



Manning Icing Invention In Search of Licensee

An innovative and flavorful new twist on conventional cake icing, the ***Manning Icing***, has been developed by inventor Kevin Manning of Minden, Louisiana. The invention's unique recipe provides consumers with a unique mixture of two widely popular flavors.

The ***Manning Icing*** can be used equally effectively as flavoring for ice cream, spreads, breakfast tarts, cookies and cereal. Additionally, the ***Manning Icing*** provides a tasty alternative to traditional icing flavors and significantly enhances the quality of a cake overall. Furthermore, it is easy and convenient to prepare. Moreover, the ***Manning Icing*** will be competitively priced and made from a delicious combination of quality ingredients, adding to its appeal.

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

In February 2015, Mr. Manning contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Manning Icing*** 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 ***Manning Icing*** 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.