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The Felts Specialty Blades Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to the operation of a vehicle in inclement weather, the ***Felts Specialty Blades***, has been developed by Matthew Felts of Cheboygan, Michigan. The invention's unique design helps insure that a vehicle windshield is always kept free of snow and ice.

The ***Felts Specialty Blades*** provides its users with optimal visibility by quickly and efficiently dissolving snow and ice build-up. They significantly reduce the chances of an accident due to poor visibility. Additionally, the ***Felts Specialty Blades*** is easy to deploy and operate, requiring no effort from the driver. Furthermore, it saves the time, hassle, and exposure to cold that is associated with having to manually remove snow and ice from a windshield. Moreover, the ***Felts Specialty Blades*** provides valuable peace of mind when operating a vehicle during the winter. The product will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

Mr. Felts 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 ***Felts Specialty Blades*** on a worldwide basis.

In June 2014, Mr. Felts contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Felts Specialty 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 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 ***Felts Specialty 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.