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Eraser Away Wiper Blades Invention In Search of Licensee

An innovative new product designed to enhance the functionality of an essential automotive accessory, the ***Eraser Away Wiper Blades***, has been developed by Carolyn Halsey of Dolphin, Virginia. The invention's unique design provides with an effective solution to a common annoyance when driving.

A vehicle's wiper blades are obviously one of its most essential safety accessories. The benefits and functions they provide keep a person driving safely through most types of inclement weather by insuring visibility is sufficient to avoid a mishap. However, while conventional wiper blades certainly function well enough to keep water away from a windshield, a variety of other obstructions can also be encountered when on the road and become an obstacle and nuisance to the driver.

With this in mind, the ***Eraser Away Wiper Blades*** has been conceived. The ***Eraser Away Wiper Blade's*** proprietary features enable it to thoroughly and quickly wipe away dirt, grime, bird droppings, and bugs from windshields. The ***Eraser Away Wiper Blades*** will considerably enhance visibility on the road, helping to reduce the chance of accidents. Additionally, the product is easy and convenient to implement on virtually any model of vehicle. Furthermore, the ***Eraser Away Wiper Blades*** will be competitively priced, adding to their appeal.

The inventor of the ***Eraser Away Wiper Blades*** has developed a prototype that has been utilized with success. The ***Eraser Away Wiper Blades*** is also in patent pending status with the United States Patent and Trademark Office.

Ms. Halsey now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the ***Eraser Away Wiper Blades*** on a worldwide basis.

In May 2013, Ms. Halsey contracted product management services leader Innovation Direct™ to represent the ***Eraser Away Wiper Blades*** 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 ***Eraser Away Wiper Blades*** 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.