



The Leichtweis Sensor Invention In Search of Licensee

An innovative new and potentially life-saving product, the ***Leichtweis Sensor***, has been developed by Eric Leichtweis and Robert Lucas, Jr. of Lunenburg, Massachusetts and Dave McGuire of Fitchburg, Massachusetts. The invention's unique features help prevent an all-too-common automotive tragedy.

The ***Leichtweis Sensor*** insures that any child or pet inadvertently left in a hot car will not suffocate. The product provides priceless peace of mind to parents, caregivers, and pet owners. Additionally, the ***Leichtweis Sensor*** can be seamlessly implemented in any vehicle. Furthermore, the ***Leichtweis Sensor*** leverages modern technology to provide additional valuable functionality for use by emergency personnel and will be instrumental in preventing countless injuries and deaths. Moreover, the product will be competitively priced, adding to its appeal.

Mr. Leichtweis, Mr. Lucas, and Mr. McGuire now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the automotive safety products industry are currently being targeted as candidates to eventually commercialize the ***Leichtweis Sensor*** on a worldwide basis.

In September 2014, Mr. Leichtweis, Mr. Lucas, and Mr. McGuire contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Leichtweis Sensor*** 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 ***Leichtweis Sensor*** 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.