

# INNOVATION DIRECT

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## *The Drive Thru Weather Protector Invention In Search of Licensee*

An innovative and useful new product intended to effectively address a common problem encountered by those who work in the fast food industry, the ***Drive Thru Weather Protector***, has been developed by Lois R. Mullins-Taylor of Blairsville, Georgia. The invention's unique design helps provide those employees who work in a drive-thru window with protection from inclement weather.

The ***Drive Thru Weather Protector*** helps to reduce the chances of potential illness or other physical issues stemming from prolonged exposure to snow, sleet, or rain. The product easily fastens around the user and will be thoroughly comfortable and unobtrusive to wear while working. Additionally, the ***Drive Thru Weather Protector*** includes components that help to specifically protect the hands of the user. Furthermore, its proprietary features insure that the product can be adjusted to the type of inclement weather present any given time. Moreover, the ***Drive Thru Weather Protector*** will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Drive Thru Weather Protector*** has developed a working prototype that has been utilized with success. The ***Drive Thru Weather Protector*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Mullins-Taylor now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the specialized apparel products industry are currently being targeted as candidates to eventually commercialize the ***Drive Thru Weather Protector*** on a worldwide basis.

In August 2014, Mrs. Mullins-Taylor contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Drive Thru Weather Protector*** 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 ***Drive Thru Weather Protector*** 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](mailto:MR@innovationdirectonline.com).