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Car Purse Holder Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to purses and handbags, the ***Car Purse Holder***, has been developed by Manuel Martinez of Olive Branch, Mississippi. The invention's unique design enables its users to securely store their purses in unobtrusive fashion while in a vehicle.

The ***Car Purse Holder*** allows drivers to be free of the potential hassle and danger of having their purse or handbag interfere with their control of the vehicle. Its proprietary features enable the passengers in a vehicle to have more room, increasing their enjoyment and comfort during a car ride. It also keeps the user's purse within easy reach at all times and will be adaptable for use with any model of vehicle. Furthermore, the ***Car Purse Holder*** will be competitively priced, adding to its appeal.

The inventor of the ***Car Purse Holder*** 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 ***Car Purse Holder*** on a worldwide basis.

In August 2013, Mr. Martinez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Car Purse Holder*** 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 World of Concrete 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 ***Car Purse Holder*** 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.