



Automobile Replacement Grill Invention In Search of Licensee

An innovative and useful patented new product designed for those who wish to have their vehicles sport an eye-catching look, the ***Automobile Replacement Grill***, has been developed by Sean McDaniel of Clinton, Maryland. The invention's unique design provides its users with an innovative method of customizing their automotive grills in effortless and efficient fashion.

The grill is an automotive accessory seen on virtually every vehicle and serves the primary function of protecting the radiator or engine bay of the car, while still allowing natural air to permeate it and subsequently reducing the operating temperature of the engine. However, the grill is also often the subject of debate and discussion among automobile customization enthusiasts, who often desire to utilize the accessory as a forum for creative expression.

The ***Automobile Replacement Grill*** provides vehicle owners with an easy to implement, customizable, yet fully functional automotive grill. The product will also offer a distinctive appearance, adding to its appeal. Additionally, it will be easily attachable and removable, allowing its users to install it at will or replace it with another version sporting a different design.

The ***Automobile Replacement Grill*** will also offer multi-layer construction and enhanced radiator protection, which in turn will potentially save its users costly repairs in the event of a front-end accident. It will also help to effectively prevent the build-up of dirt and debris on a radiator over time, helping to extend its lifespan and reduce the frequency with which it must be cleaned.

The ***Automobile Replacement Grill*** is the subject of **Utility Patent # 7,464,984** with the United States Patent and Trademark Office. The inventor of the ***Automobile Replacement Grill*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the ***Automobile Replacement Grill*** on a worldwide basis.

In October 2011, Mr. McDaniel contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Automobile Replacement Grill*** 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 ***Automobile Replacement Grill*** 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.