



Graphic Tees Invention In Search of Licensee

An innovative new product designed to enhance the look of any automobile in a creative manner, the ***Graphic Tees***, has been developed by Calvin Phillips of Greensboro, North Carolina. The invention's unique design allows vehicle owners to customize the rag tops of their cars or trucks in a variety of colorful ways.

Many consumers use their vehicle as a tool for self expression and representation when they are out in public. The ***Graphic Tees*** will enable them to display their creativity through a number of different styles and designs that can be selected to match the décor of the rest of the vehicle. The product will also be affordably priced, adding to its overall appeal.

The inventor of the ***Graphic Tees*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Graphic Tees*** on a worldwide basis.

In August 2011, Mr. Phillips contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Graphic Tees*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***Graphic Tees*** 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.