By Light Bulbs*** eliminate the many potential dangers of having to spend extended time in dimly lit conditions. Moreover, they can be used equally effectively in residential or commercial settings. They are also competitively priced, particularly when compared to conventional LED bulbs, adding to their appeal, and will be made from durable materials.

Prototypes, subsequent manufacturing, and marketing of the ***Stand By Light Bulbs*** have been initiated by inventor, who is a licensed Master electrician. The ***Stand By Light Bulbs*** are also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Simmons now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lighting products industry are currently being targeted as candidates to eventually commercialize the ***Stand By Light Bulbs*** on a worldwide basis.

In August 2014, Mr. Simmons contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Stand By Light Bulbs*** 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 ***Stand By Light Bulbs*** 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.