



Heatwiper Blades Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to operating one's vehicle in the winter, the ***Heatwiper Blades***, has been developed by Booker T. Powell of Flint, Michigan. The invention's unique design provides its users with a dependable method of insuring that their windshields offer them optimal visibility at all times during the cold weather months.

The elements have always posed a significant potential hazard to drivers, and have been the cause of countless catastrophes. Ice and snow build-up in the winter time can be just as problematic as the heavy rainstorms that summer brings, and the problem is particularly manifested on vehicle windshields. Both the glass and windshield wiper blades are natural magnets for ice and wet snow build-up, which can bring about both time consuming clean-up at minimum, and potential tragedy at worst.

The ***Heatwiper Blades*** will address the general problem of the accumulation of winter-related residue on vehicle windshields. Through its proprietary features, it will thoroughly and efficiently remove all ice and snow build-up quickly and easily from windshields and wiper blades. By doing so, the ***Heatwiper Blades*** will be responsible for helping to significantly reduce the chances of an accident occurring due to poor visibility. It will also save motorists the significant time, hassle, and overexposure to the cold that is typically involved when cleaning windshields during cold weather.

Mr. Powell 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 ***Heatwiper Blades*** on a worldwide basis.

In March 2012, Mr. Powell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Heatwiper Blades*** 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 ***Heatwiper Blades*** 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.