

# INNOVATION DIRECT

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## *Magna Shade Invention In Search of Licensee*

An innovative new product designed to serve multiple purposes during a common automotive maintenance and repair task, the ***Magna Shade***, has been developed by Adrian Jewell of Austell, Georgia. The invention's unique design provides glass technicians with a number of important benefits and advantages.

The ***Magna Shade***'s proprietary features enable it to keep glass at its ideal temperature for repair metal. The product provides shade to a glass technician while they work on a vehicle. Additionally, the ***Magna Shade*** will be made available in different sizes for different makes and models of vehicle. Furthermore, it will help make an automotive glass repair job more efficient and less cumbersome. Moreover, it will be easy to set up and begin using. The ***Magna Shade*** will also be competitively priced and made from lightweight yet durable materials, adding to its appeal.

Mr. Jewell now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive maintenance accessories industry are currently being targeted as candidates to eventually commercialize the ***Magna Shade*** on a worldwide basis.

In September 2014, Mr. Jewell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Magna Shade*** 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 ***Magna Shade*** 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).