



Go Shop Invention In Search of Licensee

An innovative new product designed to provide those who work on cars with unprecedented access to their tools, the ***Go Shop***, has been developed by John Mattox of Cleveland, Georgia. The invention's unique design insures that a considerable number of different automotive repair and maintenance tasks can be performed.

For those who count tinkering with automobiles as one of their passions, having immediate and convenient access to their tools and accessories is highly valued. The same importance would hold true for addressing vehicle repair emergencies, which more often than not happen unexpectedly and out on the open road. Particularly in the case of the latter, the most that can usually be done at the moment is for a towing service to be called to transport the car to a repair center. Therefore, any product that would effectively address this type of need in a more thorough manner would likely be viewed with great interest.

To this end, the ***Go Shop*** has been conceived. The ***Go Shop*** will be fully mobile to virtually any location. Through its proprietary features, it can play a significant role in the establishing or enhancing of a roadside repair business. Additionally, the ***Go Shop*** will be useable in virtually any type of weather and will be made from durable materials, making it a wise long-term investment

The ***Go Shop*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Mattox now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive repair accessories industry are currently being targeted as candidates to eventually commercialize the ***Go Shop*** on a worldwide basis.

In September 2012, Mr. Mattox contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Go Shop*** 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 ***Go Shop*** 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.

