



## ***Left Handed Ignition System Invention In Search of Licensee***

An innovative new patented product targeted at those who have limited use of their right hand or who are left handed by nature, the ***Left Handed Ignition System***, has been developed by Marybeth Enright of West Roxbury, Massachusetts. The invention's unique design provides its users with a fully functional ignition switch on the left side of their vehicle's steering wheel, providing them with unprecedented convenience.

Considering the fact that an overwhelming majority of people count their right hand as the dominant one for everyday use, it is not a surprise that most products are manufactured and designed with them in mind. While this does not necessarily present a problem in many instances, there are cases, such as with a vehicle's ignition system, where an application designed to accommodate those who favor their left hand would be highly functional and valued.

As described in patent documents, the ***Left-Hand Ignition System*** will have multiple design options. For vehicles with dashboard-mounted ignition switches, an ignition switch on the left-hand side of the dashboard that duplicates the functionality of the right-hand switch will be used. For steering column-mounted ignition switches, a key slot mirroring the position and functionality of the slot on the right-hand side will be implemented. A third option will be a rotatable collar that can turn a full 180 degrees around the steering column, thereby giving the driver the choice of where to place the ignition switch in order to start the vehicle.

The ***Left Handed Ignition System*** will provide left-handed users with an ignition switch that is located in an optimally comfortable and convenient position for them. The product would also prove to be completely unobtrusive to the normal operation of a vehicle and will offer the additional benefit of eliminating the need for an individual with right-hand impairment to have to force their left hand into an unnatural and often painful position when starting their car.

The ***Left-Handed Ignition System*** is the subject of U.S. Patent # **6,723,934** with the United States Patent and Trademark Office. Mrs. Enright now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the specialized automotive accessories industry are currently being targeted as candidates to eventually commercialize ***Left Handed Ignition System*** on a worldwide basis.

In October 2011, Mrs. Enright contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Left Handed Ignition System*** 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, including the SHOT Show, the International Home and Housewares Show, the National Hardware Show, the Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Left Handed Ignition System*** 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).