



The Ratchet Guard Invention In Search of Licensee

An innovative new product designed to serve as a valuable automotive accessory, the **Ratchet Guard**, has been developed by Doug Mayberry of Oregon, Wisconsin. The invention's unique design helps insure that vehicles are protected from damage that can result from the metal components on ratchet tie-down straps.

The **Ratchet Guard** helps to significantly reduce the potential for unsightly scratches and other damage on vehicle surfaces. The product is exceedingly easy to implement and begin using. Additionally, the **Ratchet Guard** offers the additional benefit of also shielding products being transported from any damage. Furthermore, the **Ratchet Guard** is considerably flexible, allowing the user to easily position it against any surface they wish to protect. It will also be competitively priced and made from durable materials, adding to its appeal.

The **Ratchet Guard** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In December 2014, Mr. Mayberry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Ratchet Guard** 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 **Ratchet Guard** 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.