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Vehicle Chocking System Invention In Search of Licensee

An innovative and highly functional new automotive accessory designed to effectively complete a common and necessary task, the ***Vehicle Chocking System***, has been developed by Daniel Baskerville of Greensboro, North Carolina. The invention's unique design enables it users to easily and effortlessly apply and retract a chock to and from a tire.

The ***Vehicle Chocking System*** is conveniently controlled through a switch in the vehicle dashboard. Additionally, the ***Vehicle Chocking System*** eliminates the need to have to walk out in inclement or extreme weather to chock tires. Furthermore, it saves its users time and effort. Moreover, the ***Vehicle Chocking System*** is easy to implement into virtually any vehicle. The product will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Vehicle Chocking System*** is also the subject of **Utility Patent # 6,957,722 B1** within the United States Patent and Trademark Office.

Mr. Baskerville now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the hair and beauty accessories industry are currently being targeted as candidates to eventually commercialize the ***Vehicle Chocking System*** on a worldwide basis.

In August 2014, Mr. Baskerville contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Vehicle Chocking System*** 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 ***Vehicle Chocking System*** 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.