

INNOVATION DIRECT

"Our Success is Patented"™

The Med Safe Invention In Search of Licensee

An innovative new product designed to serve a highly important purpose for both those who take medications and for their caregivers, the **Med Safe**, has been developed by Candace Cook of McMinnville, Tennessee. The invention's unique design insures that prescription medication is kept secure and accessible only in the prescribed quantities.

The **Med Safe**'s proprietary features enable its users to have thorough control over the dispensation of prescription medication without having to be physically present. The product can be instrumental in preventing serious injury or death resulting from missed or excessive dosages of medication. Additionally, the **Med Safe** provides priceless peace of mind to the caregivers of patients with issues such as dementia or forgetfulness. Furthermore, the **Med Safe** leverages modern technology to insure optimal convenience and security in terms of its operation and use. Moreover, it offers a variety of scheduling options. The **Med Safe** will also be competitively priced and made from durable metal, adding to its appeal.

The **Med Safe** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Cook now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the medical safety accessories industry are currently being targeted as candidates to eventually commercialize the **Med Safe** on a worldwide basis.

In December 2014, Mrs. Cook contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Med Safe** 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 **Med Safe** 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.