



Animal Safety Belts Invention In Search of Licensee

A simple yet useful new product for pet owners everywhere, the ***Animal Safety Belts***, has been developed by inventor Marion Rice of New Haven, Connecticut. The invention's unique design provides pets with a priceless measure of security when traveling in vehicles.

The ***Animal Safety Belts***' proprietary features enable it to be utilized with any existing vehicle seat belt systems. The product can prevent serious injury and even death to a pet in the event of an automobile accident. Additionally, the ***Animal Safety Belts*** provides priceless peace of mind to pet owners. Furthermore, it can prevent a pet from running out of an open window when a vehicle is momentarily stopped. Moreover, the ***Animal Safety Belts*** can prevent a pet from running out of an open window when a vehicle is momentarily stopped. Moreover, they will be thoroughly safe for a pet to utilize, competitively priced and made from durable and comfortable materials, adding to its appeal.

The ***Animal Safety Belts*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Rice now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet safety products industries are currently being targeted as candidates to eventually commercialize the ***Animal Safety Belts*** on a worldwide basis.

In November 2015, Mr. Rice contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Animal Safety Belts*** 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 ***Animal Safety Belts*** 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.