

# INNOVATION DIRECT

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## *Car Heater/AC Invention In Search of Licensee*

An innovative and useful twist on a widely used automotive component, the *Car Heater/AC*, has been developed by inventor Montenegro Akuok of Philadelphia, Pennsylvania. The invention's unique design incorporates the functionality of a residential temperature control unit to provide its users with unprecedented comfort in their vehicles.

The *Car Heater/AC* will be simple and straightforward to implement and operate. The product's proprietary features insure that a vehicle's interior temperature is always at optimal levels. Additionally, the *Car Heater/AC* will be sleekly designed, taking up a minimal amount of room. Furthermore, it will be made available in a variety of colors to suit different vehicle interiors. Moreover, the *Car Heater/AC* eliminates the discomfort and hazard of extreme temperatures in a vehicle during certain times of year. It will also be competitively priced and made from durable materials, adding to its appeal.

The *Car Heater/AC* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Akuok now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive temperature control products industry are currently being targeted as candidates to eventually commercialize the *Car Heater/AC* on a worldwide basis.

In October 2015, Akuok contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Car Heater/AC* 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 *Car Heater/AC* 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).