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New Age Chinese Food Container Invention In Search of Licensee

A simple yet functional twist on a widely used food packaging accessory, ***New Age Chinese Food Container***, has been developed by John Patrick Killion of Acton, Massachusetts. The invention's unique designs effectively addresses a common shortcoming of the existing version of the product.

Food on the go has long been a reality of modern society, where the pace of life often dictates a quick meal in between tasks or obligations. In this regard, one of the most popular forms of meals is Chinese food, with millions of people enjoying it on a daily basis straight out of the cartons they typically come in. As convenient and tasty as these types of dishes are however, there is one inherent difficulty when it comes to the heating of them as leftovers.

With this in mind, ***New Age Chinese Food Container*** has been conceived. ***New Age Chinese Food Container*** will save its users time and hassle when heating food. Additionally, it will be made from lightweight and durable material. Furthermore, ***New Age Chinese Food Container*** will be thoroughly safe for use and will eliminate a good deal of follow-up tasks after the consumption of food. The product will also be competitively priced, adding to its appeal.

Mr. Killion now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food packaging products industry are currently being targeted as candidates to eventually commercialize ***New Age Chinese Food Container*** on a worldwide basis.

In April 2013, Mr. Killion contracted product management services leader Innovation Direct™ to represent ***New Age Chinese Food Container*** 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 ***New Age Chinese Food Container*** 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.