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Multi-Colored Halo Rim Light Invention In Search of Licensee

An innovative new product targeted at vehicle customization enthusiasts everywhere, the ***Multi-Colored Halo Rim Light***, has been developed by Michael Lacefield of Chicago, Illinois. The invention's unique design provides vehicles it is utilized on a colorful and attention grabbing look.

For those who enjoy using their vehicles as a portable forum for their creativity, the ability to customize their transportation with a variety of unique and aesthetically pleasing items is always of great interest. This makes that particular segment of the automotive accessories market increasingly lucrative, and one that is always seeking the next profitable new product that will catch the eye of the consumer.

With this in mind, the ***Multi-Colored Halo Rim Light*** has been conceived. The ***Multi-Colored Halo Rim Light*** will be made available in a wide variety of colors to suit individual tastes. Through its proprietary features, the ***Multi-Colored Halo Rim Light*** will be capable of being installed in virtually any make or model of vehicle. Additionally, the ***Multi-Colored Halo Rim Light*** will be effortlessly controlled by the user through a remote control device, adding to its appeal.

The inventor has also developed a working prototype of the ***Multi-Colored Halo Rim Light*** that he has utilized on his personal vehicle. Furthermore, the ***Multi-Colored Halo Rim Light*** is in patent pending status with the United States Patent and Trademark Office.

Mr. Lacefield now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the customized automotive accessories industry are currently being targeted as candidates to eventually commercialize the ***Multi-Colored Halo Rim Light*** on a worldwide basis.

In January 2013, Mr. Lacefield contracted product management services leader Innovation Direct™ to represent the ***Multi-Colored Halo Rim 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 the ***Multi-Colored Halo Rim 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.