

# INNOVATION DIRECT™

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## ***Beckley EZ Sport Invention In Search of Licensee***

An innovative new product designed for fishermen everywhere, the ***Beckley EZ Sport***, has been developed by Paul Beckley of Bennington, Vermont. The invention’s unique design enables its users to secure fish with greater success.

Fishing is certainly an activity where any tactical or strategic advantage is always highly coveted. As such, those who count themselves as devotees of the sport are typically very receptive to any product that addresses some of the common obstacles that get in the way of success when out on the water. For example, there are few more frustrating situations for fishermen than having a long awaited bite on their line that they ultimately can’t reel in. Therefore, a product that goes a long way towards solving this problem will likely be viewed with considerable interest.

With this in mind, the ***Beckley EZ Sport*** has been conceived. The ***Beckley EZ Sport*** will help to hook fish effectively once a bite is detected. It will be particularly effective in slow moving rivers, lakes, and ponds. Furthermore, the ***Beckley EZ Sport*** will be especially beneficial for children and those with physical handicaps. The ***Beckley EZ Sport*** will also be sold in 3 separate pieces for easy transport and will be made from durable materials, making it a wise long-term investment. Additionally, the ***Beckley EZ Sport*** will be competitively priced, adding to its appeal.

The ***Beckley EZ Sport*** is in patent pending status with the United States Patent and Trademark Office.

Mr. Beckley 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 eventually commercialize ***Beckley EZ Sport*** on a worldwide basis.

In June 2013, Mr. Beckley contracted product management services leader Innovation Direct™ to represent ***Beckley EZ Sport*** 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 ***Beckley EZ Sport*** 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).