



## *Ice Shanty Mover Invention In Search of Licensee*

An innovative new patented product that addresses a common problem for ice fishermen, the *Ice Shanty Mover*, has been developed by David Scharf of Greenville, Michigan. The invention's unique design provides its users with an effortless and efficient manner with which to move ice shanties.

Ice shanties often enhance the experience of ice fishing, as they provide both privacy and a certain degree of protection from the elements for participants. Typically, ice shanties come in a wide variety of shapes and sizes, with some being stationary and others capable of being collapsed and folded.

The portability of an ice shanty is an important factor, as it must be placed in the most favorable areas on a lake where the fishing will take place. This can often be a cumbersome and challenging endeavor that can only be successfully accomplished with the aid of a towing device or the pushing of it with a snowmobile or automobile. However, the ice must be thick and formidable enough to support the weight of either one of these vehicles and if this is not the case, the only other option is for a fisherman to tow an ice shanty by hand.

Through its proprietary features, the *Ice Shanty Mover* allows an ice shanty to be conveniently be moved to a desired location. The product will be lightweight and durable, making it both user friendly and a considerable value for its purchasers. Additionally, it will save a great deal of time for ice fishermen when setting up their locations on a lake or other body of water.

The *Ice Shanty Mover* will offer the additional benefit of significantly reducing the chance of injury to its users by eliminating the need for them to attempt to move an ice shanty on their own, or risk bringing a snowmobile or motor vehicle onto ice to do the same.

The *Ice Shanty Mover* is the subject of **Utility Patent # 6,179,074** with the United States Patent and Trademark Office. The inventor of the *Ice Shanty Mover* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the ice fishing accessories industry are currently being targeted as candidates to eventually commercialize the *Ice Shanty Mover* on a worldwide basis.

In October 2011, Mr. Scharf contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Ice Shanty Mover* 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 *Ice Shanty Mover* 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).

