



The Tuna Boss Invention In Search of Licensee

An innovative and highly useful new product targeted at fishermen everywhere, the **Tuna Boss**, has been developed by inventor Graviel Rivera of Miami, Florida. The invention's unique design provides its users with an effective method of insuring that a fisherman can retrieve a hooked fish in quicker fashion.

The **Tuna Boss**'s proprietary features help to significantly reduce the chances of a fish escaping from a hook. The product is designed to seamlessly allow for a second person to assist in reeling in a catch. Additionally, the **Tuna Boss** eliminates the frustration and hassle of losing a fish that is already hooked. Furthermore, it is easy and straightforward to operate. Moreover, the **Tuna Boss** will be competitively priced and made from durable materials, adding to its appeal.

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

Mr. Rivera now seeks a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the fishing products industry are currently being targeted as candidates to eventually commercialize the **Tuna Boss** on a worldwide basis.

In March 2015, Mr. Rivera contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Tuna Boss** 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 **Tuna Boss** 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.