



### *Nosey Shade Invention In Search of Licensee*

A simple yet useful new automotive accessory, the *Nosey Shade*, has been developed by inventor Tiffany Mincy of Trenton, New Jersey. The invention's unique design insures that a common problem related to privacy when driving is addressed effectively.

The *Nosey Shade*'s proprietary features insure that a driver is not visible to others around them when stopped at a light or parked. The product is easy and convenient to deploy as needed. Additionally, the *Nosey Shade* eliminates uncomfortable and awkward situations stemming from others looking into one's vehicle when side-by-side on the road or in a parking lot. Furthermore, its sleek design makes it aesthetically pleasing within a vehicle's interior. Moreover, the *Nosey Shade* will be available in a variety of colors to suit interior vehicle décor. The *Nosey Shade* will also be competitively priced and made from durable materials, adding to its appeal.

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

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

In June 2015, Mrs. Mincy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Nosey 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 *Nosey 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).