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The Phony Fisherman Invention In Search of Licensee

An innovative new product designed to effectively address a common problem for fishermen of all levels, the ***Phony Fisherman***, has been developed by Steven J. Roberts, Jr. and Ruth L. Roberts of Sterling, Kansas. The invention's unique features enable it to insure that fishermen have an optimal chance of reeling in any bites on their line.

The ***Phony Fisherman*** provides its users with a clear alert every time there is a potential bite on their fishing line. Additionally, the ***Phony Fisherman*** features fully adjustable components for maximum functionality and convenience. Furthermore, the ***Phony Fisherman*** is easy to implement and utilize and capable of providing alerts through a multitude of ways. Moreover, the product will be competitively priced and made from durable materials, adding to its appeal.

The ***Phony Fisherman*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. and Mrs. Roberts now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the fishing accessories industry are currently being targeted as candidates to eventually commercialize the ***Phony Fisherman*** on a worldwide basis.

In November 2014, Mr. and Mrs. Roberts contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Phony Fisherman*** 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 ***Phony Fisherman*** 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.