

# INNOVATION DIRECT™

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## *The Kitchen Sink Invention In Search of Licensee*

An innovative new product targeted at fishermen worldwide, ***The Kitchen Sink***, has been developed by Robin Hager of Charleston, West Virginia. The invention’s unique design provides anglers with a highly effective new tool in their quest to catch more fish.

Fishing, although technically classified as equal parts “sports” and “hobby”, would more accurately be labeled as “obsession” for many of its participants. There is no question that many fishermen constantly seek out any possible advantage they might be able to gain access to in order to improve their results when out on the water. Therefore, any product that offers the potential to help achieve superior results would likely be viewed with a great deal of interest.

With this in mind, ***The Kitchen Sink*** has been conceived. ***The Kitchen Sink*** will be equally effective in catching a multitude of different species of fish. The product’s proprietary features will make it particularly attractive to potential prey. Additionally, it will be fabricated from durable materials. ***The Kitchen Sink*** also will be competitively priced, making it a wise long-term investment. Furthermore, it will be easy to implement and begin using.

Mr. Hager now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fishing products industry are currently being targeted as candidates to eventually commercialize ***The Kitchen Sink*** on a worldwide basis.

In March 2013, Mr. Hager contracted product management services leader Innovation Direct™ to represent ***The Kitchen Sink*** 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 Kitchen Sink*** 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).

