



The Unique Rides Design Invention In Search of Licensee

A simple yet innovative new accessory that can be used on various modes of transportation, the ***Unique Rides Design***, has been developed by Paula Rankin of Warner Robins, Georgia. The invention's unique design allows consumers to customize their automobiles and motorcycles in a way that enhances their overall look.

The ***Unique Rides Design***'s range of available designs allows women to lend a feminine touch to their vehicle or bike. The product will be exceedingly easy to implement. Additionally, the ***Unique Rides Design*** is completely unobtrusive to the safe operation of whatever mode of transport it is placed on. Furthermore, the ***Unique Rides Design*** will be made available in a variety of sizes, dimensions, and designs to suit individual tastes and needs. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Unique Rides Design*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2014, Mrs. Rankin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Unique Rides Design*** 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 ***Unique Rides Design*** 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.