



The Mad Stick Invention In Search of Licensee

An innovative and useful new product designed to provide a valuable convenience for fishermen, the ***Mad Stick***, has been developed by inventor David Aguilera, Jr. of Refugio, Texas. The invention's unique design insures that needed fishing supplies are within easy reach at all times.

The ***Mad Stick*** eliminates the hassle of having to transport a tackle box everywhere when fishing. The product helps to promote a greater chance of success during any fishing session by providing its users with all necessary supplies. Additionally, the ***Mad Stick*** saves time and makes a fishing session more pleasant and effortless overall. Additionally, it will be competitively priced and made from durable materials, adding to its appeal.

The ***Mad Stick*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Aguilera 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 ***Mad Stick*** on a worldwide basis.

In February 2015, Mr. Aguilera contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Mad Stick*** 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 ***Mad Stick*** 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.