



### *Sweet Sixteen Invention In Search of Licensee*

An innovative new automotive wheel accessory, the *Sweet Sixteen*, has been developed by inventor Dennis Harris of Washington, DC. The invention's unique design and features allow it serve a host of other purposes beyond that of a conventional wheel.

*Sweet Sixteen's* proprietary features render it a lighter product than conventional wheel systems. Additionally, the product is capable of providing much-needed cooling to the brake system. Furthermore, it provides aerodynamic solutions to today's vehicles. Moreover, the *Sweet Sixteen* enhances the look of any vehicle it is utilized on. The *Sweet Sixteen* will also be competitively priced and made from durable alloys, adding to its appeal.

The inventor of the *Sweet Sixteen* has developed a half scale model and a white paper on the product. The *Sweet Sixteen* is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the *Sweet Sixteen* on a worldwide basis.

In March 2016, Mr. Harris contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Sweet Sixteen* 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 *Sweet Sixteen* and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 2280 or at [MR@innovationdirectonline.com](mailto:MR@innovationdirectonline.com).