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Handy Visor Invention In Search of Licensee

An Innovative new product designed to effectively address a common annoyance found during the operation of a motor vehicle, the **Handy Visor**, has been developed by Christina L. Troutman of Beverly Hills, California. The invention's unique design insures its users of adequate protection for their forearms and hands from the sun.

The **Handy Visor** provides greater overall comfort when driving, especially in hot weather. The product can be instrumental in helping prevent potential skin maladies related to prolonged sun exposure. Additionally, the **Handy Visor** is thoroughly unobtrusive and safe to utilize when driving. Furthermore, it is versatile enough to also shield the eyes during a sunset. Moreover, the **Handy Visor** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **Handy Visor** is also in the process of developing a prototype of the product.

Mrs. Troutman now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the **Handy Visor** on a worldwide basis.

In June 2014, Mrs. Troutman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Handy Visor** 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 **Handy Visor** 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.