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Easy Cover Invention In Search of Licensee

An innovative new product designed to provide an important function for vehicle owners, the **Easy Cover**, has been developed by Ezequiel Alarcon of North Miami, Florida. The invention's unique design insures that vehicle exteriors and interiors are protected from the elements and other potential dangers.

The **Easy Cover** insures that a vehicle's exterior will not be damaged by hail or ice. The product also prolongs the life of a vehicle's paint job through the protection it offers. Additionally, the **Easy Cover** will help maintain the interior of a vehicle considerably cooler when parked in hot temperatures for extended periods. Furthermore, the **Easy Cover's** proprietary features enable it to also guard a vehicle's exterior body from nicks and damages caused by other vehicle's doors in parking lots. Moreover, it will be competitively priced, adding to its appeal.

The inventor of the **Easy Cover** 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 **Easy Cover** on a worldwide basis.

The **Easy Cover** is also in Patent Pending status within the United States Patent and Trademark Office.

In October 2013, Mr. Alarcon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Easy Cover** 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 **Easy Cover** 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.