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The Louie Fishing Spring Invention In Search of Licensee

A simple yet innovative new product targeted at fishermen everywhere, the ***Louie Fishing Spring***, has been developed by August Louie of Hayward, California. The invention's unique design enables it to effectively address a common problem that affects the success of any fishing session.

The ***Louie Fishing Spring*** helps insure that its users never miss a bite from a fish on their line. The product is conveniently small in size, making it easy to carry along with other fishing equipment to any locale. Additionally, the ***Louie Fishing Spring*** enhances the overall enjoyment of a fishing trip by increasing the odds of success. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Louie 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 the ***Louie Fishing Spring*** on a worldwide basis.

In June 2014, Mr. Louie contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Louie Fishing Spring*** 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 ***Louie Fishing Spring*** 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.