



Bike Poncho Invention In Search of Licensee

An innovative new product designed to bicycle riders from the elements, the ***Bike Poncho***, has been developed by Darlene Heil of Hatfield, Pennsylvania. The invention's unique design enables its users to use their bicycles with thorough peace of mind that they will be protected from rain, sleet, snow, or any other weather-related anomaly.

Using a bicycle as a mode of transportation has become much more prevalent in recent years, particularly due to the rising expenses of automotive fuel. The activity has one other major benefit beyond the economic factor, that being the consistent and vigorous level of physical activity it engages the rider in. However, the act of riding a bicycle inherently leaves the participant exposed to the elements, which can become both an annoyance and a hazard depending on the time of the year and intensity of the inclement weather.

The ***Bike Poncho*** will provide its users with effective protection against all types of weather. It will provide dryness and warmth, two key elements in remaining protected against the onset of colds, the flu, and a number of other illnesses. The product will be made from durable and light materials, adding to its value and convenience. It will also be completely unobtrusive to the normal operation of a bicycle.

The ***Bike Poncho*** will be adaptable for use on virtually any model of bicycle and can be installed quickly and without the need for any tools. It will be competitively priced, adding to its appeal. Overall, through its proprietary features and design, the ***Bike Poncho*** will enhance the enjoyment of the bicycle riding experience by providing an ideal level of comfort to its users.

The ***Bike Poncho*** is currently in patent pending status with the United States Patent and Trademark Office. Ms. Heil now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the bicycle accessories industry are currently being targeted as candidates to eventually commercialize ***Bike Poncho*** on a worldwide basis.

In November 2011, Ms. Heil contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bike Poncho*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Bike Poncho*** 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.

