



### ***Daniels Taco Shell Invention In Search of Licensee***

An innovative new product designed to significantly enhance the flavor of an already popular food item, the ***Daniels Taco Shell***, has been developed by Dale Daniels of Chicago, Illinois. The invention's unique design and composition provides unprecedented variety to conventional hard taco shells.

Tacos have become firmly established as a staple of American fast food, with a number of very successful restaurant chains and individual independent locations centering their offerings around them. In particular, hard shell tacos are favored by many, and are fairly consistent and yet limited in the range of flavor they offer. As has been the case with other popular fast food items in the past, a slight change to the way they are offered can often result in them becoming appealing to an entirely new segment of consumers.

With this in mind, the ***Daniels Taco Shell*** will provide consumers with a new twist on a traditional culinary favorite. It will enhance the enjoyment of a food item that is already the favorite of many, thereby raising its popularity to new heights. It will also encourage the segment of consumers that typically favor soft taco tortillas to try them, and in the process open up their palates to a new delicacy.

Mr. Daniels now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food products industry are currently being targeted as candidates to eventually commercialize ***Daniels Taco Shell*** on a worldwide basis.

In March 2012, Mr. Daniels contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Daniels Taco Shell*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Daniels Taco Shell*** 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).