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Speed Control Invention In Search of Licensee

An innovative and highly useful improvement on a widely used feature found in every modern vehicle, the *Speed Control*, has been developed by Omar Mansour of Orland Park, Illinois. The invention's unique design provides a functional and valuable enhancement to standard cruise control.

The *Speed Control* provides its users with an effortless method of bringing their vehicle to a stop when in traffic. The product allows its users to enjoy all of the benefits and conveniences of cruise control, particularly being able to pre-set and travel at a specific speed. Additionally, the *Speed Control* provides relief from the physical strain of constantly having to apply the brakes in the conventional manner when in traffic. Furthermore, it can be deployed equally effectively on rural or urban roads. Moreover, it could potentially be offered as either an add-on on new vehicles or as an aftermarket accessory. It will also be competitively priced, and can be implemented into virtually any make or model of vehicle, adding to its appeal and making it a wise investment.

The *Speed Control* is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Mansour 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 *Speed Control* on a worldwide basis.

In September 2014, Mr. Mansour contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Speed Control* 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 *Speed Control* 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.