



Lap Shade Invention In Search of Licensee

An innovative new product designed to help eliminate the degree of heat that the passengers and driver of a car are exposed to, the **Lap Shade**, has been developed by Thomas Leal of San Bernadino, California. The invention's unique design provides its users with a convenient and effective method of preventing the sun's rays from becoming a problem, particularly during extended trips.

Although a variety of measures exist for controlling the amount of heat that permeates a vehicle while it is parked in an area exposed to the sun, there are not any readily available solutions to the problem of ongoing, prolonged sun exposure while that same vehicle is in motion. Often, especially on long rides or during particularly hot months, the heat that centers on the lap of both driver and passengers can become exceedingly intense and uncomfortable.

Through its proprietary features, the **Lap Shade** enables its users to enjoy welcome relief from the rays of the sun. The product will attach easily and quickly to a standard vehicle air conditioning duct, thereby directing the cool air downward. At the same time, it will also offer a formidable shield for the person's lower torso from heat and sunshine. By virtue of these benefits, the **Lap Shade** will enhance the enjoyment of any car ride, whether extended or abbreviated.

The **Lap Shade** will offer the additional benefit of being conveniently portable and adaptable to any vehicle. It will come equipped with extendable suction pads that will allow it to reach as far back as the vehicle's windshield if necessary. It will be durable and cost-effective as well, enhancing its overall appeal.

The **Lap Shade** is the subject of **Design Patent # D559,161** and **Utility Patent # 8,210,595** with the United States Patent and Trademark Office. The inventor of the **Lap Shade** 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 the **Lap Shade** on a worldwide basis.

In October 2011, Mr. Leal contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Lap Shade** 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 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 **Lap Shade** 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.

