

# INNOVATION DIRECT

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## *The Guardian Angel App Invention In Search of Licensee*

An innovative new product designed to serve as a highly valuable tool for cell phone users everywhere, the ***Guardian Angel App***, has been developed by Paul Ferris of Beaumont, Texas. The invention's unique capabilities enable it to serve multiple emergency functions for its users.

The ***Guardian Angel App***'s proprietary features help its users insure that they are never without sufficient power to call emergency services. The product could potentially save the lives of its users. Additionally, the ***Guardian Angel App*** can assist law enforcement or rescue personnel to determine the location of the cell phone owner with pinpoint accuracy. Furthermore, the ***Guardian Angel App*** provides parents and caregivers priceless peace of mind by providing them with various other features that help to significantly target the exact location of the person being tracked. Moreover, it will be competitively priced, adding to its appeal.

The ***Guardian Angel App*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Ferris now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone applications industry are currently being targeted as candidates to eventually commercialize the ***Guardian Angel App*** on a worldwide basis.

In July 2014, Mr. Ferris contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Guardian Angel App*** 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 ***Guardian Angel App*** 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).