



### ***Brandon Sporting Goods Invention In Search of Licensee***

An innovative and highly functional alternative to a widely used sporting goods product, ***Brandon Sporting Goods***, has been developed by inventor Brandon Lee Drake of Dubois, Indiana. The invention's unique design provides its users with an effective and useful method of steering a watercraft device.

The proprietary features of ***Brandon Sporting Goods*** enable it to increase the speed of propulsion generated by a paddle or oar. The product saves time and effort for its users. Additionally, ***Brandon Sporting Goods*** enhances the overall level of enjoyment of operating certain watercraft. Furthermore, it provides its users with superior levels of control when turning. Moreover, ***Brandon Sporting Goods*** will be competitively priced and made from durable yet lightweight materials, adding to its appeal.

***Brandon Sporting Goods*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Drake 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 products industry are currently being targeted as candidates to eventually commercialize ***Brandon Sporting Goods*** on a worldwide basis.

In April 2015, Mr. Drake contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Brandon Sporting Goods*** 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 ***Brandon Sporting Goods*** 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).