



## *AVS and Cap Light Invention In Search of Licensee*

An innovative new product targeted at vehicle owners everywhere, the ***AVS and Cap Light***, has been developed by Mark Allen Marsh of Puyallup, Washington. The invention's unique design makes a common and essential automotive maintenance task much easier to carry out.

Motor vehicles are certainly one of the most indispensable components of everyday life, but their proper care is paramount to keeping them functional and on the road consistently. One of the most essential recurring maintenance-related tasks with respect to cars is the amount of air pressure in its tires. Overly low amounts of pressure can result in a myriad of problems, ranging from poor gas mileage at the most benign, to a flattened or torn tire and potential serious accident at worst. As a result, any tool that can make the constant monitoring of tire pressure a more efficient and simpler task would certainly be valued.

With this in mind, the ***AVS and Cap Light*** has been developed. The ***AVS and Cap Light*** will insure that a vehicle has proper tire pressure at all times. It enables vehicle owners to achieve much better gas mileage by insuring their tires are properly inflated at all times. Additionally, the ***AVS and Cap Light*** will be competitively priced, adding to its appeal. It will provide peace of mind and significantly lessen the chances of a flat tire and will also be adaptable and functional with virtually any vehicle tire.

Mr. Marsh now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive products industry are currently being targeted as candidates to eventually commercialize ***AVS and Cap Light*** on a worldwide basis.

In May 2012, Mr. Marsh contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***AVS and Cap Light*** 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 ***AVS and Cap Light*** 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](mailto:MR@innovationdirectonline.com).