



## ***Ice Cream Vending Machine Invention In Search of Potential Licensees***

An innovative new patented product that is the first to provide soft serve ice cream and an accompanying spoon through a traditional vending machine structure, the Ice Cream Vending Machine, has been developed by co-inventors Robert Davis, Linda C. Davis, Eddie B. Davis, and Lillie Westerfield, residents of Peoria, Illinois. The invention's unique design enables its users to enjoy individual servings of soft serve ice cream on demand.

Snack and beverage vending machines have become a virtually indispensable staple in the dietary habits of many Americans, especially throughout the workday. However, as extensive of a presence as these machines enjoy, one of America's favorite treats, ice cream, remain accessible only through selected shops and mobile vendors. The ***Ice Cream Vending Machine***, therefore, represents a delicious and unprecedented alternative.

The invention's convenient currency acceptance slot enables its users to purchase the product without exact change. The product represents a cost-effective alternative to purchasing soft serve ice cream at a considerably higher price from ice cream parlors or portable vending trucks.

The ***Ice Cream Vending Machine*** parallels several aspects of the convenient and now familiar functionality of a traditional snack or soda vending machine, rendering it user friendly for consumers. Its internal electronic sensors insure that cup and corresponding spoon are dispensed at the appropriate point in the vending process.

A fully functioning prototype unit of the ***Ice Cream Vending Machine*** has been successfully tested on multiple occasions in various public settings, including trade shows and in an Illinois county courthouse. The ***Ice Cream Vending Machine*** is also the subject of Utility Patent # **7,448,516** with the United States Patent and Trademark Office.

In April 2011, Mr. Davis and his fellow co-inventors contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Ice Cream Vending Machine*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***Ice Cream Vending Machine*** 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).