

INNOVATION DIRECT™

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Rafter Signal Invention In Search of Licensee

A simple yet innovative new product that serves as a valuable enhancement to a vehicle's existing collection of signals, the **Rafter Signal**, has been developed by Wendell G. Rafter of Helena, Montana. The invention's unique design helps to insure that a driver's intentions with regards to turning are clear and timely.

The **Rafter Signal** enables its users to rely on more than just their conventional turn signals, especially when changing lines or making gradual turns. The product is exceedingly easy and safe for the driver of a vehicle to operate. Additionally, the **Rafter Signal** helps considerably reduce the probability that a vehicle will inadvertently leave their turn signals on long past the intended point. Furthermore, the **Rafter Signal** indirectly helps to prevent potential accidents by reducing the chances of a vehicle falsely indicating a turn or lane change. Moreover, it is competitively priced, adding to its appeal.

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

The inventor of the **Rafter Signal** 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 **Rafter Signal** on a worldwide basis.

In April 2014, Mr. Rafter contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Rafter Signal** 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 **Rafter Signal** 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.