



### *Smart Catch Invention In Search of Licensee*

An innovative and effective new product sure to appeal to fishermen worldwide, ***Smart Catch***, has been developed by Jeffrey Harrison of Linden, Texas. The invention's unique design provides a conventional fishing rod with unprecedented functionality.

Fishing is one of the most popular pastimes worldwide and offers benefits beyond just the capturing of fish. For example, the nature and pace of fishing is such that it allows for bonding and conversation between friends and family members that there may not be any time for otherwise. As a result, any product that can help make the introduction and subsequent honing of fishing a much easier and streamlined proposition would certainly hold a great deal of appeal.

Accordingly, ***Smart Catch*** has been developed. ***Smart Catch*** enhances the enjoyment of fishing for its users. It will serve as an ideal learning tool for novice fishermen of all ages. ***Smart Catch*** will also be easy to handle and operate, regardless of the user's level of fishing experience. Furthermore, it will be fabricated from durable materials, making it a wise long-term investment.

Mr. Harrison now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fishing accessories industry are currently being targeted as candidates to commercialize ***Smart Catch*** on a worldwide basis.

In April 2012, Mr. Harrison contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Smart Catch*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Smart Catch*** 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).