



The Spicy Mac Invention In Search of Licensee

An innovative and delicious new twist on a traditional food favorite, the **Spicy Mac**, has been developed by Neville Cooney of Spokane, Washington. The invention's unique recipe and ingredients considerably enhance the taste of macaroni and cheese.

The **Spicy Mac** is exceedingly easy to prepare for consumption. The product provides an appealing food alternative that can be prepared in efficient manner. Additionally, the **Spicy Mac** will be made available in a variety of flavors. Furthermore, the **Spicy Mac** appeals to consumers of all ages. Moreover, it will be competitively priced, adding to its appeal.

Mr. Cooney 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 the **Spicy Mac** on a worldwide basis.

In December 2014, Mr. Cooney contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Spicy Mac** 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 **Spicy Mac** 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.