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Rotor Caps Invention In Search of Licensee

An innovative new product designed to address a common problem related to a vehicle’s exterior appearance and presentation, the **Rotor Caps**, has been developed by Gregory Williams of Stafford, Virginia. The invention’s unique design provides its users with an effective method of covering up imperfections on a car or truck that would otherwise be visible to an observer.

For car enthusiasts, having a vehicle that commands attention takes on a substantial degree of importance. Those who enjoy the accessorizing and customizing that comes with this hobby typically spare little expense in making sure that their prized possessions are in as pristine shape as possible. One of the most popular and eye-catching components on cars and trucks are tire rims, which are made in a wide variety of designs and colors intended to catch the eye of anyone who comes within the vicinity. However, even the impressive appearance of a new set of rims can be ruined by a common blemish.

With this problem in mind, the **Rotor Caps** has been conceived. The **Rotor Caps** thoroughly covers components of a vehicle’s brake and suspension system that typically accumulate rust. The product also protects against the entry of debris while still allowing ventilation. Through its proprietary features, the **Rotor Caps** additionally guards against the striking and aesthetically pleasing effect of new rims being ruined by visible rust or dirt.

The **Rotor Caps** is in patent pending status with the United States Patent and Trademark Office. The inventor has also developed a working prototype of the **Rotor Caps** which is available for review under the appropriate terms and conditions of confidentiality.

Mr. Williams 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 **Rotor Caps** on a worldwide basis.

In January 2013, Mr. Williams contracted product management services leader Innovation Direct™ to represent the **Rotor Caps** 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 **Rotor Caps** 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.