



Hitch Finder Invention In Search of Licensee

An innovative new product designed to greatly simplify a common two person task, the ***Hitch Finder***, has been developed by Kenneth Randon of Denver, Colorado. The invention's unique design allows its users to connect a trailer to the rear of their truck without the need for an additional person to offer guidance.

Connecting a trailer to a truck that will be towing it may seem like a fairly simple and straightforward task at first glance, but it does present certain inherent difficulties. For example, it can be a cumbersome task to correctly align the rear of a truck, and the ball and hitch attached to it, with the trailer that the individual wishes to attach. Typically, a second person is required to be standing outside of the truck in order to guide the driver and insure that no accidents occur during the process.

The ***Hitch Finder*** will enable its users to quickly and easily bring a trailer and the ball and hitch on the rear of their vehicle together. It will be easy to operate and will eliminate the need for a second person to be present, thereby saving both time and hassle. Through its proprietary features, it will also enable its user to conveniently monitor the progress of the connection being made, helping to insure that any malfunctions or errors in the process are detected in timely fashion. As a result, the ***Hitch Finder*** will also help to prevent potential damage to both vehicles and trailers.

Mr. Randon now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive and truck accessories industry are currently being targeted as candidates to eventually commercialize ***Hitch Finder*** on a worldwide basis.

In March 2012, Mr. Randon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hitch Finder*** 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 ***Hitch Finder*** 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.