



Freedom Holder Plus Invention In Search of Licensee

An innovative new product designed to greatly simplify several aspects of fishing, the ***Freedom Holder Plus***, has been developed by inventor Michael Skiles of Lincoln City, Oregon. The invention's unique design offers its users an unprecedented number of options when it comes mounting their poles while on a fishing trip.

The ***Freedom Holder Plus***'s proprietary features enable it to be mounted to a variety of different accessories normally used during a fishing expedition. The product will not spin when utilized in soft sand or surf and can be used effectively for bank fishing. Additionally, the ***Freedom Holder Plus*** is conveniently easy to transport in a jacket pocket or backpack. Furthermore, it saves its users money over time by helping to prevent damage to fishing poles stemming from having them hit the ground constantly from an unsecured propped up position. Moreover, the ***Freedom Holder Plus*** provides fishermen with the convenience of a true, "hands-free" fishing experience. It will also be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Freedom Holder Plus*** has manufactured a limited run of the product and the product has enjoyed commercial success. The ***Freedom Holder Plus*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Skiles 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 ***Freedom Holder Plus*** on a worldwide basis.

In June 2015, Mr. Skiles contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Freedom Holder Plus*** 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 ***Freedom Holder Plus*** 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.