A plush toy and its packaging/environment. The toy is manufactured devoid of virtually all markings, colorings, finishes or traditional styling. The purpose is to allow the consumer to decorate the toy and packaging on their own or with the direction of the manufacturer or consumer via online web interaction.
PLUSH TOY DEVOID OF MARKINGS, COLORINGS AND FINISHES RELATED APPLICATIONS

RELATED APPLICATIONS

[0001] The present application is based on provisional patent application Ser. No. 61/518,756 filed on May 11, 2011.

FIELD OF THE INVENTION

[0002] The present invention relates to a plush toy and its packaging/environment. The toy is manufactured devoid of virtually all markings, colorings, finishes or traditional styling. The purpose is to allow the consumer to decorate the toy and packaging on their own or with the direction of the manufacturer or consumer via online web interaction.

BACKGROUND OF THE INVENTION

[0003] U.S. Pat. No. 6,030,274 relates to a combination toy and packaging assembly which is suitable for mailing without additional packaging including a plush toy animal, having predetermined areas thereon for receiving mailing and return addresses and for indicating proper placement of postage. The sender of the toy can write the name and address of the receiving person onto the toy. The plush toy is received within a transparent, flexible plastic casing.

[0004] U.S. Patent Publication No. 20080163055 relates to an entertainment system including a website, in combination with a commercially purchased product, wherein the system allows a product user to register a primary product online using a registration code, allowing the user access to various activities and scenarios in a virtual world including a virtual representation of the product via a computer connected to the Internet.

[0005] U.S. Patent Publication No. 20080156215 relates to images printed and transferred to plush fabric and a method for printing and transferring images to the fabric. Through a dye-sublimation process, dye-sublimation agents are permanently embedded into the fibers of the plush fabric. The process allows for precise images, including images of photo quality to be transferred to the plush fabric. Pieces of the plush fabric can be combined and arranged to create a stuffed animal with an image that extends across the body and appendages of the animal.

SUMMARY OF THE INVENTION

[0006] The present invention relates to a soft plush toy and its packaging/environment. The toy is manufactured devoid of virtually all markings, colorings, finishes or traditional styling. The consumer decorates the toy and/or packaging on their own or with direction from the manufacturer or other consumers via on-line web interaction.

[0007] It is an object of the present invention for the toy and package to be provided in a kit which comes with washable markers, which can be used to decorate a washable and dryable fabric. It is an object of the present invention for the kit to have a washable insert card, which is included in the kit.

[0008] It is an object of the present invention for the toy to be provided with washable paint. It is an object of the present invention to provide a device or devices for coloring the plush toy, wherein the coloring is washable from the plush toy, leaving the toy in its original condition after washing.

[0009] It is an object of the present invention for the coloring to be removed by the use of wipes or wet naps.

[0010] It is an object of the present invention for the toy to have virtually no markings, no decorative covering, no fur, no eyes, no stitching, no colors and no personality so that the consumer makes the toy appear as they would like it to appear. It is an object of the present invention for the ideas for decoration of the toy and its package to come from the consumer themselves, the manufacturers website, and/or a website where other consumers post their decoration ideas and examples of how they have decorated their toy.

[0011] It is an object of the present invention to have a website in association with the plush toys. It is an object of the present invention for the website to have pictures of the toys each colored in by a user or the manufacturer. It is an object of the present invention for there to be instructions on how to color the plush toy in a certain way as shown on the website.

[0012] It is an object of the present invention for a user to log onto the website and for a user to use controls from their computer to color in the image of the plush toy on their screen to assist a user in determining what to color their actual plush toy.

[0013] It is an object of the present invention for a kit which comprises a blank plush toy which comes packaged with markers, stickers, self-adhesive decorations, so the blank toy can be completely customized by the consumer as they would like it to look.

[0014] It is an object of the present invention for the toy to be packaged with interactive step by step instructions on how to decorate the toy and/or its package by providing the instructions on the website. It is object of the present invention to have samples of how to decorate the toy on the website.

[0015] It is an object of the present invention for the toy to be manufactured in a specific fabric that is designed to accept coloring and can be washed so that it can be returned to its original pristine and undecorated state and reused by the consumer.

[0016] It is an object of the present invention for the plush toy to be manufactured of a unique fabric that is completely colorable, washable and dryable.

[0017] It is an object of the present invention to allow a user to print a drawing of what is on the computer screen after a user colors in a drawing shown on the screen.

[0018] It is an object of the present invention to provide a kit which comprises coloring for the plush toy wherein the clothing is devoid of virtually all markings, colorings, finishes or traditional styling. The clothing is made out of a fabric which after being colored is washed completely of all such coloring.

[0019] It is an object to the present invention to provide a color corrector in a kit wherein the color corrected can erase coloring placed on the plush toy.

[0020] It is an object to the present invention for the coloring corrector to comprise a container filled with water or other solution which is used to remove color from the plush toy.

[0021] It is an object to the present invention for the color corrector to comprise a device comprising a sponge.

BRIEF DESCRIPTION OF DRAWINGS

[0022] FIG. 1 shows a blank plush toy of the present invention.

[0023] FIG. 2 shows a colored plush toy of the present invention.

[0024] FIG. 3 shows the plush toy of FIG. 2 after markings have been removed.

[0025] FIG. 4 shows a blank plush toy of the present invention.
FIG. 5 shows a colored plush toy of the present invention.

FIG. 6 shows the plush toy of FIG. 5 after markings have been removed.

FIG. 7 shows stickers or self-adhesive decorations of the present invention.

FIG. 8 shows the plush toy with the markers of the present invention.

FIGS. 9a, 9b and 9c show clothing to be used with the plush toys of the present invention.

FIG. 10 shows a container with solution for removing color from the plush toy.

FIG. 11 shows sponges.

FIG. 12 shows wipes.

DETAILED DESCRIPTION

FIG. 1 shows a plush toy 10 having no markings, colorings, finishes or stylings. The plush toy 10 is made of a fabric which after being colored is washed completely of all such coloring.

FIG. 2 shows the plush toy 10 having coloring 12.

FIG. 3 shows the plush toy 10 after it has been washed so that the coloring 12 has been totally removed from plush toy 10.

FIG. 4 shows a plush toy 20 having no markings, colorings, finishes or stylings. The plush toy 20 is made of a fabric which after being colored is washed completely of all such coloring.

FIG. 5 shows the plush toy 20 having coloring 22.

FIG. 6 shows the plush toy 20 after it has been washed so that the coloring 22 has been totally removed from plush toy 20.

FIG. 7 shows the stickers/self-adhesive decorations 30 which can be placed on the plush toys 10 and 20 and removed.

FIG. 8 shows a plush toy 40 having coloring devices 42 which can be used to color the plush toy 40 and be washed from the plush toy 40.

FIGS. 9a, 9b, 9c show clothing 50, 52, 54 which can be placed on and removed from the plush toy 40.

FIG. 10 shows a container 60 which contains a solution 62 which may include water which can be used to remove any coloring from the plush toy.

FIG. 11 shows sponges 70 which when having a solution added to them which may include water can be used to remove coloring from the plush toys.

FIG. 12 shows wipes 80 which can be used to remove coloring from the plush toys.

1. A plush toy;
   said plush toy devoid of virtually all markings, colorings, finishes or traditional styling;
   said plush toy made of a fabric which after being colored is washed completely of all such coloring.

2. The plush toy of claim 1 further comprising a packaging/environment which is also devoid of any colorings and which can be washed completely of any coloring after it is colored.

3. A plush toy in combination with a website comprising:
   a plush toy;
   said plush toy devoid of virtually all markings, colorings, finishes or traditional styling;
   said plush toy made of a fabric which after being colored is washed completely of all such coloring;
   a website comprising information on how to color and decorate said plush toy.

4. The plush toy of claim 3 wherein said information comprises examples of colored in plush toys.

5. The plush toy of claim 3 wherein said information comprises instructions of how to color in said plush toy.

6. A kit comprising:
   a plush toy;
   said plush toy devoid of virtually all markings, colorings, finishes or traditional styling;
   said plush toy made of a fabric which after being colored is washed completely of all such coloring;
   a device or devices for coloring said plush toy;
   wherein said coloring is washable from said plush toy,
   leaving said plush toy in its original condition after washing.

7. The kit of claim 6 further comprising a washable insert card.

8. The kit of claim 6 wherein said devices are washable markers.

9. The kit of claim 6 wherein said devices are washable paints.

10. The kit of claim 6 further comprising a color removing device to remove said color from said plush toy.

11. The kit of claim 6 wherein said color removing device comprises wipes or wet naps.

12. The plush toy of claim 1 having no decorative covering, no fur, no eyes, and no stitching.

13. The toy and website combination of claim 3 further comprising:
   a user to log onto said website;
   controls for a user to color in an image of their plush toy on a computer screen to assist a user in determining what to color said plush toy.

14. The toy and website combination of claim 13 further comprising:
   a print key so that a user can print said colored image.

15. The kit of claim 6 further comprising:
   stickers, and self-adhesive decorations.

16. The kit of claim 6 further comprising:
   clothing for said plush toy which is devoid of virtually all colorings.
   said clothing made of a fabric which after being colored is washed completely of all such coloring.

17. The kit of claim 6, further comprising a color corrector, wherein said color corrector erases coloring placed on said toy.

18. The kit of claim 17 wherein said color corrector comprises a container filled with water or other solution which is used to remove color from said toy.

19. The kit of claim 17 wherein said color corrector comprises a device comprising a sponge.

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