



The Hide-A-Rack Invention In Search of Licensee

An innovative and highly useful new truck bed accessory, ***The Hide-A-Rack***, has been developed by inventor Michael G. Scott of Ridgespring, South Carolina. The invention's unique design provides its users with a versatile and functional manner of transporting items securely and unobtrusively in their pickup truck.

The Hide-A-Rack's proprietary features enable to save a considerable amount of truck bed space as compared to other similar and more bulky products. The product does not ever require moving after initial installation. Additionally, ***The Hide-A-Rack*** utilizes space in a truck bed that normally goes unused, insuring that the bed's full allotment of space can be taken advantage of. Furthermore, it is conveniently and quickly accessible whenever necessary and does not compromise the aesthetics of a luxury truck in any manner. Moreover, ***The Hide-A-Rack*** will be competitively priced and made from highly durable materials, adding to its appeal.

The inventor of ***The Hide-A-Rack*** has developed several working prototypes that have been utilized with success. ***The Hide-A-Rack*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Scott now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the truck accessories industry are currently being targeted as candidates to eventually commercialize ***The Hide-A-Rack*** on a worldwide basis.

In April 2015, Mr. Scott contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Hide-A-Rack*** 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 Hide-A-Rack*** 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.