



Illuminated Steering Wheel Cover Invention In Search of Licensee

An innovative new product that provides unprecedented functionality to a standard automotive component found in every vehicle, the ***Illuminated Steering Wheel Cover***, has been developed by Rodell Cook of St. Peters, Missouri. The invention's unique design enables its users to enjoy the benefits of having an illuminated steering wheel.

The safe and responsible operation of a motor vehicle is paramount to the safety of each motorist and any others that happen to be in their vicinity at any given time. At times, poor visibility on the road and inside the vehicle itself can be one of the biggest culprits to this being successfully achieved. Therefore, any product that can potentially enable clearer visibility for a driver in dimly lit conditions would certainly be of considerable potential value.

With this in mind, the ***Illuminated Steering Wheel Cover*** has been developed. The ***Illuminated Steering Wheel Cover*** can be implemented directly into any standard cushion or custom designed steering wheel. It will be conveniently powered on and off by the user through a simple switch. Additionally, the ***Illuminated Steering Wheel Cover*** will provide superior visibility to its users when driving at night or in poorly lit conditions. Furthermore, it will easily lend itself to having a variety of different logos and imprints applied, such as those pertaining to sports teams, schools, and churches.

The ***Illuminated Steering Wheel Cover*** is the subject of U.S. Patent # **US D623,571 S**.

Mr. Cook 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 ***Illuminated Steering Wheel Cover*** on a worldwide basis.

In June 2012, Mr. Cook contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Illuminated Steering Wheel Cover*** 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 ***Illuminated Steering Wheel Cover*** 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.