



Car Hoodie Invention In Search of Licensee

An innovative new product designed to make it easier than ever for consumers to protect the body of their vehicle, the ***Car Hoodie***, has been developed by Christopher Tolson of Suitland, Maryland. The invention's unique design enables its users to have complete peace of mind that it will not be removed from the vehicle by wind.

Vehicle covers are one of the most common accessories for protecting a vehicle from the elements. They are designed to save its users time, money, and hassle by shielding their vehicle's paint job from the harmful rays of the sun as well as from the detrimental effects of snow and ice build-up, which typically requires cumbersome clean-up. However, the covers themselves can sometimes bring their users unintended hassles by easily slipping off during inclement weather for example, which is when they are most needed.

In an effort to address these types of issues, the ***Car Hoodie*** has been developed. The product will be easily implemented on any make or model of vehicle. Its proprietary features will also allow its users to quickly secure it to their vehicle when desired. Additionally, the ***Car Hoodie*** will eliminate the hassle of having to reinstall one's car cover constantly and will offer the benefit of being an effective repellant of wind and dust. Overall, it will help preserve the life and quality of a vehicle's paint job and other exterior components.

Mr. Tolson 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 ***Car Hoodie*** on a worldwide basis.

In March 2012, Mr. Tolson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Car Hoodie*** 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 ***Car Hoodie*** 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.