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The Baby Guard Invention In Search of Licensee

An innovative new product designed to provide a vitally important measure of safety for babies when traveling in vehicles, the **Baby Guard**, has been developed by Carlos Otero of Lorain, Ohio. The invention's unique design insures that an increasingly common cause of death for infants is significantly curtailed.

The **Baby Guard** provides clear audible and visual indicators to a parent or caregiver that an infant remains in a car seat after a car's engine has been turned off. The product can be implemented with any car seat. Additionally, the **Baby Guard** provides priceless peace of mind to parents and caregivers. Furthermore, it will be instrumental in preventing countless tragedies. The **Baby Guard** will also be competitively priced and made from durable materials, adding to its appeal.

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

Mr. Otero now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the child safety products industry are currently being targeted as candidates to eventually commercialize the **Baby Guard** on a worldwide basis.

In March 2015, Mr. Otero contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Baby Guard** 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 **Baby Guard** 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.