



Fishing Tiedown Invention In Search of Licensee

An innovative and effective new product targeted at fishermen worldwide, the ***Fishing Tiedown***, has been developed by Sandra Rippe of Hammond, Indiana. The invention's unique design provides its users with a convenient method of addressing a couple of common annoyances related to fishing.

Although it is certainly one of the most popular pastimes, fishing does have its collection of minor difficulties and obstacles that while minor, can bring about extra work and hassle. One of these is the task of keeping one's fishing poles from falling into the water inadvertently. When this does occur, it can bring about both a loss of the activity and of money if the pole is not recovered. Preventing this from happening typically requires that the person keep a constant watch and hold of their pole, which can become a cumbersome task that limits their ability to do anything else in the meantime.

To address this problem, the ***Fishing Tiedown*** has been developed. The ***Fishing Tiedown*** allows its users to have considerable control over their fishing poles. By doing so, it will save them frustration and money by considerably reducing the chances of losing their fishing poles in the water. Additionally, the ***Fishing Tiedown*** will provide a comfortable sitting place for its users. Furthermore, it will be lightweight and compact, making it easy to both carry and to store. It will also be fabricated from durable materials, making it a wise investment.

A prototype of the ***Fishing Tiedown*** has also been developed by the inventor and utilized with success.

Mrs. Rippe now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the fishing accessories industry are currently being targeted as candidates to commercialize the ***Fishing Tiedown*** on a worldwide basis.

In April 2012, Mrs. Rippe contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fishing Tiedown*** 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 the ***Fishing Tiedown*** 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.