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Chip-N-Dip Combo Invention In Search of Licensee

An innovative new packaging concept for a vastly popular snack food, the ***Chip-N-Dip Combo***, has been developed by Jared Huish of Nixa, Missouri. The invention's unique design provides its users with the convenience of having one of the most often used condiments with potato chips within easy reach at all times.

The ***Chip-N-Dip Combo*** provides its users with an unprecedented option when buying chips from a vending machine or convenience store. The product allows its users to enjoy chips with the same amenities and to the same degree as when eating them in the comfort of their home. Additionally, it provides convenience to the consumer who enjoys snacks. Furthermore, the ***Chip-N-Dip Combo*** will be competitively priced, adding to its appeal.

The ***Chip-N-Dip Combo*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Huish 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 the ***Chip-N-Dip Combo*** on a worldwide basis.

In February 2014, Mr. Huish contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Chip-N-Dip Combo*** 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 ***Chip-N-Dip Combo*** 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.