

[19]	INTELLECTUAL PROPERTY PHILIPPINES		
[12]	INVENTION PUBLICATION		
[11]	Publication Number:	12014502139	Document Code: B1
[22]	Publication Date:	22/12/2014	
[21]	Application Number:	12014502139	Document Code: A
[22]	Date Filed:	25/9/2014	
[54]	Title:	TOOTHBRUSH INCLUDING KIT FOR DECORATING SAID TOOTHBRUSH	
[71]	Applicant(s):	COLGATE PALMOLIVE CO	
[72]	Inventor(s):	EDUARDO JIMENEZ LEE DAVID K QUANG NGUYEN	
[30]	Priority Data:	8/4/2011 WO2011US31670	
[51]	International Class 8:	A46B 15/00 20060101AFI20170615BHPH; A61C 17/22 20060101ALI20170615BHPH;	
[57]	Abstract:	A kit for decorating a toothbrush includes the toothbrush having a base portion, and at least one decorative band sized to fit around the outer perimeter of the base portion of the toothbrush. A second embodiment of the kit includes the toothbrush, a writing instrument and an area designated on the base portion for marking with the writing instrument. A third embodiment of the kit includes the toothbrush, a writing instrument, an area designated on the base portion for marking with the writing implement and at least one decorative band sized to fit around the outer perimeter of the base portion of the toothbrush. Any of the kits may include at least one sticker sized to fit on the base portion of the toothbrush. Any of the kits may also include a panel including one or more stickers and/or one or more decorative bands.	

TOOTHBRUSH INCLUDING KIT FOR DECORATING SAID TOOTHBRUSH

5 This application is a divisional of application No. 1-2013-501084 filed on May 28, 2013.

FIELD OF THE INVENTION

The present invention relates to a toothbrush and a kit for decorating the same.
10 More particularly, the present invention is directed to a kit for decorating a toothbrush by applying decorative elements thereto.

BACKGROUND OF THE INVENTION

15 Children's toothbrush handles are often fancifully decorated with colorful stickers having generic or licensed designs. Such designs may not only be attractive and aesthetically pleasing, but typically drive the purchase decision amongst a variety of toothbrushes adorned with different designs.

20 It would be desirable to provide a toothbrush handle to be decorated by a user, such as a child.

BRIEF SUMMARY OF THE INVENTION

25 In a first preferred embodiment of the present invention, a kit for decorating a toothbrush includes the toothbrush which has a base portion having an outer perimeter and a brush portion. The kit further includes at least one decorative band sized to fit around the outer perimeter of the base portion of the toothbrush. The kit may further include at least one sticker sized to fit on the base portion of the toothbrush.

30

In a second embodiment of the present invention, a kit for decorating a toothbrush includes the toothbrush which has a base portion having an outer perimeter and a brush portion. The kit further includes a writing instrument and an area designated on the base portion for marking with the writing instrument. Again, the kit
5 may further include at least one sticker sized to fit on the base portion of the toothbrush.

In a third embodiment of the present invention, a kit for decorating a toothbrush includes the toothbrush which has a base portion having an outer perimeter
10 and a brush portion. The kit further includes a writing instrument. The base portion has an area designated thereof for marking with the writing implement. The kit further includes at least one decorative band sized to fit around the outer perimeter of the base portion of the toothbrush. Again, the kit may further include at least one sticker sized to fit on the base portion of the toothbrush.

15

Further areas of applicability of the present invention will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating the preferred embodiment of the invention, are intended for purposes of illustration only and are not intended to
20 limit the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention will become more fully understood from the detailed
25 description and the accompanying drawings, wherein:

Figure 1 schematically illustrates a toothbrush kit with a toothbrush and elements for decorating the toothbrush in accordance with a first embodiment of the present invention.

Figure 2 schematically illustrates the toothbrush of Figure 1 with the
30 decorative elements attached thereto in accordance with a first embodiment of the present invention.

Figure 3 schematically illustrates a toothbrush kit with a toothbrush and elements for decorating the toothbrush in accordance with a first embodiment of the present invention.

5 Figure 4 schematically illustrates the toothbrush of Figure 1 with the decorative elements attached thereto in accordance with a first embodiment of the present invention.

Figure 5 schematically illustrates a toothbrush kit with a toothbrush and an element for decorating the toothbrush according to a second embodiment of the present invention.

10 Figure 6 schematically illustrates the toothbrush and the element for decorating the toothbrush of Figure 5 in use according to a second embodiment of the present invention.

Figure 7 schematically illustrates a toothbrush kit with a toothbrush and elements for decorating the toothbrush in accordance with a third embodiment of the present invention.

Figure 8 schematically illustrates the toothbrush and the element for decorating the toothbrush of Figure 7 in use according to a third embodiment of the present invention.

20 Figure 9 schematically illustrates a toothbrush kit with a toothbrush and elements for decorating the toothbrush according to a fourth embodiment of the present invention.

Figure 10 schematically illustrates the toothbrush and the element for decorating the toothbrush of Figure 9 in use according to a fourth embodiment of the present invention.

25 Figure 11 schematically illustrates a toothbrush kit with a toothbrush and elements for decorating the toothbrush in accordance with a fifth embodiment of the present invention

DETAILED DESCRIPTION OF THE INVENTION

30

The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, its application, or uses.

The following detailed description is not intended to be understood in a limiting sense, but to be an example of the invention presented solely for illustration thereof, and by reference to which in connection with the following description and the accompanying drawings one skilled in the art may be advised of the advantages and construction of the invention. In the various views of the drawings, like reference characters designate like or similar parts.

Referring now to the drawings, there is shown in FIGS. 1-8 various toothbrushes including various kits for decorating the toothbrushes in accordance with several preferred embodiments of the present invention.

10

As can be seen in FIGS. 1 and 2, a first preferred embodiment of a toothbrush kit 10A is provided. FIG. 1 shows the toothbrush kit 10A in kit form (that is, in a package 11A that would appear in a retail store), prior to assembly of the elements of the kit 10A. FIG. 2 shows the toothbrush kit 10A subsequent to use of the various elements of the kit 10A. The kit 10A includes a toothbrush 12 having a base portion 14 having an outer perimeter 15 and a brush portion 16. At least one decorative band 18 is included in the kit 10A, preferably many different bands of many different colors. The decorative bands 18 provided are sized to fit around the outer perimeter 15 of the base portion 14 of the toothbrush 12. The bands 18 may be made of an elastic material so that they can stretch to fit the outer perimeter 15 of the toothbrush 12. When the bands 18 are removed from the perimeter 15, they will return to their original shape and size. The bands 18 in an unstretched mode can have a variety of shapes. The outer perimeter 15 of the toothbrush may include grooves 19 into which the outer surface of the bands 18 can be inserted (see FIGS. 3 and 4). The kit 10A of the first embodiment may further include at least one sticker 20 sized to fit on the base portion 14 of the toothbrush 12. See FIG. 9, described below.

As can be seen in FIGS. 3 and 4, a variation of the toothbrush kit 10A is provided. FIG. 3 shows the toothbrush kit 10A in kit form (that is, in a package 11A that would appear in a retail store), prior to assembly of the elements of the kit 10A. FIG. 4 shows the toothbrush kit 10A subsequent to use of the various elements of the kit 10A. The kit 10A includes a toothbrush 12 having a base portion 14 having an outer perimeter 15 and a brush portion 16. At least one decorative band 18 is included in the kit 10A, preferably many different bands of many different colors.

The decorative bands 18 provided are sized to fit around the outer perimeter 15 of the base portion 14 of the toothbrush 12. The bands 18 may be made of an elastic material so that they can stretch to fit the outer perimeter 15 of the toothbrush 12. When the bands 18 are removed from the perimeter 15, they will return to their original shape and size. The bands 18 in an unstretched mode can have a variety of shapes. In the embodiment as shown, the bands 18 are in the shape of animals. In other embodiments, the bands 18 could be in the shape of any polygon, such as a rectangle or a pentagon.

10 The outer perimeter 15 may include one or more groove 19. The groove 19 may be formed in such a manner so as to receive the outer surface of the bands 18. In the embodiment as shown, the outer perimeter 15 includes three grooves 19. It is understood that more or less groove 19 may be formed on the outer perimeter 15. The groove 19 may be provided to assist in retaining the band 18 so that the band 18 does not slide along the base portion 14. The groove 19 may also provide additional aesthetic appeal, such as introducing a different texture on base portion 14. The groove 19 may further provided as an indication to a user as to a location for holding the toothbrush 12.

20 As can be seen in FIGS. 5 and 6, a second preferred embodiment of a toothbrush kit 10B is provided. FIG. 5 shows the toothbrush kit 10B in kit form (that is, in a package 11B that would appear in a retail store), prior to use of the elements of the kit 10B. FIG. 4 shows the toothbrush kit 10B subsequent to use of the various elements of the kit 10B. The kit 10B includes a toothbrush 22 having a base portion 24 having an outer perimeter 25 and a brush portion 26. At least one writing instrument 28 is included in the kit 10B, preferably several different writing instruments 28 in different colors. The toothbrush 22 has an area designated thereon for marking 30 with the writing instruments 28. In particular, the writing instruments 28 provided may be used by, for example, a child to draw pictures and/or write his or her name on the area designated for marking 30 on the toothbrush 22. The area designated for marking 30 on the toothbrush 22 must have a finish that is capable of receiving ink 32 or other material used for writing by the writing instrument 28. Preferably, the area designated for marking can be easily wiped clean of the ink so that the user can erase and reuse the area 28 for various markings. Furthermore, the

ink of the marker should be washable ink. Again, the kit 10B may further include at least one sticker 20 sized to fit on the base portion 14 of the toothbrush 12. See FIG. 9 described below. While not shown, one or more grooves 19 may also be included on a portion of the base portion 14 of the toothbrush 12 in kit 10B.

5

As can be seen in FIGS. 7 and 8, a third preferred embodiment of a toothbrush kit 10C is provided. FIG. 7 shows the toothbrush kit 10C in kit form (that is, in a package 11C that would appear in a retail store), prior to use of the elements of the kit 10C. FIG. 8 shows the toothbrush kit 10C subsequent to use of the various elements
10 of the kit 10C. The kit 10C includes a toothbrush 34 having a base portion 36 having an outer perimeter 38 and a brush portion 40. At least one writing instrument 28 is included in the kit 10C, preferably several different writing instruments 28 in different colors. The toothbrush 34 has an area designated thereon for marking 30 with the writing instruments 28. In particular, the writing instruments 28 provided may be
15 used by, for example, a child to draw pictures and/or write his or her name on the area designated for marking 30 on the toothbrush 34. The area designated for marking 30 on the toothbrush 34 must have a finish that is capable of receiving ink 32 or other material used for writing by the writing instrument 28. Additionally, the kit 10C includes at least one decorative band 18, preferably many different bands of many
20 different colors. The decorative bands 18 provided are sized to fit around the outer perimeter 38 of the base portion 36 of the toothbrush 34. Again, the kit 10C may further include at least one sticker 20 sized to fit on the base portion 36 of the toothbrush 34. While not shown, one or more grooves 19 may also be included on a portion of the base portion 14 of the toothbrush 12 in kit 10C.

25

Finally, as can be seen in FIGS. 9 and 10, a fourth preferred embodiment of a toothbrush kit 10D is provided. FIG. 9 shows the toothbrush kit 10D in kit form (that is, in a package 11D that would appear in a retail store), prior to use of the elements of the kit 10D. FIG. 10 shows the toothbrush kit 10D subsequent to use of the various
30 elements of the kit 10D. The kit 10D includes a toothbrush 42 having a base portion 44 having an outer perimeter 46 and a brush portion 48. At least one writing instrument 28 is included in the kit 10D, preferably several different writing instruments 28 in different colors. The toothbrush 42 has an area designated thereon for marking 30 with the writing instruments 28. In particular, the writing instruments

28 provided may be used by, for example, a child to draw pictures and/or write his or her name on the area designated for marking 30 on the toothbrush 42. The area designated for marking 30 on the toothbrush 42 must have a finish that is capable of receiving ink 32 or other material used for writing by the writing instrument 28.

5 Additionally, the kit 10D includes at least one decorative band 18, preferably many different bands of many different colors. The decorative bands 18 provided are sized to fit around the outer perimeter 46 of the base portion 44 of the toothbrush 42. Again, the kit 10D may further include at least one sticker 20 sized to fit on the base portion 48 of the toothbrush 46. While not shown, one or more grooves 19 may also

10 be included on a portion of the base portion 14 of the toothbrush 12 in kit 10D.

While not shown, any of kit 10A-10D may include a display window comprised of a transparent thermoformed polymeric material such that the toothbrush 12, the decorative bands 18, and/or the sticker 20 may be entirely or at least partially

15 visible through the display window and substantially impervious to outside elements. The display window may be comprised of a polymeric material such as polyvinyl chloride (PVC) or polyethylene terephthalate (PET). However, the display window may be comprised of any polymeric material known for use in blister pack or clam-shell type packaging and may alternatively be comprised of any material or

20 combination of materials, including partially transparent, semi-transparent, and/or opaque materials and may be formed in any manner such as injection or blow molding. The display window helps to make a portion of the toothbrush 12, the decorative bands 18, and/or the sticker 20 visible to a consumer, so that the consumer has an opportunity to select a kit 10A-10D that may be appealing to him or her.

25

Referring to Fig. 11, in some embodiments, any of kit 10A-10D may include a package 50, a toothbrush 52, a panel 54, and the writing instrument 28. In some embodiments, the package 50 may be a blister pack or a clam-shell type packaging. The package 50 may include a three-dimensional front cover 51. In some

30 embodiments, the front cover 51 may be substantially transparent, semi-transparent, opaque, and/or a combination thereof. As shown in Fig. 11, the front cover 51 is contoured to form a receiving cavity 53. In the exemplified embodiment, the entirety of the toothbrush 52 and the panel 54 are disposed within the receiving cavity 53, while the writing instrument 28 is disposed within the package 50 in a separate

receiving cavity. In alternate embodiments, the toothbrush 52, the panel 54, and the writing instrument 28 may be disposed within a single receiving cavity. In some embodiments, the panel 54 includes three panel sections 56, 58, and 60, and forms a sleeve through which a portion of the toothbrush 52 extends. The panel 54 may include one or more decorative bands 18 and one or more stickers 20. Of course, in other embodiments, the panel 54 may include the decorative bands 18 only or the panel 54 may include stickers 20 only. In the embodiment as shown, a front surface of each of the panel sections 56, 58, and 60 is visible through the front cover 51 such that the decorative bands 18 and/or the stickers 20 are visible through the front cover 51.

As used throughout, ranges are used as shorthand for describing each and every value that is within the range. Any value within the range can be selected as the terminus of the range. In addition, all references cited herein are hereby incorporated by referenced in their entireties. In the event of a conflict in a definition in the present disclosure and that of a cited reference, the present disclosure controls.

What is claimed is:

1. A toothbrush kit comprising:
a package comprising:
5 a toothbrush having a base portion and a brush portion; and
a sticker panel comprising three panel sections and a plurality of
stickers positioned on at least one of the three panel sections for decorating the
base portion of the toothbrush;
wherein the sticker panel forms a sleeve through which a portion of the
10 toothbrush extends, at least one of the plurality of stickers visible from outside of the
package through a substantially transparent portion of the package, at least a portion
of the toothbrush protruding from the sleeve formed by the sticker panel and being
visible from outside of the package.
- 15 2. The toothbrush kit of claim 1 wherein at least one of the plurality of
stickers is positioned on each of the three panel sections.
3. The toothbrush kit of claim 1 wherein the package comprises a single
receiving cavity, and wherein the toothbrush and the sticker panel are disposed within
20 the single receiving cavity.
4. The toothbrush kit of claim 1 wherein the toothbrush is a powered
toothbrush.
- 25 5. The toothbrush kit of claim 1 wherein the three panel sections
comprise a first panel section, a second panel section, and a third panel section, and
wherein the first and second panel sections are coupled at a first fold line and the
second and third panel sections are coupled at a second fold line.
- 30 6. The toothbrush kit of claim 5 wherein the first and second panel
sections can fold relative to one another about the first fold line and wherein the

second and third panel sections can fold relative to one another about the second fold line.

7. The toothbrush kit of claim 1 wherein the package comprises a blister
5 package, and wherein the substantially transparent portion of the package is a three-dimensional front cover of the package that forms a receiving cavity for retaining the toothbrush and the sticker panel.

8. The toothbrush kit of claim 1 wherein each of the plurality of stickers
10 is sized to fit on the base portion of the toothbrush for decoration of the toothbrush by a user.

9. The toothbrush kit of claim 1 further comprising a plurality of
decorative bands, each of the decorative bands being made of an elastic material so
15 that it can stretch to fit around an outer perimeter of the toothbrush, and wherein the toothbrush, the plurality of stickers, and the plurality of decorative bands are disposed within a single receiving cavity of the package.

10. A toothbrush kit comprising:
20 a package comprising;

a toothbrush having a base portion having an outer perimeter and a
brush portion; and

a plurality of decorative bands, each of the decorative bands being
made of an elastic material so that it can stretch to fit around the outer
25 perimeter of the base portion of the toothbrush;

wherein the plurality of decorative bands are positioned on a panel within the
package, the panel forming a sleeve through which a portion of the toothbrush
extends, at least one of the decorative bands visible from outside of the package
through a substantially transparent portion of the package, and wherein at least a
30 portion of the toothbrush protrudes from the sleeve and is visible from outside of the package.

11. The toothbrush kit of claim 10 wherein each of the decorative bands is in the shape of an animal when in an unstretched state.

5 12. The toothbrush kit of claim 10 wherein each of the decorative bands is a different color.

13. The toothbrush kit of claim 10 wherein the panel comprises three panel sections, and wherein at least one of the plurality of decorative bands is
10 positioned on each of the three panel sections.

14. The toothbrush kit of claim 10 wherein the package comprises a single receiving cavity, and wherein the toothbrush is powered and the plurality of decorative bands are disposed within the single receiving cavity.

15

15. A toothbrush kit comprising:

a package comprising;

a toothbrush having a base portion having an outer perimeter and a brush portion, a plurality of grooves formed into the outer perimeter of the
20 base portion of the toothbrush; and

a plurality of decorative bands, each of the decorative bands being made of an elastic material so that it can stretch to fit around the outer perimeter of the base portion of the toothbrush; and

wherein each of the grooves is configured to receive one of the decorative
25 bands.

16. The toothbrush kit of claim 15 wherein the plurality of grooves are formed into the outer perimeter of the base portion of the toothbrush in a spaced apart manner.

30

17. The toothbrush kit of claim 16 wherein each of the plurality of grooves retains one of the decorative bands therein so that the decorative band does not slide along the base portion of the toothbrush.

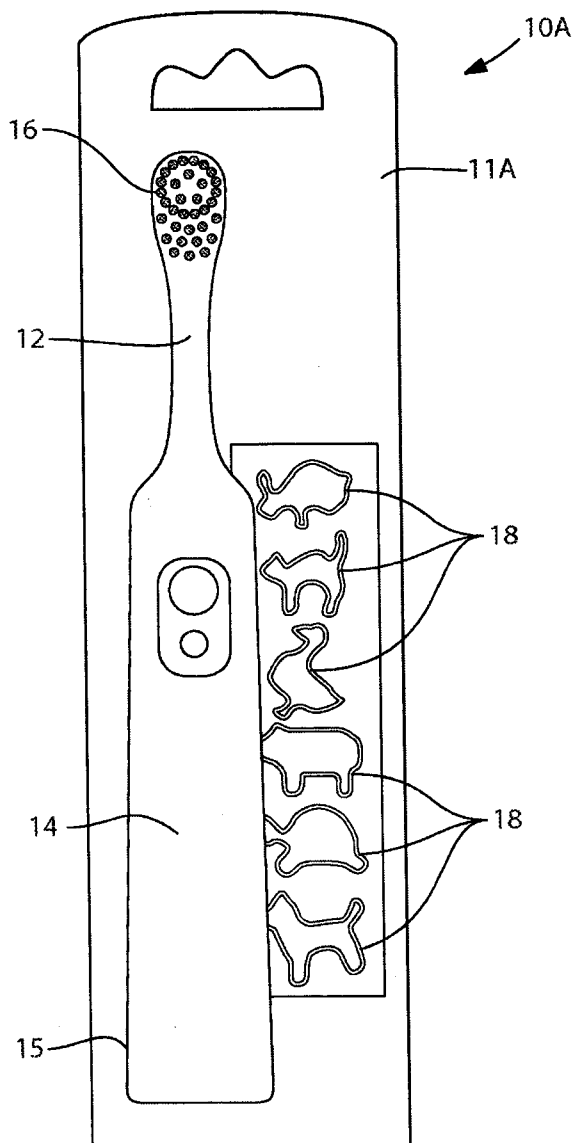


FIG. 1

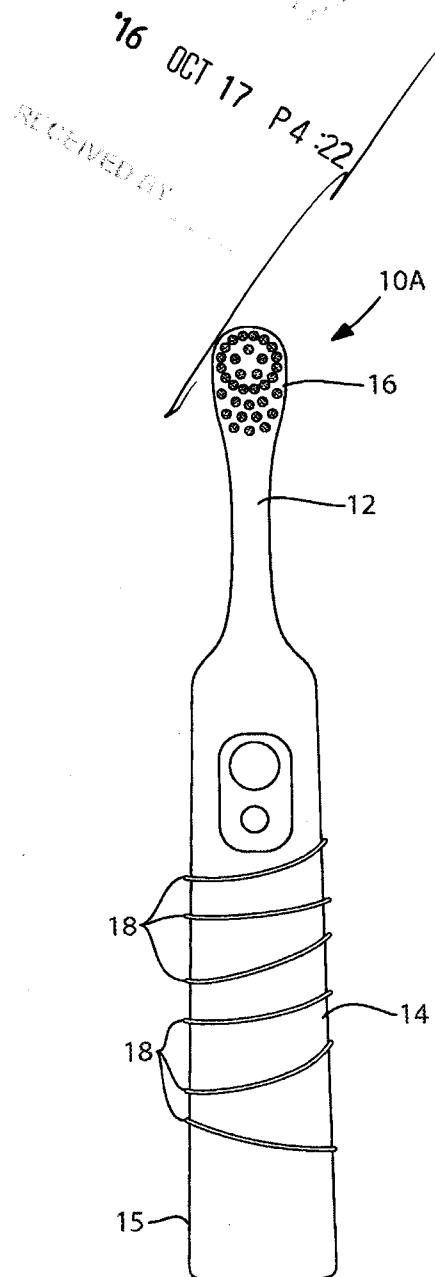
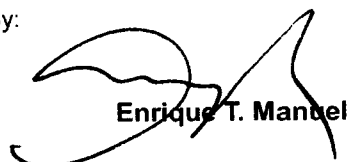


FIG. 2

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Mantel

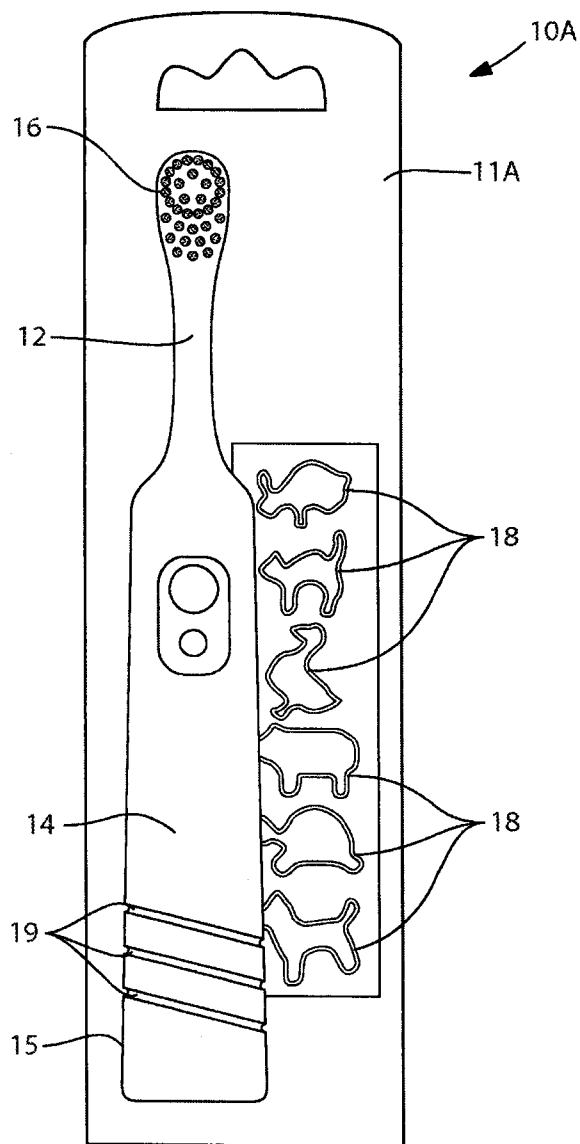


FIG. 3

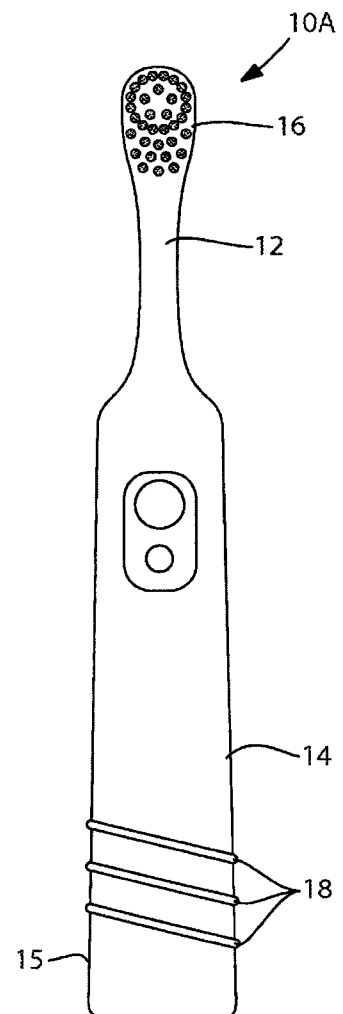
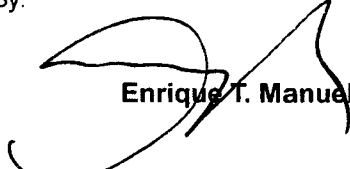


FIG. 4

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Manuel

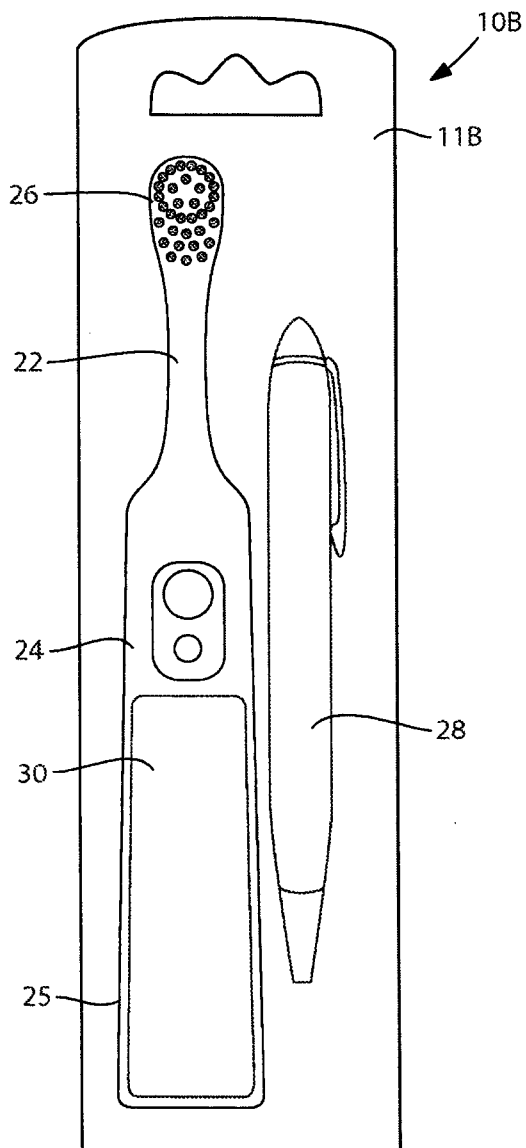


FIG. 5

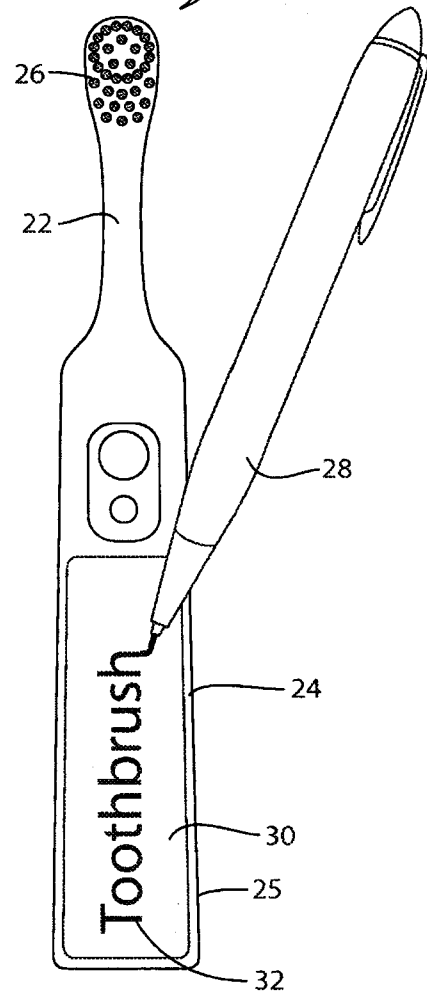


FIG. 6

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Manuel

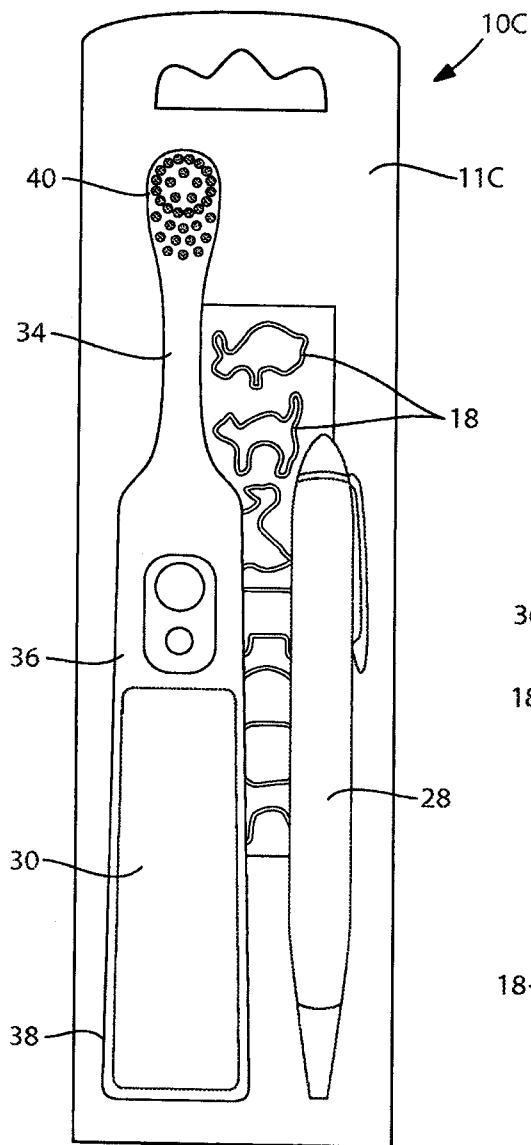


FIG. 7

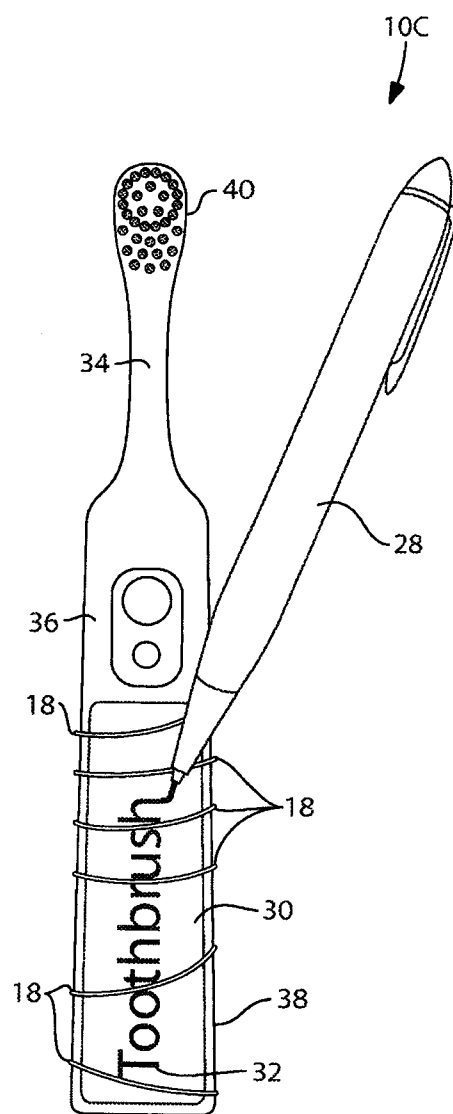
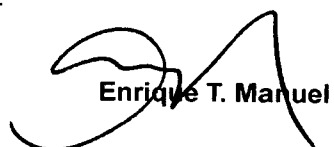


FIG. 8

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Manuel

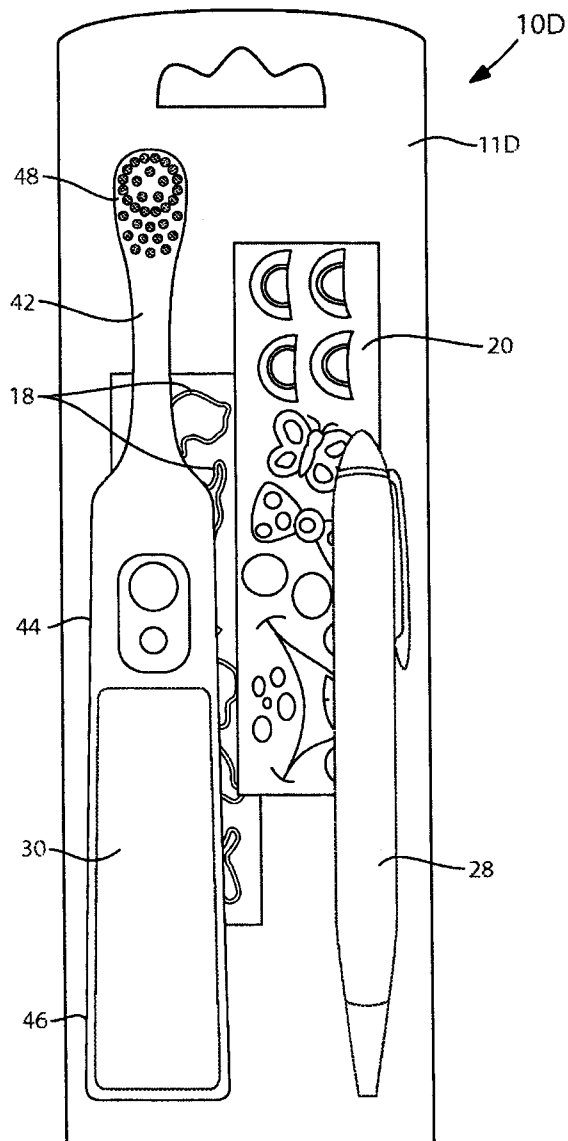


FIG. 9

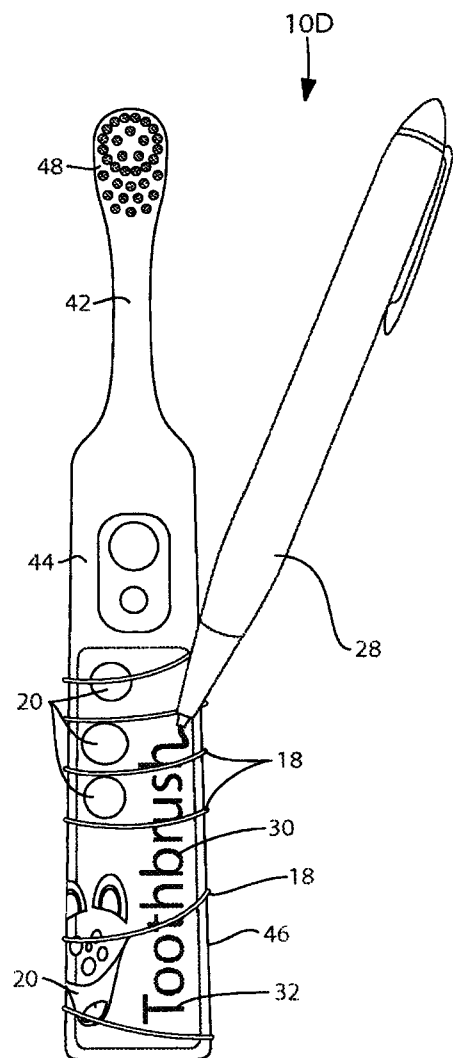


FIG. 10

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Manuel

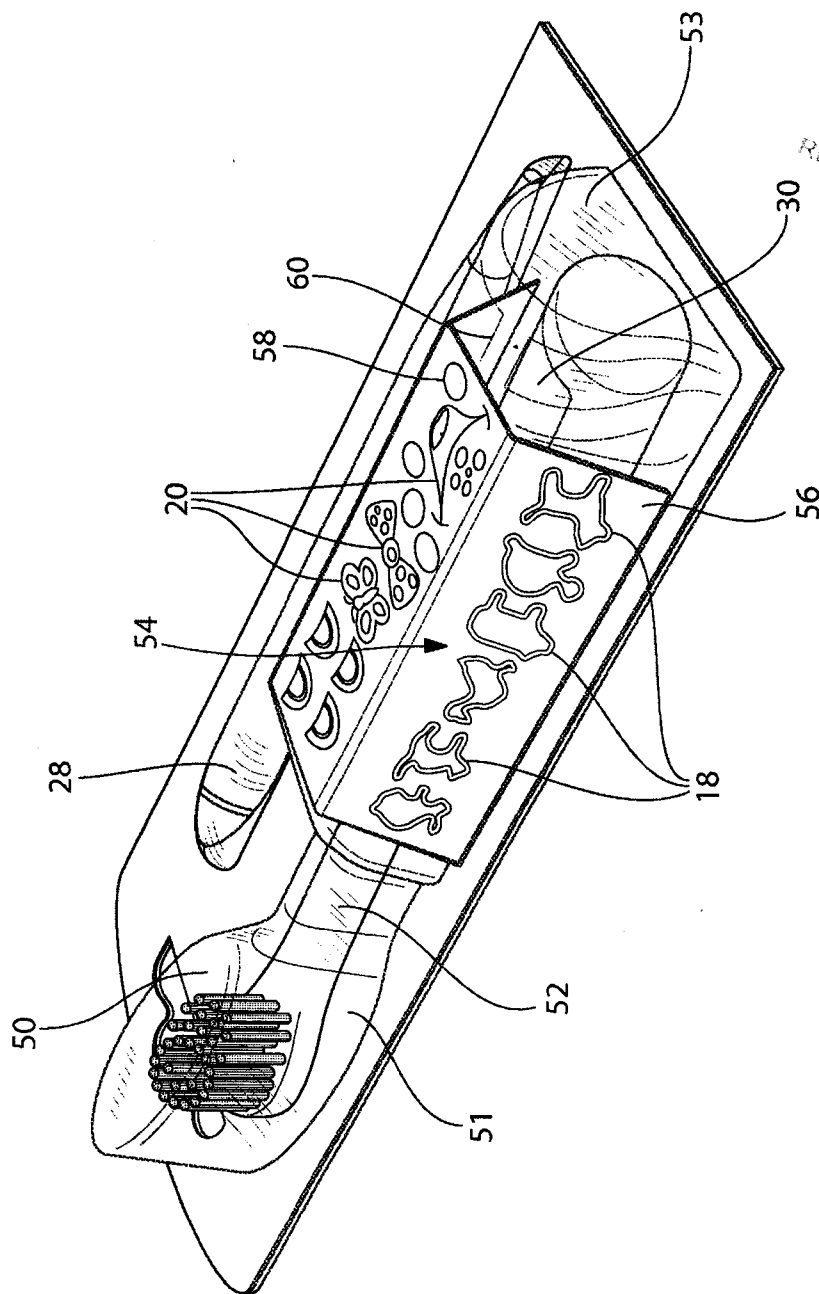
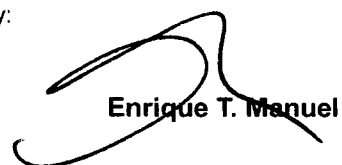


FIG. 11

COLGATE-PALMOLIVE COMPANY
Applicant

SyCip Salazar Hernandez & Gatmaitan
By:


Enrique T. Manuel

RECEIVED BY
'16 OCT 17 P4:22