



### *Tray Guard Invention In Search of Licensee*

An innovative new product designed to serve an important health-related function on airplanes, the **Tray Guard**, has been developed by inventor Marcus Arnold of Orange Park, Florida. The invention's unique design enables it to provide its users with thorough protection against bacteria and germs when using airline tray tables.

The **Tray Guard**'s proprietary features allow it to secure over an airline tray table easily and securely. The product will be made conveniently available in both reusable and disposable versions. Additionally, the **Tray Guard** is amenable to a variety of colors and patterns. Furthermore, the product will play an instrumental role in preventing potentially dangerous contraction of bacteria and other harmful organisms when traveling. Moreover, the **Tray Guard** provides priceless peace of mind to all travelers, especially to the elderly and parents of young children. It will also be competitively priced and made from durable materials, adding to its appeal.

The **Tray Guard** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In May 2015, Mr. Arnold contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Tray 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 **Tray 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](mailto:MR@innovationdirectonline.com).