



Street Glow Skateboard Invention In Search of Licensee

An innovative new product that lends an eye catching and dynamic appearance to a widely popular sporting goods accessory, the ***Street Glow Skateboard***, has been developed by Jules Reasby of Decatur, Georgia. The invention's unique design provides conventional skateboards with an unprecedented look.

Skateboarding has experienced a renaissance in popularity over the last decade or so that has seen it grow into a multi-million dollar industry, when one factors in sales of related merchandise such as clothing and accessories. Although it is enjoyed by participants of varying ages, it is accurate to assume that the bulk of its fan base consists of a younger demographic. As is typical of consumers in that age bracket, any new version of a product that they already utilize that has a certain creative and attention-grabbing flair will certainly be of potential interest.

Along these lines, the ***Street Glow Skateboard*** has been developed. The ***Street Glow Skateboard's*** proprietary features allow skateboarders to sport a distinctive look while participating in their favorite hobby. It will be made available in multiple designs and versions to suit individual tastes. The ***Street Glow Skateboard*** also provides all of the functionality of a conventional skateboard. Furthermore, it lends an important safety component that a standard skateboard cannot provide.

The Street Glow Skateboard is also in patent pending status with the United States Patent and Trademark Office. The inventor has also developed a working prototype that has been utilized with success.

Mrs. Reasby now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the skateboard products industry are currently being targeted as candidates to eventually commercialize the ***Street Glow Skateboard*** on a worldwide basis.

In August 2012, Mrs. Reasby contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Street Glow Skateboard*** 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 the ***Street Glow Skateboard*** 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.