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The Fish-On Invention In Search of Licensee

An innovative new product designed to provide fishermen with an important advantage, the ***Fish-On***, has been developed by Jeff Wiesinger of Shadehill, South Dakota. The invention's unique design enables its users to be clearly notified whenever there is a tug from a fish on their line.

The ***Fish-On*** is easy to implement and begin using. The product can be utilized equally effectively for both daytime and nighttime fishing. Additionally, it insures that fish cannot easily escape with bait. Furthermore, the ***Fish-On*** increases the chances of success for fishermen overall. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor has previously developed a prototype/proof of concept for the ***Fish-On***. The ***Fish-On*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Wiesinger now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the sporting goods products industry are currently being targeted as candidates to eventually commercialize the ***Fish-On*** on a worldwide basis.

In June 2014, Mr. Wiesinger contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Fish-On*** 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 ***Fish-On*** 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.