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Tag Lite Invention In Search of Licensee

An innovative and highly useful new travel accessory, the **Tag Lite**, has been developed by Patrick Bahr of Springdale, Arkansas. The invention's unique design enables it to effectively address a common annoyance for many travelers.

The **Tag Lite**'s proprietary features insure that travelers can quickly and easily find their luggage in a carousel. Additionally, the **Tag Lite** saves considerable time and hassle in trying to distinguish one's luggage from a crowd of others. Furthermore, it will be deployed without minimal effort from the user. Moreover, the **Tag Lite** significantly reduces the chances of losing one's luggage or mistakenly picking up someone else's. It will also be competitively priced and made from durable materials, adding to its appeal.

Mr. Bahr now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the travel accessories industry are currently being targeted as candidates to eventually commercialize the **Tag Lite** on a worldwide basis.

In September 2014, Mr. Bahr contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Tag Lite** 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 **Tag Lite** 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.