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### ***Henry Fishing Rod Holder Invention In Search of Licensee***

A simple yet innovative new product targeted at millions of fishermen worldwide, the ***Henry Fishing Rod Holder***, has been developed by Herbert Henry, Jr. of Rew, Pennsylvania. The invention's unique design helps provide its users with a number of different conveniences when out fishing.

The ***Henry Fishing Rod Holder's*** proprietary features help insure that fishing rods are securely supported at all times and kept out of contact with dirt and other harmful materials. The product is exceedingly easy to assemble and disassemble. Additionally, the ***Henry Fishing Rod Holder*** is conveniently portable to any fishing spot. Furthermore, it allows its users the freedom of having both hands free. Moreover, the ***Henry Fishing Rod Holder*** is competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The inventor of the ***Henry Fishing Rod Holder*** has developed a working prototype that has been utilized with success. The ***Henry Fishing Rod Holder*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Henry Fishing Rod Holder*** 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 accessories industry are currently being targeted as candidates to eventually commercialize the ***Henry Fishing Rod Holder*** on a worldwide basis.

In April 2014, Mr. Henry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Henry Fishing Rod Holder*** 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 ***Henry Fishing Rod Holder*** 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).