

FORUM FOOD & MADE IN ITALY
NUOVI SCENARI PER L'AGROALIMENTARE

Milano, 30 GIUGNO 2015

Smart Packaging

avv. Gabriella Rubino

Legance
AVVOCATI ASSOCIATI

Smart Packaging

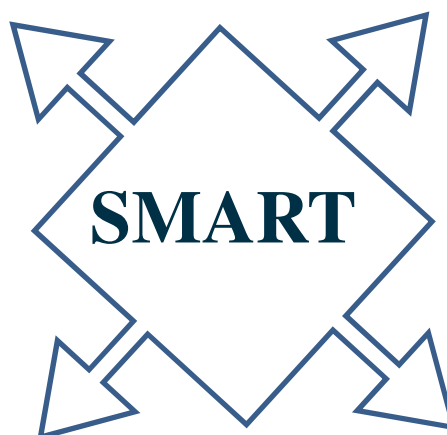
Quali funzioni, quali tutele

BREVETTI

INNOVAZIONE
RICERCA APPLICATA
START UP INNOVATIVE

COMUNICAZIONE

INFORMAZIONE
PUBBLICITA'
ABBINAMENTI
INCENTIVO ALL'ACQUISTO



DESIGN

CREATIVITA'
CONSERVAZIONE
FRUIZIONE
TRASPORTO

MARCHI


ORIGINE
ESPERIENZA SENSORIALE

Brevetti

Active packaging: si basa sull'utilizzo di materiali attivi e antimicrobici che a contatto con cibi e alimenti interagiscono in modo virtuoso con gli alimenti per prolungarne la shelf life.

Rivestimenti antibatterici per il formaggio





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Bibliographic data: US2015110927 (A1) — 2015-04-23

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EDIBLE COATING AND COATED FOOD PRODUCT

Page bookmark [US2015110927 \(A1\) - EDIBLE COATING AND COATED FOOD PRODUCT](#)

Inventor(s): BARTKOWSKA BEATA [GB]; LI HANGSHENG [CN]; RAN CHUNBO [CN]; XU DESHENG [GB] ±

Applicant(s): CONOPCO INC DBA UNILEVER [US] ±

Classification:
- international: [A21D15/08](#); [A23L1/00](#)
- cooperative: [A21D13/0016](#); [A21D15/08](#); [A23G9/322](#); [A23G9/48](#); [A23G9/506](#); [A23L1/0032](#); [A23L1/0055](#); [A23L1/0061](#); [A23V2002/00](#)

Application number: US201214363062 20121213

Priority number(s): [WO2011CN02098 20111214](#) ; [EP20120154383 20120208](#) ; [WO2012EP75357 20121213](#)

Also published as: [🇨🇳 WO2013087757 \(A1\)](#) [🇪🇵 EP2790517 \(A1\)](#) [🇪🇦 EA201400695 \(A1\)](#)

Abstract of US2015110927 (A1)

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Disclosed is an **edible coating**, a food product coated with the **coating**, and the method for manufacturing the food product. The **coating** comprises a first layer comprising first **edible** oil and a second layer comprising a hydrophobic **edible** particle wherein the hydrophobic **edible** particle has a diameter from 20 nm to 500 microns. The food product having the **coating** is resistant to becoming soggy.

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Packaging intelligente: packaging che aggiunge informazioni extra, spesso in forma di sensori o altri strumenti di comunicazione. Controllare tracciabilità, catena del freddo, etc.





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RU2538450 (C1)

Bibliographic data

Description

Claims

Mosaics

Original document

Cited documents

Citing documents

INPADOC legal status

INPADOC patent family

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Bibliographic data: RU2538450 (C1) — 2015-01-10

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COLD INDICATOR

Page bookmark [RU2538450 \(C1\) - COLD INDICATOR](#)

Inventor(s): KOCHERGIN IGOR NIKOLAEVICH [RU] ±

Applicant(s): KOCHERGIN IGOR NIKOLAEVICH [RU] ±

Classification: - international: **B65D79/02; G01K11/06**
- cooperative:

Application number: RU20130146173 20131016

Priority number(s): RU20130146173 20131016

Abstract of RU2538450 (C1)

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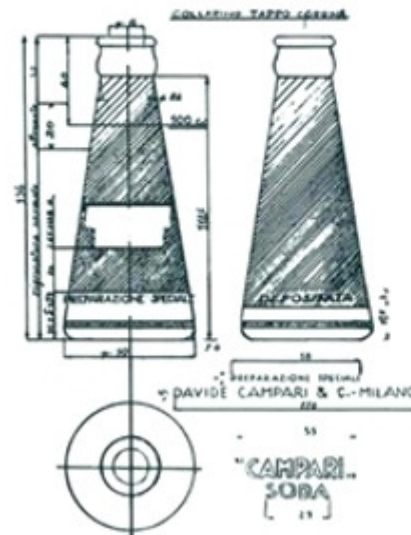
FIELD: **Food** industry. SUBSTANCE: cold indicator consists of two equal transparent rectangular sheets of a non-**toxic** strong flexible cold-tolerant material, tightly connected with overlap along the perimeter and divided with radial partitions into several peripheral sectors and one central sector. All the sectors are connected to the central sector by means of 1-3 mm diameter holes of a perforated seam limiting the central sector and have grooves. A fresh-water ice granule is placed in each groove of the peripheral sectors; potassium permanganate KMnOmonocrystals are placed in the central sector groove. EFFECT: information validity and objectivity and multiple application possibility.2 dwg

Comunicazione



Disegno N° 163
Cattedra N° 20
Data N° 1911 - S.A. Angelo Bordani e Figli - Milano -

- *Disegno per "CAMPARI SOBA"* -





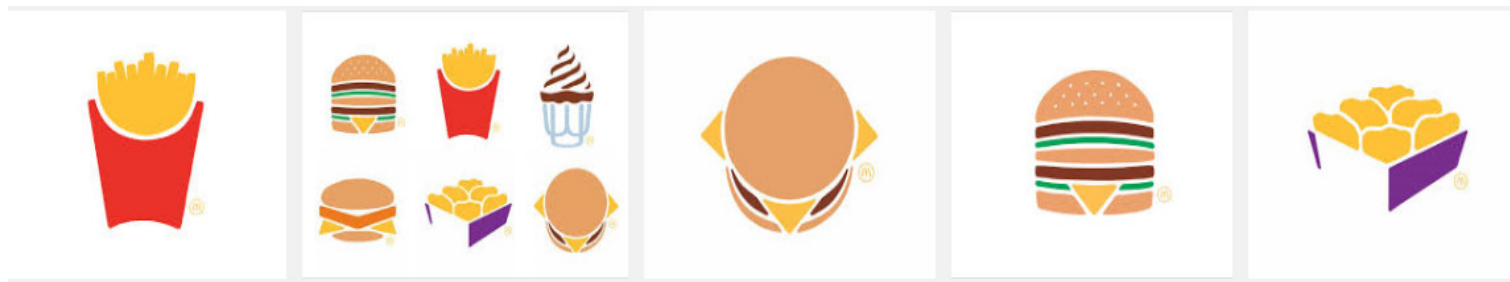
Plain packaging



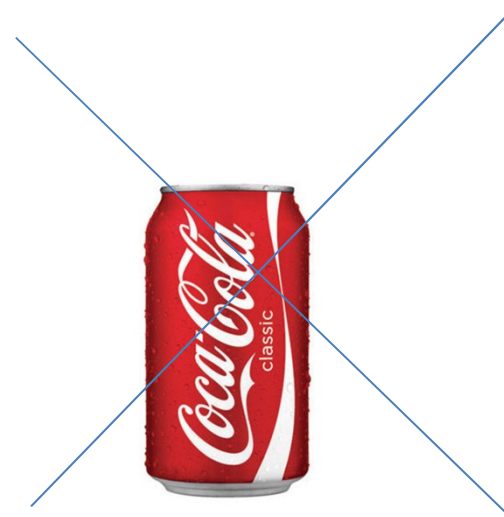
Cobranding



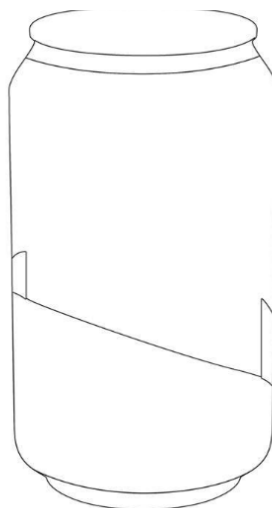
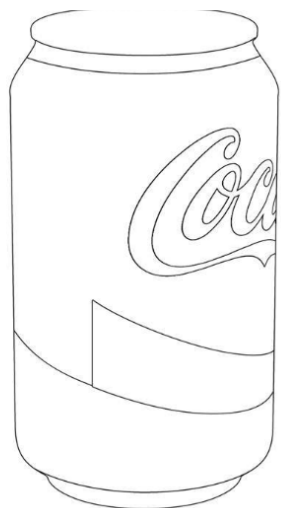
Debranding



Marchi



Marchi









Trade dress per ristoranti ?

TACO CABANA (1992)

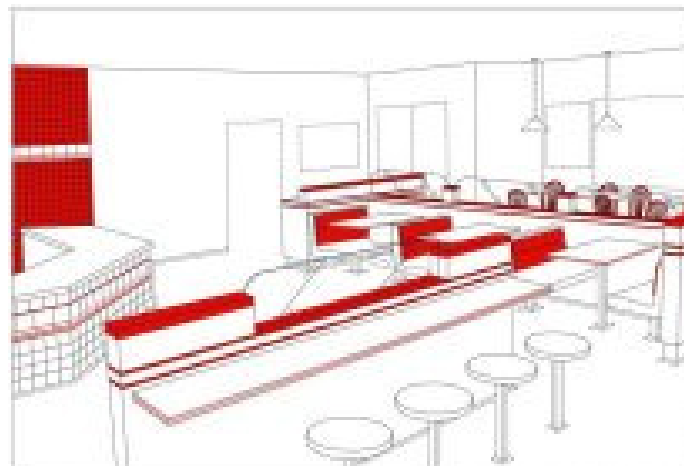
"a festive eating atmosphere having interior dining and patio areas decorated with artifacts, bright colors, paintings and murals. The patio includes interior and exterior areas with the interior patio capable of being sealed off from the outside patio by overhead garage doors. The stepped exterior of the building is a festive and vivid color scheme using top border paint and neon stripes. Bright awnings and umbrellas continue the theme." 932 F. 2d 1113, 1117 (CA5 1991).

APPLE STORE (2014)



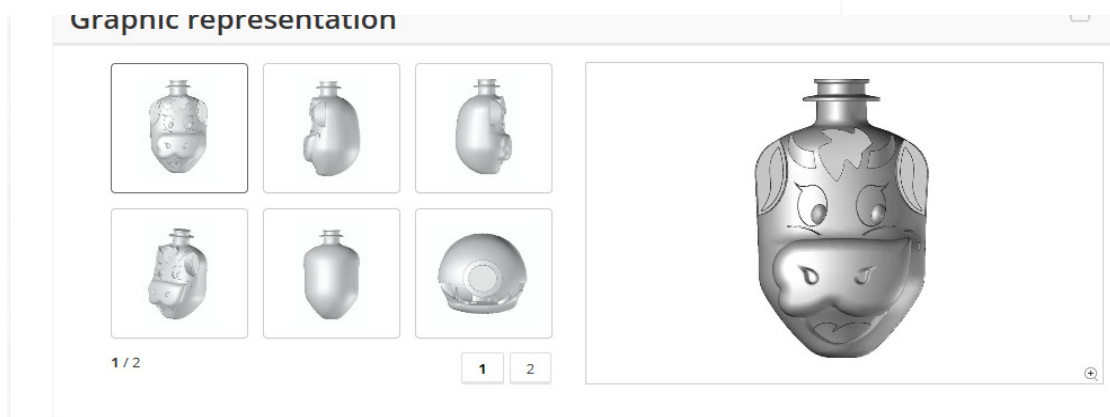
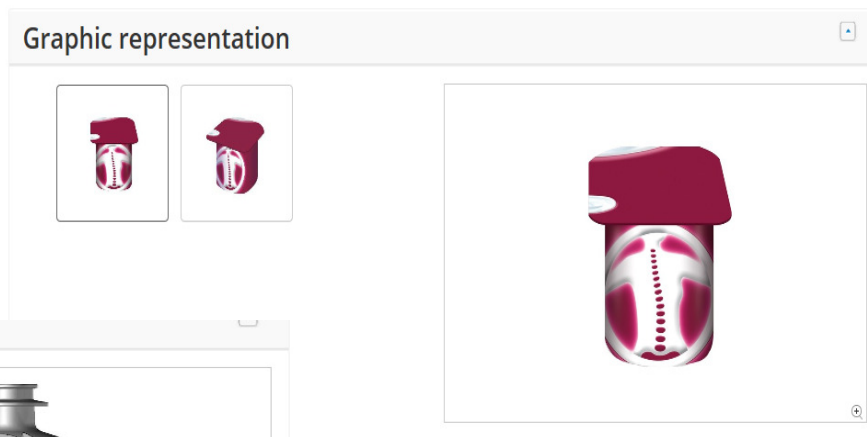
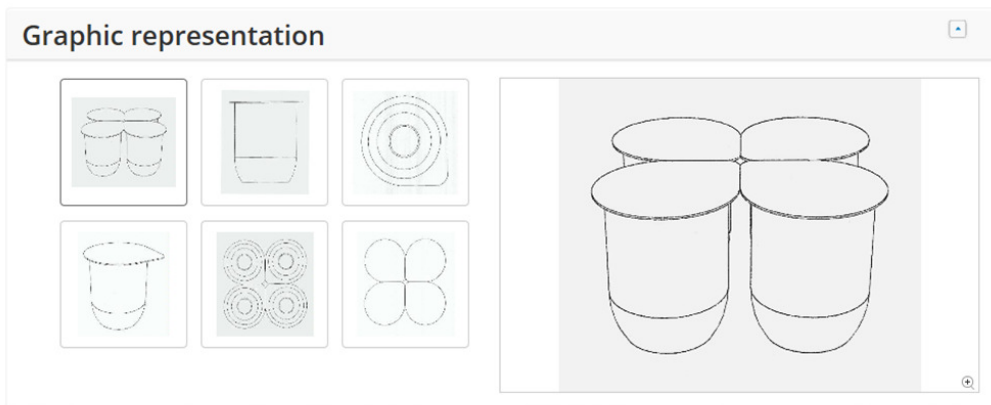
Trade dress per ristoranti ?

In-Out-Burger

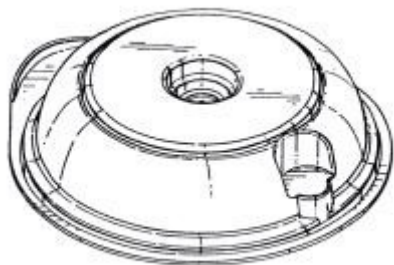
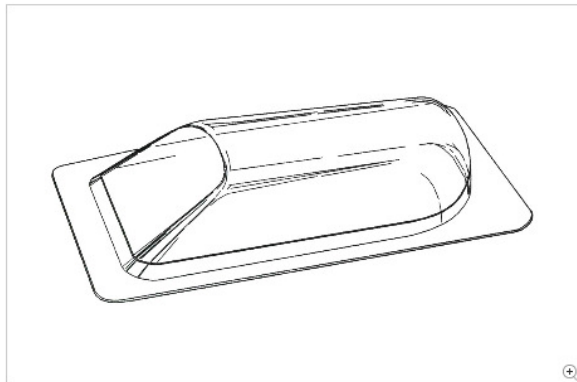
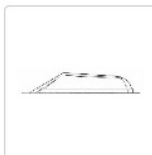
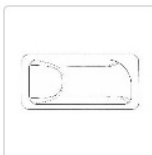
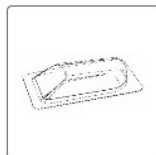


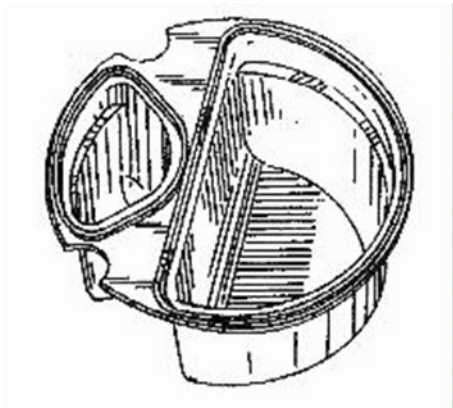
Design



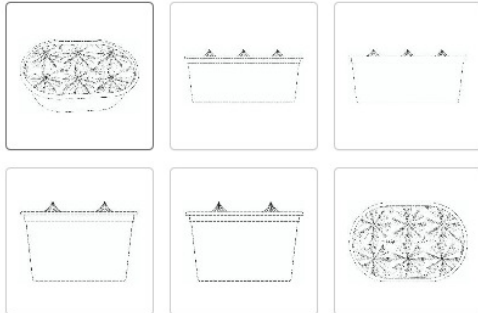


Graphic representation





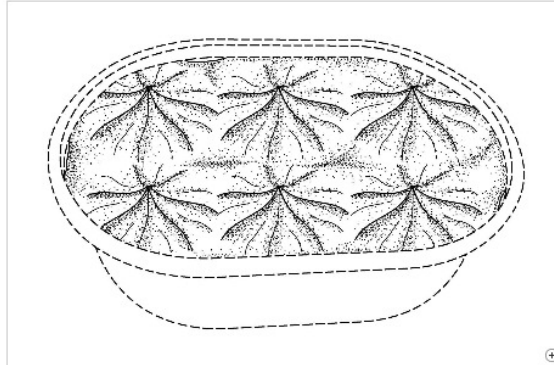
Graphic representation



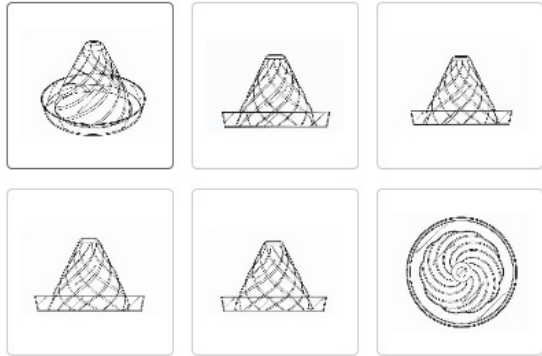
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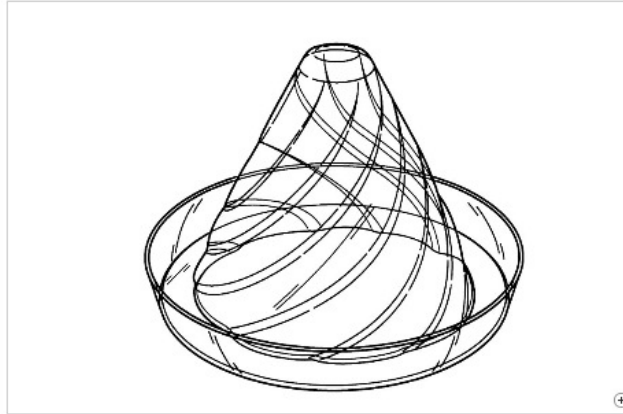


Graphic representation

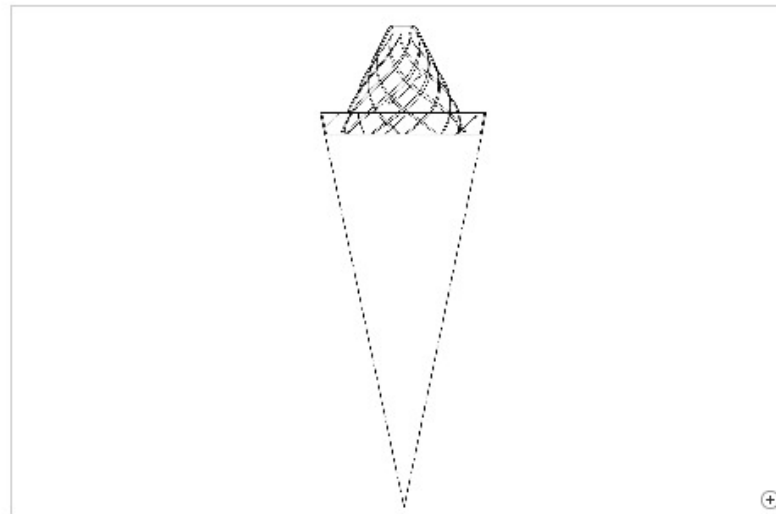


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1 2



Graphic representation





001796087-0001 - KEGLEVICH FRESH VODKA & LIMONE [+ info](#)



Design information

Design number **001796087-0001**
 Filing date **20/12/2010**
 Locarno class number **09.01**
 Indication of the product **Bottles with caps, Bottles**
 Design status **Registered and fully published (A.1.)**
 Reference **MCR/SDM/C.Des00059**

Owner information

Owner ID number **451611**
 Owner name **F.LLI GALLI, CAMIS & STOCK AG**

Representative information

Representative ID number **13660**
 Representative name **NOVAGRAAF UK.**

001796087-0002 - KEGLEVICH DELICIOUS VODKA & MELONE [+ info](#)



Design information

Design number **001796087-0002**
 Filing date **20/12/2010**
 Locarno class number **09.01**
 Indication of the product **Bottles with caps, Bottles**
 Design status **Registered and fully published (A.1.)**
 Reference **MCR/SDM/C.Des00059**

Owner information

Owner ID number **451611**
 Owner name **F.LLI GALLI, CAMIS & STOCK AG**

Representative information

Representative ID number **13660**
 Representative name **NOVAGRAAF UK.**

001796087-0003 - KEGLEVICH FRESH VODKA & MENTA [+ info](#)



Design information

Design number **001796087-0003**
 Filing date **20/12/2010**
 Locarno class number **09.01**

Owner information

Owner ID number **451611**
 Owner name **F.LLI GALLI, CAMIS & STOCK AG**

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