



Fishing Bobber Invention In Search of Licensee

An innovative and eye-catching new fishing accessory designed to appeal to anglers everywhere, the ***Fishing Bobber***, has been developed Louis Hughes, Jr. of Dunbar, Pennsylvania. The invention's unique appearance is designed to attract both experienced and novice fishing enthusiasts alike.

There will be various versions of the product made available, including those depicting male and female figures on a surfboard. An additional version targeted at younger fishing enthusiasts featuring a figure of a young child or cartoon-like character would also be a possibility, as envisioned by the inventor.

The ***Fishing Bobber*** will have functional use as a conventional bobber in keeping bait afloat. However, it will also serve as a challenge and form of entertainment for fishermen utilizing it. The product, which will be completely buoyant, will keep its users immersed in attempting to keep the surfing figure perfectly upright as they fish and reel in their catches. The ***Fishing Bobber*** is designed to be durable and will be affordably priced, adding to its appeal.

The ***Fishing Bobber*** is the subject of **U.S. Design Patent # D599,876 S**, which was granted on September 8, 2009. 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 electrical products industry are currently being targeted as candidates to eventually commercialize the ***Fishing Bobber*** on a worldwide basis.

In July 2011, Mr. Hughes contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fishing Bobber*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***Fishing Bobber*** 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.