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(54) Title: CONTAINER FOR FILTER-AS-YOU-POUR SYSTEM

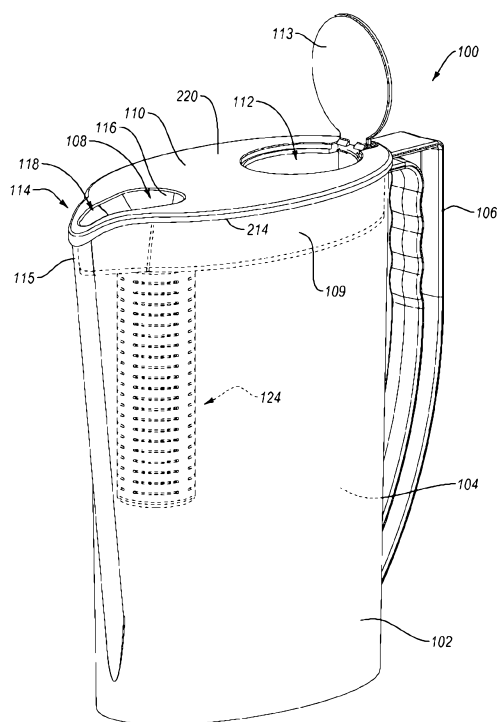


FIG. 1A

(57) Abstract: The invention relates to container bodies configured to be used in filter-as-you-pour systems, where filtering is achieved as the user pours water from the container. Such container bodies may have an undivided internal storage volume, so as to not include a reservoir compartment for unfiltered water. They may be part of systems configured to filter water both as water is introduced into a container body of the system and as water is poured from the container body of the system. The filter assembly may be attached to the container body at a location proximate the outlet of the system. Filter media of the filter assembly may comprise an activated carbon textile material that presents a curved surface to water passing through the filter assembly. The container body may be configured as a pitcher, carafe, water bottle, jug, or other shaped container.



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CONTAINER FOR FILTER-AS-YOU-POUR SYSTEM

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] The present application claims the benefit of U.S. Provisional Patent Application Serial No. 61/940,101, filed February 14, 2014. The present application is also a continuation-in-part of U.S. Patent Application Serial No. 14/132,134, filed December 18, 2013. The disclosure of each of the above applications is incorporated by reference in its entirety.

BACKGROUND OF THE INVENTION

1. The Field of the Invention

[0002] Any discussion of the prior art throughout the specification should in no way be considered as an admission that such prior art is widely known or forms part of common general knowledge in the field.

[0003] The present invention is directed to filtered pour-through container systems, such as pitcher systems, where filtering is achieved as the user pours water from the container. More specifically, the present invention is directed to containers included with such systems.

2. Description of Related Art

[0004] Drinking water, such as water from water purification facilities or well water, can contain certain additives or contaminants (referred to herein collectively as contaminants) such as chlorine, chloramines, or various organic components. Chlorine is typically intentionally added to water to control microbes. For some, chlorinated water imparts an unpleasant taste or smell. Its presence may also raise health concerns to some consumers.

[0005] Existing pour-through pitcher systems, such as those available from BRITA allow a user to fill a reservoir of the pitcher with water, which passes (under influence of gravity) through a filter, which removes contaminants from the water. The filtered water exits the filter into the main body of the pitcher, and may then be poured therefrom, providing filtered water for drinking.

[0006] One disadvantage of existing systems is that it may take several minutes for water introduced into the reservoir of such a system to be filtered, and ready for drinking. It would be beneficial to provide systems that might provide filtered water poured from a pitcher or other container where the time required to filter may be reduced.

BRIEF SUMMARY

[0007] According to a first aspect of the invention there is provided a filter-as-you-pour system configured to filter water as the water is poured from the system, the system comprising:

- a container body defining an internal storage volume extending from a top edge to a bottom floor of the container body and configured to hold water;

- a filter assembly attachable to the container body or a lid body, the filter assembly being disposed so as to be in a flow stream of the water as the water is poured from the container body through an outlet so that all water exiting through the outlet passes through the filter assembly before exiting through the outlet;

- wherein the internal storage volume defined from the top edge to the bottom floor of the container body is undivided when the container body and filter assembly are assembled, so as to not include a reservoir compartment for unfiltered water and another compartment for filtered water, with a filter assembly disposed between the two compartments;

- wherein filter media of the filter assembly comprises an activated carbon textile material wrapped around and in contact with a side wall of an inner hollow core frame member to define a central hollow section and to present an annular curved surface to water passing through the annular curved surface of the filter assembly;

- wherein the filter assembly includes an open and non-partitioned filter top extending from the central hollow section to freely pass the water through the top to the outlet;

- wherein the system further comprises a lid body, the outlet being disposed in the lid body, and a separate spaced apart inlet disposed in the lid body configured to receive the unfiltered water into the internal storage volume without flowing through a filter or a reservoir.

[0008] According to another aspect of the invention, there is provided a filter-as-you-pour system configured to filter water as the water is poured from of the system, the system comprising:

- a container body defining an internal storage volume extending from a top edge to a bottom floor of the container body configured to hold the water;

an inlet through which unfiltered water may be introduced into and held in the internal storage volume of the container body;

an outlet separate and spaced apart from the inlet through which filtered water may be poured;

a lid body attachable to the container body; and

a filter assembly attached to the container body or the lid body at a location proximate the outlet of the system, the filter assembly having an open and non-partitioned top and configured to filter the water as the water is poured from the container body through the filter assembly, and out the open non-partitioned top to the outlet of the system so that all water exiting through the outlet passes through the filter assembly before exiting through the outlet;

wherein the inlet is configured to enable unfiltered water to be introduced into the internal storage volume of the container body through the inlet to the bottom floor of the container body without flowing through a filter or a reservoir while the system, including the container body, lid body, and filter assembly are assembled and enable filtered water to exit the container body through the outlet, while the system, including the container body, lid body, and filter assembly are assembled.

[0009] The present invention relates to systems for holding and filtering water. The systems allow for filtering to occur as water is poured from the container of the system. In this way, users can be provided with water that is filtered as it is poured, and this can advantageously be achieved while providing relatively high flow rates, with contaminant removal efficiencies similar to those provided by the existing slow flow reservoir-based systems.

[0010] In an embodiment, the present invention is directed to a reservoir-less filter-as-you-pour system comprising a container body including an internal storage volume configured to hold water, and a filter assembly. The filter assembly may be attachable to the container body or an associated lid body, and may be disposed so as to be in a flow stream of the water as the water is poured from the container body through the system outlet. As a result, all water exiting through the outlet passes through the filter assembly before exiting through the outlet. Advantageously, the container body may not include any reservoir as do other systems. For example, the internal storage volume defined by the container body may be undivided, so as to not include any such reservoir compartment for unfiltered water and another compartment for filtered water, with a filter assembly disposed between the two compartments. As a result, the system may only filter water as water is poured out of the container body.

[0011] In another embodiment, the present invention is directed to a filter-as-you-pour system comprising a container body configured to hold water, an outlet through which filtered water may be poured, a lid body attachable to (e.g., over) the container body, and a filter assembly. The filter assembly may be fixedly attached or removably attached to the container body at a location proximate the outlet of the system, and may be configured to filter water as it is poured from the container body through the filter assembly, and out the outlet of the system.

[0012] In another embodiment, the present invention is directed to a system which may filter water both as it enters the container body and as it is poured therefrom (e.g., through the same filter, using a single, combined inlet and outlet). Such a system may include a container body configured to hold water, a filter assembly, and a single opening that serves as both an inlet and outlet. The container body may be selectively attachable to a lid. The filter assembly may be attachable to at least one of the container body or the lid body. The filter assembly may be disposed so as to be in a flow stream of water as the water is both (1) introduced into the container body through the opening (serving as an inlet) and (2) poured from the container body through that same opening (serving as an outlet), so that the water is filtered both as it enters and exits the container body. Further features and advantages of the present invention will become apparent to those of ordinary skill in the art in view of the detailed description of preferred embodiments below.

[0013] Unless the context clearly requires otherwise, throughout the description and the claims, the words "comprise", "comprising", and the like are to be construed in an inclusive sense as opposed to an exclusive or exhaustive sense; that is to say, in the sense of "including, but not limited to".

BRIEF DESCRIPTION OF THE DRAWINGS

[0014] To further clarify the above and other advantages and features of the present invention, a more particular description of the invention will be rendered by reference to specific embodiments thereof which are illustrated in the drawings located in the specification. It is appreciated that these drawings depict only typical embodiments of the invention and are therefore not to be considered limiting of its scope. The invention will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

[0015] Figure 1A is a perspective view of an embodiment of an exemplary filter-as-you-pour system.

[0016] Figure 1B is a bottom perspective view of the front portion of an exemplary lid body.

[0017] Figure 1C is a perspective view of an exemplary container body for a filter-as-you-pour system, e.g., configured for use with the lid body of Figure 5A.

[0018] Figure 1D is an exploded perspective view of another embodiment of a lid body and container body illustrating an example of complementary locking structures for releasably securing the lid body over the container body.

[0019] Figure 2A is an exploded view of an exemplary embodiment of a filter assembly.

[0020] Figure 2B is an exploded view of another exemplary embodiment of a filter assembly.

[0021] Figure 3 is a cross-sectional schematic view of the filter-as-you-pour system of Figure 1, showing the flow of water into and out of the system.

[0022] Figure 4A is a side view of another embodiment of a filter-as-you-pour system.

[0023] Figure 4B is a side view of another embodiment of a filter-as-you-pour system.

[0024] Figure 5A is an exploded perspective view of an embodiment of a filter-as-you-pour system where the filter assembly is attachable to the container body.

[0025] Figure 5B is an exploded perspective view of another embodiment of a container body for a filter-as-you-pour system where the filter assembly is attachable to the container body.

[0026] Figure 6A is an exploded perspective view illustrating another exemplary embodiment of a filter-as-you-pour system.

[0027] Figure 6B is an exploded perspective view illustrating another exemplary embodiment of a filter-as-you-pour system.

[0028] Figure 6C is a cross-sectional schematic view through an assembled filter-as-you-pour system similar to that of Figure 6B, showing the flow of water in and out of the system.

[0029] Figures 7A-7B are perspective views of another embodiment of a lid body and associated container body configured as a water bottle, respectively.

[0030] Figure 8A illustrates an embodiment of a filter-as-you-pour system, where the container body is configured as a carafe.

[0031] Figure 8B illustrates another embodiment of a filter-as-you-pour system where the container body is configured as a carafe.

[0032] Figure 8C illustrates another embodiment of a filter-as-you-pour system, where the container body is configured as a water cooler.

[0033] Figure 8D illustrates another embodiment of a filter-as-you-pour system, where the container body comprises an alternative pitcher configuration, with an elongate spout.

[0034] Figure 9 is a graph illustrating how free chlorine removal may decrease with increasing throughput.

DETAILED DESCRIPTION

Definitions

[0035] Before describing the present invention in detail, it is to be understood that this invention is not limited to particularly exemplified systems or process parameters that may, of course, vary. It is also to be understood that the terminology used herein is for the purpose of describing particular embodiments of the invention only, and is not intended to limit the scope of the invention in any manner.

[0036] All publications, patents and patent applications cited herein, whether supra or infra, are hereby incorporated by reference in their entirety to the same extent as if each individual publication, patent or patent application was specifically and individually indicated to be incorporated by reference.

[0037] The term “comprising” which is synonymous with “including,” “containing,” or “characterized by,” is inclusive or open-ended and does not exclude additional, unrecited elements or method steps.

[0038] The term “consisting essentially of” limits the scope of a claim to the specified materials or steps “and those that do not materially affect the basic and novel characteristic(s)” of the claimed invention.

[0039] The term “consisting of” as used herein, excludes any element, step, or ingredient not specified in the claim.

[0040] It must be noted that, as used in this specification and the appended claims, the singular forms “a,” “an,” and “the” include plural referents unless the content clearly dictates otherwise. Thus, for example, reference to a “surfactant” includes one, two, or more surfactants.

[0041] Various aspects of the present devices and systems may be illustrated by describing components that are coupled, attached, and/or joined together. As used herein, the terms “coupled”, “attached”, and/or “joined” are used to indicate either a direct connection between two components or, where appropriate, an indirect connection to one another through intervening or intermediate components. In contrast, when a component is referred to as being “directly coupled”, “directly attached”, and/or “directly joined” to another component, there are no intervening elements present.

[0042] Various aspects of the present devices, systems, and methods may be illustrated with reference to one or more exemplary embodiments. As used herein, the term “exemplary” means “serving as an example, instance, or illustration,” and should not necessarily be construed as preferred or advantageous over other embodiments disclosed herein.

[0043] Unless defined otherwise, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which the invention pertains. Although a number of methods and materials similar or equivalent to those described herein can be used in the practice of the present invention, the preferred materials and methods are described herein.

[0044] In the application, effective amounts are generally those amounts listed as the ranges or levels of ingredients in the descriptions, which follow hereto. Unless otherwise stated, amounts listed in percentages ("wt%'s") are in wt% (based on 100 weight% active) of the particular material present in the referenced composition, any remaining percentage typically being water or an aqueous carrier sufficient to account for 100% of the composition, unless otherwise noted. For very low weight percentages, the term "ppm" corresponding to parts per million on a weight/weight basis may be used, noting that 1.0 wt% corresponds to 10,000 ppm.

Introduction

[0045] The present disclosure is directed to gravity-fed water filtration container systems which may advantageously provide for faster flow rates of the water through the filter assembly of the system, allowing unfiltered water to be filtered as it is poured from the container of the system (i.e., a filter-as-you-pour system).

[0046] Such a system may include a container body defining an internal storage volume, and a container outlet through which water within the container body may be poured and simultaneously filtered. The system may further include a lid that may be releasably attachable over the container body (e.g., a pitcher body), and a filter assembly attachable to at least one of the lid or the container body. The filter assembly may be disposed so as to be in a flow stream of the water, as the water is poured out of the container body through an outlet of the system, so that the stream of water exiting through the outlet is simultaneously filtered as it is poured from the container body.

Exemplary Containers for Filter-As-You-Pour Systems

[0047] Figure 1A shows an embodiment of an exemplary filter-as-you-pour system 100 configured to filter water as water is poured from a container body 102. In another embodiment, system 100 may also be configured to filter water as water is introduced into container body 102 of system 100. The system 100 includes a container body 102 including an internal storage volume 104 configured to hold filtered or unfiltered water. Container body 102 may be selectively and releasably attachable to lid body 110. In the illustrated embodiment, an inlet 112 is provided in lid body 110, which inlet 112 may be covered by an inlet cover 113. The internal storage volume 104 is preferably at least about 300 mL, and may be several liters (e.g., about 2 to about 6 liters). The container body may be a pitcher, carafe,

thermos, water bottle, canteen, jug, water cooler, flask, flagon, ewer, decanter, jar, or glass, for example. In some embodiments, container body 102 is a pitcher, a personal water bottle, a carafe, or a water cooler (e.g., insulated). As shown, container body 102 may include a handle 106 to aid in pouring water disposed within storage volume 104 out outlet 108 of system 100.

[0048] The lid body 110 and container body 102 may respectively comprise complementary locking structures configured to releasably engage one another so that lid body 110 may be selectively and releasably attached to (e.g., over) container body 102. Friction fits between the two components, or any of various lock and key type locking structures may be employed, e.g., so as to ensure that lid 110 does not inadvertently fall off of container body 102.

[0049] As illustrated in Figure 1A, container body 102 may be configured as a pitcher, e.g., including a spout 114, adjacent outlet 108. Spout 114, as illustrated, may be defined by structures in both container body 102 and lid body 110. For example, container body 102 is shown as including a generally triangular extending lip portion 115 which tapers towards spout 114. Similarly, lid 110 is shown as including a corresponding cross-sectional shape, also being tapered and with a generally triangular extending portion at the region corresponding to spout 114, so that lid 110 fits into the open top of container body 102 (e.g., see Figure 1B). In addition, lid 110 is shown as including flared portions 116 adjacent outlet 108, providing a surface which slopes downward from a top of lid 110 to outlet 108. As a result, flared portion 116 defines a larger opening adjacent the top of lid 110, which slopes downward, much like a flared funnel, towards outlet 108.

[0050] In Figure 1A, outlet 108 is shown as being disposed somewhat proximal relative to the triangular portion and spout 114 from which water exits the system, so that water exiting outlet 108 will flow along the tapered spout portion 118 of lid 110, until it reaches the extreme end of tapered spout portion 118, and exits the system 100 (e.g., into a glass, other container, etc.). The outlet 108 may be in lid body 110 or in container body 102, or it may be located between lid body 110 and container body 102.

[0051] In some embodiments, system 100 or lid body 110 may include a flow control device (e.g., a valve, grating, screen, spout, etc.) disposed proximate (e.g., in or over) outlet 108 to regulate an exit flow rate of water being poured through the outlet. For example, a spout 314 as described in conjunction with Figures 6A-6C may be provided for regulating flow. Additional details of such embodiments are disclosed in a Patent Application bearing Clorox Docket No.

482.514, filed the same day as the present case and herein incorporated by reference in its entirety.

[0052] The system comprises a filter assembly 124 which may be attachable to lid body 110, container body 102, or both lid body 100 and container body 102. The filter assembly 124 is configured to remove contaminants (e.g., chlorine) from the water. Filter assembly 124 may be disposed so as to be in a flow stream of the water only as the water is poured out of container body 102 through outlet 108. This allows the stream of water exiting through outlet 108 to be filtered as it is poured from container body 102. The filter assembly 124 may be directly attachable to lid body 110 (e.g., through a threaded or other connection) and disposed about outlet 108 so that all water flowing through outlet 108 first passes through filter assembly 124.

[0053] All water exiting through outlet 108 passes through filter assembly 124 before exiting through outlet 108. In order for this to occur, filter assembly 124 may be configured to releasably attach to lid body 110 around outlet 108 of lid body 110 so that the only way water can access outlet 108 is by passing through filter assembly 124. In an embodiment, lid body 110 and system 100 may be configured so that water introduced into container body 102 through inlet 112 flows directly into container body 102 without first flowing through a filter or a reservoir. In another embodiment, a filter may be disposed proximate inlet 112, so that water is filtered both on entry and exit. In one such an embodiment, the inlet and outlet may be one and the same (i.e., the filter assembly may be a dual pass filter assembly, so that the water passes therethrough on entry and again on exit). Figures 7A-7B, described below, illustrate such an embodiment including a combined inlet and outlet, where the filter may filter both on entry and exit.

[0054] The lid body 110 may be releasably attachable to filter assembly 124 through complementary locking structures of lid body 110 and filter assembly 124 so that lid body 110 may be selectively and releasably attached to filter assembly 124. For example, in an embodiment, a complementary thread and groove attachment mechanism may be employed. Various other attachment mechanisms are disclosed herein, and in a Patent Application bearing Clorox Docket No. 482.506. The lid body 110 may be directly attachable to filter assembly 124. In another embodiment, there may be intervening structure between the filter assembly and the lid body.

[0055] Filter assembly 124 may be releasably attachable to a bottom surface 218 of the lid body 110 through a thread and groove structural arrangement, as seen in Figures 1B and 2A. For example, threads 226 of assembly 124 may screw into corresponding grooves 224 of lid body 110, around or within outlet 108. In some embodiments, filter assembly 124 is releasable from container body 102 or lid body 110, so as to allow removal of filter assembly 124, e.g., when replacement of filter assembly 124 is needed, or removal is otherwise desired. In an embodiment, system 100 may only filter water as water is poured out of the container body 102, so that no filter is disposed within inlet 112, and no delay is associated with filling storage volume 104.

[0056] In illustrated system 100, internal storage volume 104 that is defined by container body 102 is undivided, so as to not include a reservoir compartment for unfiltered water and another compartment for filtered water, with a filter assembly disposed between the two compartments.

[0057] As shown in Figures 1B and 1C, lid body 110 and container body 102 may respectively comprise complementary locking structures configured to releasably engage one another so that lid body 110 may be selectively and releasably attached to (e.g., over) container body 102.

[0058] Figure 1B shows a bottom perspective view, showing the underside of lid body 110, and Figure 1C shows container body 102, separate from lid body 110. Lid body 110 is shown as including a downwardly tapered lip 109 extending generally perpendicular from bottom surface 218, which interfaces with the top inner sidewall 252 of container body 102. The downwardly tapered lip 109 may be generally perpendicular to bottom surface 218. The downwardly tapered lip 109 may extend around the entire outer perimeter edge 214 of the lid body 110. The downwardly tapered lip 109 may form a closed perimeter loop 242 concentric within outer edge 214 of lid body 110. The downwardly tapered lip 109 has an inner surface 244, an outer surface 246 (which interfaces with container surface 252), and a bottom surface 248.

[0059] In the embodiment of Figure 1B, the downwardly tapered lip 109 is slightly inset relative to outer edge 214 of the lid body 110, so that a portion 216 of bottom surface 218 of lid body 110 is located outside of the perimeter loop 242 defined by lip 109. In other words, the distance around loop 242 is slightly less than the distance around the outer edge 214 of the lid body 110. The inner surface 244 and outer surface 246 may each connect to the bottom

surface 218 at substantially a 90° angle, e.g., slightly less than 90° between surface 244 and surface 218, and slightly more than 90° between surface 246 and surface 218 due to the tapering of lip 109. For example, these angles may deviate from perpendicular by about 5° or less.

[0060] The portion 216 of bottom surface 218 located outside of downwardly tapered lip 109 may correspond in dimensions and shape to top 220 of container body 102. When lid body 110 is placed on top of container body 102 (e.g., as seen in Figure 1A), there may be a friction fit between inner sidewall 252 of container 102, and surface 246 of lid body 110. This friction fit structure of lid body 110 and container body 102 are an example of complementary locking structures.

[0061] Inner surface 252 and/or surface 246 may be grooved, ribbed, or have other textures that facilitate locking between the container body 102 and lid body 110 as lid body 110 is placed over the open top of container body 102. One or more of these surfaces may also comprise a material that assists with gripping the other surfaces, such as a rubber, silicone, or other elastomeric material.

[0062] As shown in Figure 1D, the locking means may comprise one or more locking members 268 located on container lid 110 with a corresponding ridge 270 located on the container body 102. The locking members 268 may connect to the top surface of lid body 110.

[0063] The locking members 268 may include a recess 269 corresponding to ridge 270, so as to snap onto the ridge 270 to lock the lid body 110 onto the container body 102. When snapped over ridge 270, ridge 270 may be received within recess 269. Corresponding locking members 268 and ridges 270 may be provided on opposed sides of container body 102. The lid body 110 may be easily removed from container body 102 by pulling the locking members 268 away from ridges 270 and then lifting up lid body 110. Various other complementary locking structures between the lid body and container body may be employed. Additional details of exemplary lids and locking structures are disclosed in a Patent Application bearing Clorox Docket No. 482.506, incorporated herein in its entirety.

[0064] Figures 2A and 2B illustrate exemplary filter assemblies that may be employed in system 100. The filter media 126 of filter assembly 124 may comprise an activated carbon textile material that presents a curved surface to water passing through filter assembly 124. Filter assembly 124 may be a gravity flow filter. The activated carbon textile material 126 may

be wrapped around a hollow core frame member 128 of filter assembly 124, so that the flexible, fibrous textile material 126 presents a curved surface to water entering filter assembly 124. A casing or shell 136 may be disposed about core frame member 128, sandwiching textile material 126 between shell 136 and core frame member 128. As shown, shell 136 may include slots 138 disposed therein, so as to allow water to be filtered by assembly 124 to enter filter assembly 124. Frame member 128 is shown as including threads 226 at a top end 230 thereof, on cylindrical neck 228, which may screw into corresponding grooves 224 formed into ring shaped coupling structure 232 of lid body 110.

[0065] Figure 2B illustrates another filter assembly configuration 124', where the front face of filter assembly 124' is curved. It will be readily apparent that various filter assembly configurations may be employed. The filter assembly 124' has a core frame member 128' textile filter media material 126', and casing or shell 136' with slots 138. Additional details of exemplary filter assemblies, including filter media and filter housings are disclosed in Clorox Docket No. 482.508; Clorox Docket No. 482.510; and Clorox Docket No. 482.512, each filed the same day as the present application and each herein incorporated by reference in its entirety.

[0066] As shown in Figure 3, the filter assembly embodiments shown in Figures 2A and 2B are designed so that water flows into filter assembly from the container body 102 in a radial direction, as represented by arrows B, and flows out towards the outlet 108 in an axial direction, as represented by arrows C. Filter assembly 124 is shown as being generally cylindrical, and filter assembly 124' is shown as providing a curved crescent shaped front surface, and shares the radial flow upon entrance and axial flow upon exit characteristics of filter assembly 124 of Figure 2A. The filter assemblies shown in conjunction with Figures 6A-6C include a further feature which turns the axial flow within the filter assembly to a lateral flow just before exiting the outlet of the system. It will be appreciated that other configurations for the filter assembly may also be employed. In particularly preferred embodiments, the filter assembly includes the described textile material filter media, which is arranged so as to present a curved surface to the incoming flow of water. Such arrangements have surprisingly and unexpectedly been found to provide relatively high flow rates, making a filter-as-you-pour implementation possible from a practical perspective.

[0067] In any case, the filter assembly may be configured to filter unfiltered water within container body 102 as it is poured therefrom, while at the same time providing a flow rate of water through outlet 108 that is at least about 0.3 gallons (1.1356 Litres) per minute (GPM). In

other words, the filter-as-you-pour system 100 may be configured to provide a minimum flow rate of 0.3 GPM (or 1.1356 Litres per minute or LPM). In another embodiment, the flow rate is at least 0.5 GPM (1.8927 LPM). In an embodiment, the filter assembly is advantageously configured to provide and allow for exit flow rates of filtered water from about 0.3 GPM (1.1356 LPM) to about 2 GPM (7.5708 LPM), from about 0.3 GPM (1.1356 LPM) to about 1 GPM (3.7854 LPM), or from about 0.5 GPM (1.8927 LPM) to about 0.8 GPM (3.0283 LPM). Such flow rates are typically not possible with filter assemblies including monolithic block, particulate or granulated filter media typically employed in gravity-fed water filtration systems that include a reservoir into which unfiltered water is introduced, which water then trickles through the filter assembly and into the container body (e.g., pitcher), where it can then be poured therefrom. For example, filter assemblies based on such filter media typically require 3 to 8 minutes to filter 1 liter of water (e.g., corresponding to a flow rate of 0.03 GPM (0.1135 LPM) to 0.09 GPM (0.3407 LPM)).

[0068] The filter assemblies employed in the present invention may advantageously provide for much faster filtration flow rates, such as those above. In an embodiment, the filter media of the filter assembly comprises an activated carbon textile material (i.e., fibrous), which textile material presents a curved surface to the flow stream of water. Such textile materials disposed so as to present a curved surface to the flow stream of water have surprisingly been found to provide and allow for significantly faster flow rates as compared to the 3 to 8 minutes required to filter 1 liter of water provided by other filter media.

[0069] Figure 3 illustrates an exemplary flow path along which the water may pass as it moves through system 100. Water may be introduced into container body 102 through inlet 112 in lid 110, as depicted by arrow A. As shown, advantageously, no filter may be disposed between inlet 112 and storage volume 104, so that unfiltered water may be quickly introduced into container body 102, without any delay associated with a filter disposed between inlet 112 and storage volume 104. Rather than filtering upon entering container body 102, at least some embodiments of the present invention provide for filtering of the water only as it exits through outlet 108. Of course, some embodiments may provide filtering upon entrance and exit, although overall faster flow rates may be possible where filtering is limited to passage through the outlet 108.

[0070] When a user tips a pitcher or other container body 102 (e.g., as depicted in Figure 3), the water may flow into filter assembly 124 along a radial flow path as depicted by arrows B, through one or more layers of fibrous textile filter media 126, which advantageously is

disposed so as to present a curved, rather than perpendicular or planar surface to the stream of water. By positioning textile filter media 126 so that at least a portion thereof presents a curved, rather than planar surface, the inventors have surprisingly found that flow rates through the filter media are significantly increased. Once the water passes through layer(s) 126, the filtered water may then flow axially, as represented by arrows C, up towards outlet 108. The filtered water may pass through any flow control device (e.g., a slit valve, grating, etc.) disposed in outlet 108, and over spout portion 118 of lid 110.

[0071] Described another way, the filter assembly 124 is configured so that when water passes from storage volume 104 towards outlet 108, the inlet thereto (e.g., slots 138) is disposed about the perimeter of filter assembly 124, while the outlet is aligned with the longitudinal axis of filter assembly 124. Because slots 138 provide a relatively high surface area along which water may enter and penetrate through textile material 126, a high flow rate of water through assembly 124 is possible. The filtered water (having passed through filter media 126) is collected in the central hollow section of core frame 128, and then exits axially towards outlet 108.

[0072] In an embodiment, characteristics of textile filter media material 126 may serve to alter the flow characteristics of the stream of water exiting the system, e.g., in combination with any flow control device disposed proximate the outlet 108. For example, in an embodiment, the filter media 126 may comprise a single layer of the activated carbon textile material.

[0073] In another embodiment, a second layer may be provided, so that the filter media comprises two layers of activated carbon textile material (e.g., two layers, each about 0.75 mm to about 1 mm in thickness). Similar results may be achieved by increasing the thickness of a single textile layer (e.g., about 1.5 mm to 2 mm rather than a 0.75 mm to 1 mm thick single layer). Providing two layers of textile filter media material 126 (or a thicker single layer) may reduce the flow rate of water through the system as compared to a single layer of a given thickness.

[0074] Use of two layers may also increase the filtration effectiveness characteristics (e.g., a higher fraction of removed chlorine) or increase life (e.g., gallons filtered before recommended filter replacement). For example, use of two layers may flatten the curve resulting from a plot of chlorine removal versus gallons filtered (see Figure 9), providing increased consistency over the life of the filter. In addition, the second layer may be differently configured relative to the first layer, so as to remove different contaminants. For example, a second layer may comprise

an ion exchange resin (IER) in fibrous, textile (e.g., felt) form, so as to be disposed within filter assembly 124 in a similar manner as the activated carbon textile material 126, but capable of removing heavy metal contaminants (e.g., copper, cadmium, mercury, lead, etc.).

[0075] The textile material 126 may be formed from structural elements selected from the group consisting of fibers, yarns, filaments, flexible porous composites, combinations thereof, etc., which may be woven, non-woven, braided, or otherwise joined into a textile material. Such textile materials may typically be comprised of relatively high aspect ratio structural elements whose length is orders of magnitude (e.g., 1-5 orders of magnitude) larger than the diameter.

[0076] Such textile materials also may have varying degrees of structural integrity based on the amount, size, and distribution of the structural elements. For example some textile structures may have the structural elements loosely held generally parallel to each other while in other embodiments the structural elements may be twisted around a longitudinal axis or they may be interlaced orthogonally relative to each other or they may be randomly oriented relative to each other. The physical dimensions and orientation of the structural elements of the textile material also create a depth to thickness ratio for the resulting textile material, along with pores of various sizes.

[0077] For best use in water filtration applications these textile materials preferably may have an optimal combination of thickness and pore size distribution to not only allow water to flow at the desired flow rate, but also contain enough mass of material to enable desired levels of contaminant reduction, while having enough physical integrity to prevent the structural elements the textile material is made of from being dislodged by the water penetrating through it.

[0078] By way of non-limiting example, a textile material employed as filter media 126 may have properties as shown in Table 1 below.

Table 1

Property	Specification
Basis Weight	25-200 g/m ²
Thickness	0.5-5.0 mm
Iodine Number	500-3000 mg/g
Pore size distribution (avg.)	5-1000 μ m
Fiber diameter (avg.)	1-50 μ m

[0079] The filter media textile material 126 is fibrous, e.g., fibers, filaments, or other structural elements of the material may be matted, woven, braided, or otherwise joined together. Such a fibrous material exhibits very high porosity characteristics, and in combination with the large inlet surface area provided by slots 138, allows and provides for the relatively high flow rates of water therethrough, as described herein. Such porosity and associated flow rate characteristics are not possible with traditionally employed filter media, such as monolithic activated carbon block, a bed of activated carbon granules or particles.

[0080] Although filtering foam filter media may offer gravity fed flow rates therethrough that are higher than those possible with granulated or monolithic activated carbon, such foam filter systems are not particularly efficient in removing chlorine or other contaminants. For example, more foam material is required to achieve a desired target removal efficiency. For example, foam media may remove only about 1/3 as much chlorine in a single pass under typical use conditions. As a result, products relying on filtration using a foam filter media pass the water through the foam filter media both upon entry and exit from the container in order to achieve an acceptable level of contaminant removal efficacy. Employing the fibrous activated carbon textile material as described herein advantageously is capable of achieving contaminant removal efficacy (e.g., at least 80%, at least 85%, at least 90%, at least 95%, or at least 99% chlorine removal) that is comparable to that achieved by products employing monolithic or granulated activated carbon filter media (e.g., about 3 times greater than that provided by foam), but at flow rates that are significantly higher (e.g., at least about 0.3 GPM (1.1356 LPM)) than granulated activated carbon, which makes practical implementation of a filter-as-you-pour container system possible.

[0081] Stated another way, the filter-as-you-pour systems of the present invention employ a textile filter media material arranged so as to present a curved surface to inflowing water to be filtered. The configurations allow for relatively compact filter assemblies capable of providing

performance equivalent or similar to larger (e.g., greater surface area of filter media) or multi-stage systems. The filter-as-you-pour system places textile filter media material in the path of water flowing out from the container body under gravity-flow conditions. Under such conditions, with a known porous filter material constant bulk density, Darcy's law applies:

$$k = \frac{QL\mu}{\rho g A \Delta P}$$

Symbol	Variable	Typical Units Metric (English)	Typical Operating Range
k	Intrinsic Permeability	cm/s (ft/s)	1.2x10 ⁻⁷ – 3.7x10 ⁻⁴ (4x10 ⁻⁹ – 1.2x10 ⁻⁵)
Q	Flow Rate	L/min (gal/min)	0.75 – 7.5 (0.2 – 2.0)
L	Path Length	cm (in)	0.1 – 0.5 (0.04 – 0.2)
μ	Dynamic Viscosity	g/cm-s (lb/ft-s)	0.9 – 1.4 (0.06 – 0.1)
ρ	Fluid Density	g/cm ³ (lb/ft ³)	1.00 (62.4)
G	Gravity Acceleration	cm/s ² (ft/s ²)	980.665 (32.174)
A	Surface Area	cm ² (ft ²)	50 – 650 (0.05 – 0.60)
ΔP	Pressure Differential	cm H ₂ O (lb/in ²)	5 – 15 (0.07 – 0.22)

[0082] For a given filter material density and associated permeability, the removal efficiency for a given water contaminant (e.g., chlorine) can be related directly to the mass load of that constituent over time. For a constant influent concentration (e.g., the unfiltered water all includes the same chlorine concentration), removal efficiency can be related to total flow throughput. For a first-order reaction, such as that characteristic of free chlorine degradation or adsorption on activated carbon, this follows an exponential curve. As permeability increases, contaminant removal decreases. The filter-as-you-pour configuration and textile filter media material described has the advantage of providing higher contaminant removal efficiency at higher permeability than alternative methods. Because of these advantages, this allows relatively smaller filtration assemblies, and/or better removal efficiencies. Figure 9 illustrates exemplary contaminant removal profiles for two different permeability values over a portion of the life of a filter assembly.

[0083] Such filter assemblies may have a life of at least about 20 gallons (75 Litres), at least about 30 gallons (113 Litres), at least about 40 gallons (150 Litres), from about 40 to about 80 gallons (400 Litres), etc. At the end of its life the filter assembly may still achieve chlorine removal of at least 60%, at least 70%, or at least 75%. The filter assemblies may meet applicable NSF/AISI 42 standards. As shown in Figure 9, the contaminant removal efficiency

may be relatively consistent over the life of the filter assembly (e.g., within $\pm 30\%$, within $\pm 25\%$, within $\pm 20\%$, within $\pm 10\%$, or within $\pm 5\%$ of a lifetime average removal efficiency).

[0084] The filter assembly 124 of Figure 3 is shown as attached to lid 110 (e.g., through any suitable releasable attachment mechanism, such as the illustrated threaded connection). In another embodiment, the filter assembly may be releasably attached to or associated with the container body of the system. An example of such a configuration is shown in Figure 5A, described below.

[0085] In some embodiments of the filter-as-you pour systems, the container may include features to minimize the presence of any residual water that may be difficult to pour from the container body, through filter assembly 124 and outlet 108. Figure 4A shows one embodiment of a filter-as-you-pour system 300 that is configured to minimize any residual water in container body 302. Container body 302 of Figure 4A has a ledge 301 that may be disposed directly below the generally vertically oriented filter assembly 124 and affixed to an inner surface of the container body 302. The ledge 301 may be integral with container body 302, or may be a separate molded or otherwise formed piece that attaches to container body 302. The ledge 301 in Figure 4A has a top end 304 that may form a planar surface with approximately the same length and width as the bottom end of filter assembly 124. The ledge 301 may taper towards an adjacent sidewall or a bottom corner 306 of container body 302. Such a configuration may aid water that collects adjacent corner 306 to ride along tapered edge 305 until it falls into the chamber 307 in which filter housing 124 is housed.

[0086] A shield 308 may be provided adjacent to the filter assembly 124, as shown in Figure 4A, above ledge 301. Shield 308 may extend or hang from the bottom surface of the lid body. Shield 308 may be generally planar or may curve about filter assembly 124. The combination of a shield and ledge may minimize accumulation of residual water in the container body 302 after as much water as practical is poured from the container body 302.

[0087] As shown in Figure 4B, in another embodiment of a system 300', the filter assembly 124 may be configured to be located flush against the front end 310 of container body 302'. In such an embodiment, when water is poured from container body 302', there is substantially no gap or space between the filter assembly 124 and container body 302' for residual water to collect in. This may also minimize the presence of residual water located in the container body once all water that can be poured from the container as a practical matter has been poured therefrom.

[0088] Instead of or in addition to being attached to a lid body, the filter assembly may be attached to the container body. For example, in the embodiment shown in Figure 4B, the filter assembly 124 may be attached to the front sidewall 310 rather than, or in addition to the lid body.

[0089] Figure 5A illustrates another embodiment where the filter assembly 124 may be attached to structure of the container body, rather than the lid body 110. For example, container body 402 may include a receptacle 412 (e.g., a cage) into which the filter assembly 124 may be received. Receptacle 412 of container body 402 may include slots 414 disposed therein to allow water within container body 402 to pass through the wall of receptacle 412, and into slots 138 of filter assembly 124. Water may flow through filter assembly 124 in a similar manner as described above in conjunction with Figure 3.

[0090] As shown in Figure 5B, the filter assembly may be attached to the sidewall 510 (e.g., near the front end of container body 502) by another mechanism. For example, container body 502 may be configured to have at least one protrusion (e.g., circular protrusion) 516, and the filter assembly 124 may be configured to have at least one corresponding recess or hole 518 into which the protrusion 516 is configured to fit, similar to the retaining mechanism employed by LEGO blocks. The filter assembly 124 may be positioned so that the protrusions 516 align with holes 518, and then the filter assembly 124 may be pressed against the container body 502 so that the protrusions 516 snap into the holes 518, locking the filter assembly 124 into place. Of course, the positions of the protrusions and recesses could be reversed (e.g., protrusions on filter assembly 124, and recesses in sidewall 510 of container body 502).

[0091] Figures 6A-6B illustrates an exemplary configuration where the filter assembly may be inserted from the top down, or from the bottom up, respectively. Both configurations shown in Figures 6A-6B include a particular lid and spout configuration that permit exiting water to flow out of the system in a direction that is radial relative to the filter assembly. Figure 6C illustrates a cross-section through the system of Figure 6B.

[0092] As seen in Figure 6A, a system 200 may include a container body 202, a lid body 210, and a filter assembly 124a, which may be inserted from the top down (e.g., dropped down) into casing or shell 136, which includes slots 138. Filter assembly 124a may be trapped between a bottom of casing or shell 136 and lid body 210, upon insertion therein. For example, a top end of filter assembly 124a may snap into or otherwise be secured into lid body

210. A top end of shell 136 may be threaded, snapped, or similarly secured into lid body 210. In another embodiment, the filter assembly 124a could be screwed or similarly secured (e.g., snapped) into a bottom of shell 136, etc. An opening 234 not for exit of filtered water, but for insertion of filter assembly 124a may be provided (e.g., towards the forward end of) in lid body 210. Opening 234 is plugged or sealed upon insertion of filter assembly 124a into shell 136.

[0093] Filter assembly 124a may be similar to assembly 124 of Figure 2A, e.g., including a core about which textile filter media material 126 is wrapped, providing a generally cylindrical shape. The top end 230 of filter assembly 124a may be somewhat differently configured than assembly 124, e.g., so as to provide for exit of filtered water in a radial or lateral direction, rather than coaxial with the longitudinal axis of the assembly 124a. For example, within the interior of filter assembly 124a, the top end 230 may be closed, while outlet 208 for exiting filtered water may be provided in a lateral side of top end 230 of filter assembly 124a. A corresponding outlet portion 208a may also be provided in lid body 210, in-line with outlet 208 of filter assembly. So that filtered water exiting filter assembly 124a through outlet 208 then enters outlet portion 208a of lid body 210. A spout 215 may be inserted including another outlet portion 208b may be inserted and retained within outlet portion 208a, so that filtered water exiting outlet 208 flows through outlet portions 208a and 208b, then exiting the system 200.

[0094] Spout 215 may be configured (e.g., in cross-sectional area, other geometric characteristics, etc.) to serve as a flow control device, to regulate flow out of system 200 to a desired flow rate, as described herein. Spout 215 may redirect filtered water flow exiting axially from the filter assembly, and may control and ensure water exits along a guided flowpath. The interior pathway defined by spout 215 (e.g., outlet 208, 208a, and to 208b) may be tapered in cross-sectional area and/or width, narrowing towards exit 208b. Such a spout 215 has been found to be helpful in providing consistent flow rates over the volume of water dispensed by the container body (e.g., so that the flow rate when dispensing the first cup from a full container is substantially equal to the flow rate when dispensing the last cup from a nearly empty container. For example, flow rates may be within $\pm 30\%$, $\pm 25\%$, $\pm 20\%$, $\pm 10\%$, or $\pm 5\%$, over the entire volume of the container. Additional details of such flow regulation are described in Clorox Docket No. 482.514, already incorporated by reference.

[0095] Figure 6B illustrates a similar system 200' including a lid body 210' to which shell 136 may be secured. In the embodiment seen in Figure 6B, filter assembly 124b may also be similarly configured to filter assembly 124, e.g., including a core about which textile filter media

material 126 is wrapped, providing a generally cylindrical shape. Rather than being inserted from above as in Figure 6A, the filter assembly 124b may be inserted into shell 136 from below. As shown, a top end 230 of filter assembly 124b may include threads 226 for threading filter cartridge 124b into corresponding grooves of lid body 210'. Alternatively, top end 230 could snap into lid body 210. The bottom end 233 of filter assembly 124b may be provided with a ribbed outer surface to facilitate screwing of filter assembly 124b into lid body 210'.

[0096] A spout 214 similar to that described in conjunction with Figure 6A may also be provided, inserted within an outlet portion 208a in lid body 210', so that water exits system 200' through outlet 208b in a direction that is radial or lateral relative to the longitudinal axis of filter assembly 124b received within shell 136. For example, both Figures 6A and 6B illustrate configurations in which the water enters through an inlet 112 in a top of the lid body, but in which water exits the system in a lateral, perpendicular direction, rotated about 90° relative to inlet 112, rather than exhibiting an inlet and outlet that are parallel to one another (e.g., inlet 112 and outlet 108 of Figure 1 are parallel to one another, while inlet 112 and outlet 208b of Figures 6A-6B are perpendicular to one another).

[0097] Figure 6C shows a cross-sectional view through the assembled system 200' of Figure 6B illustrating an exemplary flow path, similar to that shown in Figure 3. The system 200 of Figure 6A may include a similar flow path as that shown in Figure 6C. As shown, unfiltered water may be introduced into container body 202 through inlet 112 (arrow A), flow into filter assembly 124b along a radial flow path as depicted by arrows B, through one or more layers of textile material filter media 126, which advantageously is disposed so as to present a curved, rather than perpendicular or planar surface to the stream of water. Once the water passes through layer(s) 126, the filtered water may then flow axially, as represented by arrows C, up towards outlet 208b. In order to exit outlet 208b, the filtered water is again turned, flowing laterally outward (arrow D). Before finally exiting outlet 208b, the filtered water may pass through any additional flow control device (e.g., a slit valve, grating, etc.) disposed adjacent the outlet.

[0098] Figures 7A-7B shows another configuration for a container body and corresponding lid body. Figure 7A shows a circular lid body 610. The lid body 610 may include grooves 620 in the inner surface 644 of downward facing lip 609, which is illustrated as ridged on its outer surface 646. Figure 7B shows a corresponding container body 602. Its top end 622 and outlet is also circular, and includes threads 624 on its outer surface, near top end 622. The diameter

D of lid body 610 may generally correspond to the diameter D of container body 602, so as to allow lid body 610 to be screwed over container body 602.

[0099] The threads 624 and corresponding grooves 620 may be configured to accommodate each other so that by screwing the round lid body 610 onto the round opening of container body 602, the lid body 610 and container body 602 may be firmly attached together. This structure of the lid body 610 and container body 602 are another example of complementary locking structures. In such embodiments, the filter assembly 124 may screw into or otherwise attach at the center of the lid body 610. In another embodiment, it may be off-center.

[0100] It will be appreciated that container body 602 and lid body 610 of Figures 7A-7B represent an example of a container system in which the inlet and outlet 108 may be one and the same. In other words, unfiltered water may be introduced into the system through the same single opening 108, as through which filtered water exits. In such an embodiment, the filter assembly (e.g., 124 - see Figure 2A) coupled into lid 610 proximate combined inlet/outlet 108 may serve as a dual pass filter, such that water enters the system through combined inlet/outlet 108, axially enters filter 124 in a direction and location aligned with its longitudinal axis, and then exits filter assembly 124 radially through textile filter media material 126, and slots 138, entering container body 602. Upon exit from container body 602 the path is reversed, following the same flow regimen described above in conjunction with Figure 3, by which reentry into the filter assembly 124 is in a radial direction, through slots 138 and textile material 126. Once in the central longitudinal portion, flow is axial, towards combined inlet/outlet 108. Of course, if desired, the container body 602 may be filled with unfiltered water with lid 610 removed, and lid (and filter assembly 124) attached thereto may be screwed over container body 602 once the container body has been filled. For such use, the filter operates only as a single pass filter.

[0101] The container body employed with the present inventive systems may take any of various forms. Various pitcher embodiments are shown and described in conjunction with Figures 1A-5B, while a water bottle shaped container is shown in and described in conjunction with Figures 7A-7B. Figures 8A-8D illustrates various other embodiments.

[0102] For example, Figures 8A-8B illustrates container bodies that may not necessarily include a lid, and in which a combined inlet and outlet may be provided. The embodiment shown in Figure 8A may include a rubber or other elastomeric band 728 that extends around

filter assembly 124, so as to prevent bypass around filter assembly 124 when filter assembly 124 and band 728 is placed into mouth 708 of carafe container body 702. Band 728 and attached or retained assembly 124 may fit partway into container body 702, and may sit within the narrowest part of neck 726. Filter assembly 124 and band 728 may be removed together (e.g., when filling carafe 702). For example, a user may fill container body 702 with band 728 and attached filter assembly 124 removed from container body 702, allowing for more rapid filling of container body 702. This may also allow for ice to be placed in container body 702, while filter 124 is removed. Once filled, the band 728 and attached filter assembly may be placed into mouth 708, and the user may pour water through the filter 124 and out the combined inlet and outlet 708. In another embodiment, filter assembly 124 may serve as a dual pass filter, so that water is introduced through mouth 708, and passes through filter assembly 124 on entry, and again on exit.

[0103] Figure 8B illustrates a similar carafe container body 702', also including a widened mouth, and adjacent narrowed section 726, but including a flow directing tube 730 or other element that is removably attachable to or fixed relative to the filter assembly 124 and configured to help direct the flow of the water as it is poured from mouth 708.

[0104] As shown in Figure 8C, the container body 802 may be a water jug with a spigot 832 located near the bottom 834 of container body 802. A filter assembly 124 may be placed next to and inline (in the flow path) of spigot 832 so that any water that pours out of the spigot 324 first passes through the filter assembly 124. Lid 810 may be provided, and may be removed to allow filling of container body 802 with water, and ice, if desired.

[0105] Figure 8D illustrates another embodiment, where filter assembly 124 may not necessarily be located within container body 902. For example, container body 902 may be configured with a spout 914 of extended length (e.g., at least the length of the filter assembly, such as 3 to 8 inches). A lid 910 may be provided. Such a container may resemble a teapot or watering can. The filter assembly may be disposed within the elongate spout that extends from the container body. By removing the filter assembly 124 from within the container body itself, the internal storage volume provided by the container body may be increased.

[0106] Various other features of exemplary systems may be disclosed in one or more of the following Patent Applications, each filed the same day as the present application and herein incorporated by reference: Clorox Docket No. 482.506; Clorox Docket No. 482.508; Clorox

Docket No. 482.510; Clorox Docket No. 482.512; Clorox Docket No. 514; and Clorox Docket No. 482.518.

[0107] Without departing from the spirit and scope of this invention, one of ordinary skill can make various changes and modifications to the invention to adapt it to various usages and conditions. As such, these changes and modifications are properly, equitably, and intended to be, within the full range of equivalence of the following claims.

CLAIMS

1. A filter-as-you-pour system configured to filter water as the water is poured from the system, the system comprising:

a container body defining an internal storage volume extending from a top edge to a bottom floor of the container body and configured to hold water;

a filter assembly attachable to the container body or a lid body, the filter assembly being disposed so as to be in a flow stream of the water as the water is poured from the container body through an outlet so that all water exiting through the outlet passes through the filter assembly before exiting through the outlet;

wherein the internal storage volume defined from the top edge to the bottom floor of the container body is undivided when the container body and filter assembly are assembled, so as to not include a reservoir compartment for unfiltered water and another compartment for filtered water, with a filter assembly disposed between the two compartments;

wherein filter media of the filter assembly comprises an activated carbon textile material wrapped around and in contact with a side wall of an inner hollow core frame member to define a central hollow section and to present an annular curved surface to water passing through the annular curved surface of the filter assembly;

wherein the filter assembly includes an open and non-partitioned filter top extending from the central hollow section to freely pass the water through the top to the outlet;

wherein the system further comprises a lid body, the outlet being disposed in the lid body, and a separate spaced apart inlet disposed in the lid body configured to receive the unfiltered water into the internal storage volume without flowing through a filter or a reservoir.

2. The system of claim 1, where the filter assembly comprises a gravity flow filter.

3. The system of any one of claims 1 or 2, wherein the filter assembly is configured such that water flows into the filter assembly from the container body in a radial direction, and flows out of the filter assembly towards the outlet in an axial direction.

4. The system of any one of claims 1 to 3, where the system is configured to provide a minimum flow rate of 1.1356 litres per minute.

5. The system of any one of claims 1 to 4, where the container is a pitcher.

6. The system of any one of claims 1 to 5, where the system is configured to only filter water as water is poured out of the container body.
7. The system of any one of claims 1 to 6, where the filter assembly is releasably attachable to the lid body at a location proximate the outlet of the system.
8. The system of claim any one of claims 1 to 7, where the container is selected from the group consisting of a personal water bottle, a carafe, and an insulated cooler.
9. The system of claim 7, where the filter assembly is removable during filling of the container body with water, if desired.
10. A filter-as-you-pour system configured to filter water as the water is poured from of the system, the system comprising:
 - a container body defining an internal storage volume extending from a top edge to a bottom floor of the container body configured to hold the water;
 - an inlet through which unfiltered water may be introduced into and held in the internal storage volume of the container body;
 - an outlet separate and spaced apart from the inlet through which filtered water may be poured;
 - a lid body attachable to the container body; and
 - a filter assembly attached to the container body or the lid body at a location proximate the outlet of the system, the filter assembly having an open and non-partitioned top and configured to filter the water as the water is poured from the container body through the filter assembly, and out the open non-partitioned top to the outlet of the system so that all water exiting through the outlet passes through the filter assembly before exiting through the outlet;wherein the inlet is configured to enable unfiltered water to be introduced into the internal storage volume of the container body through the inlet to the bottom floor of the container body without flowing through a filter or a reservoir while the system, including the container body, lid body, and filter assembly are assembled and enable filtered water to exit the container body through the outlet, while the system, including the container body, lid body, and filter assembly are assembled.

11. The system of claim 10, where filter media of the filter assembly comprises an activated carbon textile material that presents a curved annular surface to the water passing through the filter assembly to the open non-partitioned top.
12. The system of any one of claims 10 or 11, where the filter assembly comprises a gravity flow filter.
13. The system of any one of claims 10 to 12, wherein the filter assembly includes an inner hollow core frame member with an activated carbon textile material wrapped therearound and a shell sandwiching the activated carbon textile material between the inner hollow core frame member and the shell, wherein the shell includes slots configured to enable the water to flow into the filter assembly from the container body in a radial direction toward a longitudinal axis of the filter assembly, and flow out of the filter assembly towards the open non-partitioned top to the outlet in an axial direction, wherein the wrapped activated carbon textile material is in contact with a sidewall of the inner hollow core frame member and the shell.
14. The system of any one of claims 10 to 13, where the system is configured to provide a minimum flow rate of 1.1356 litres per minute.
15. The system of any one of claims 10 to 14 wherein the filter assembly comprises an activated carbon textile material positioned around a frame member to define a central hollow section and presents an annular curved surface to the water entering and passing through the annular curved surface of the filter assembly to the open non-partitioned top.

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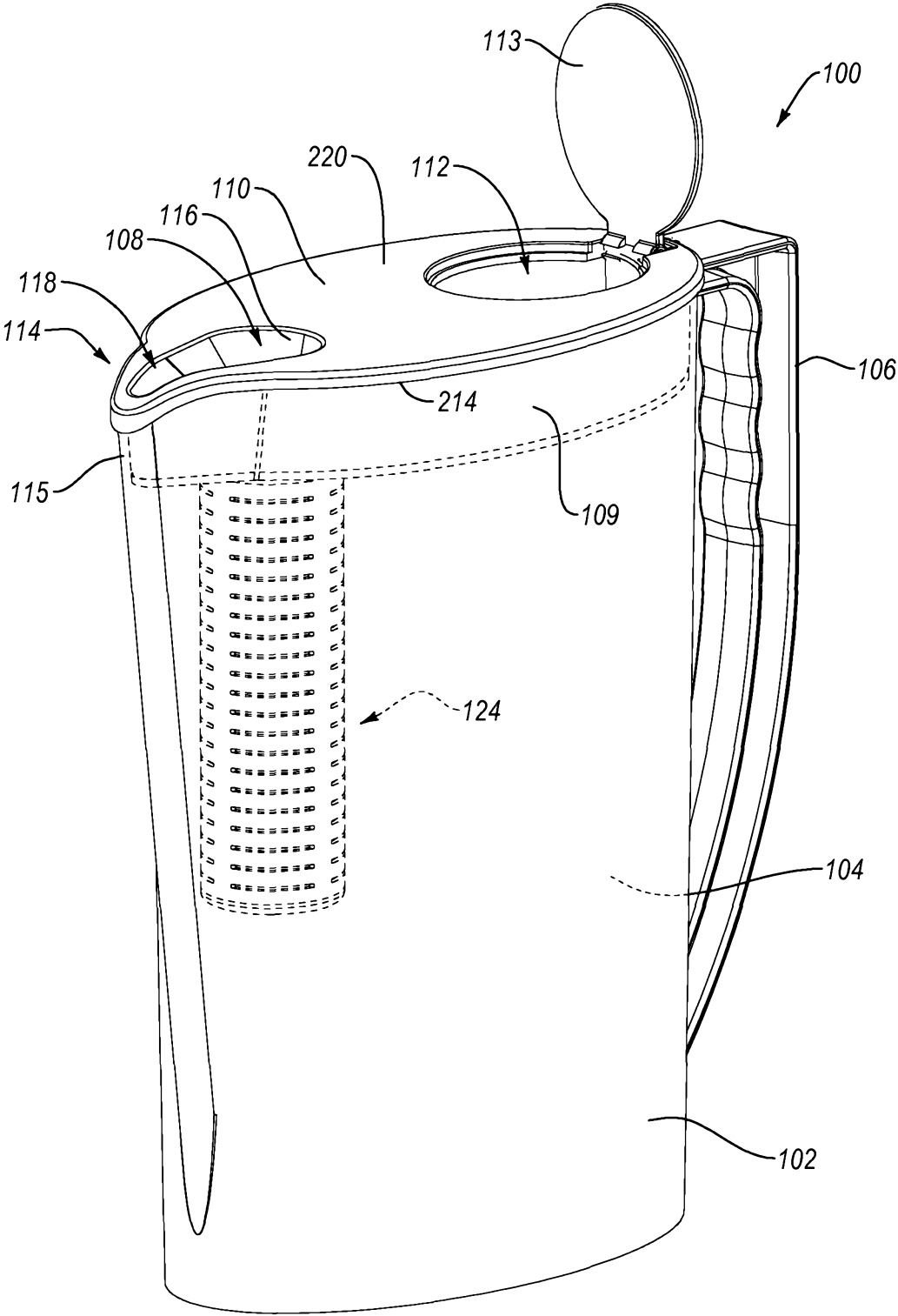


FIG. 1A

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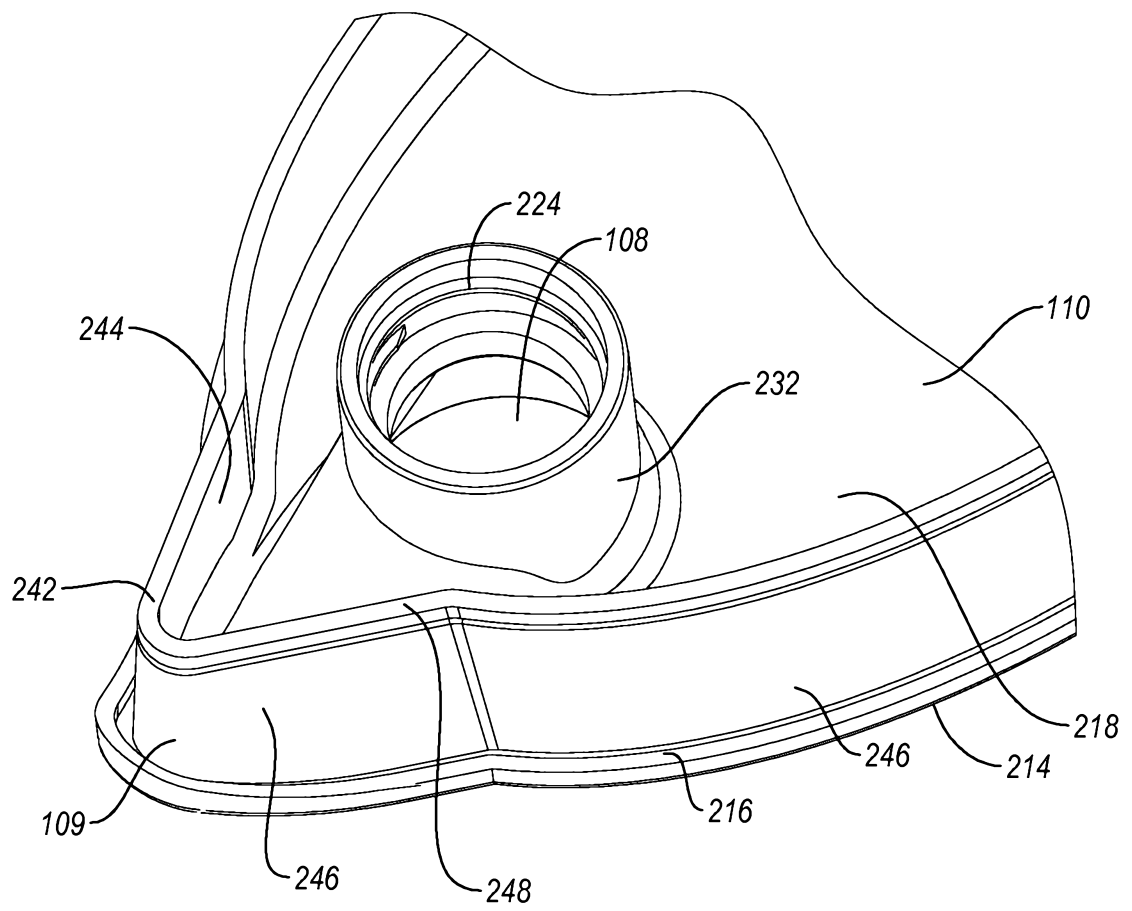


FIG. 1B

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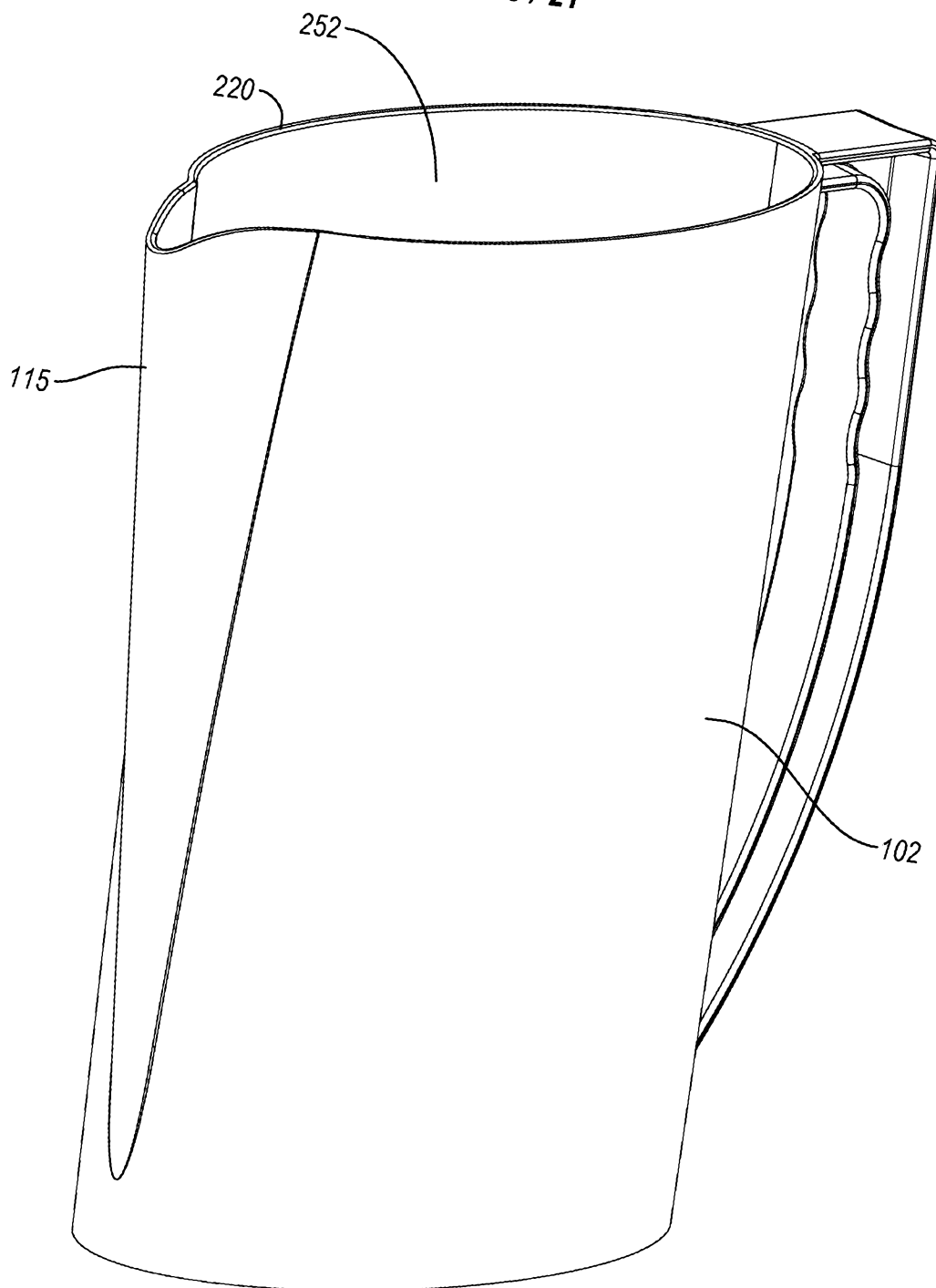


FIG. 1C

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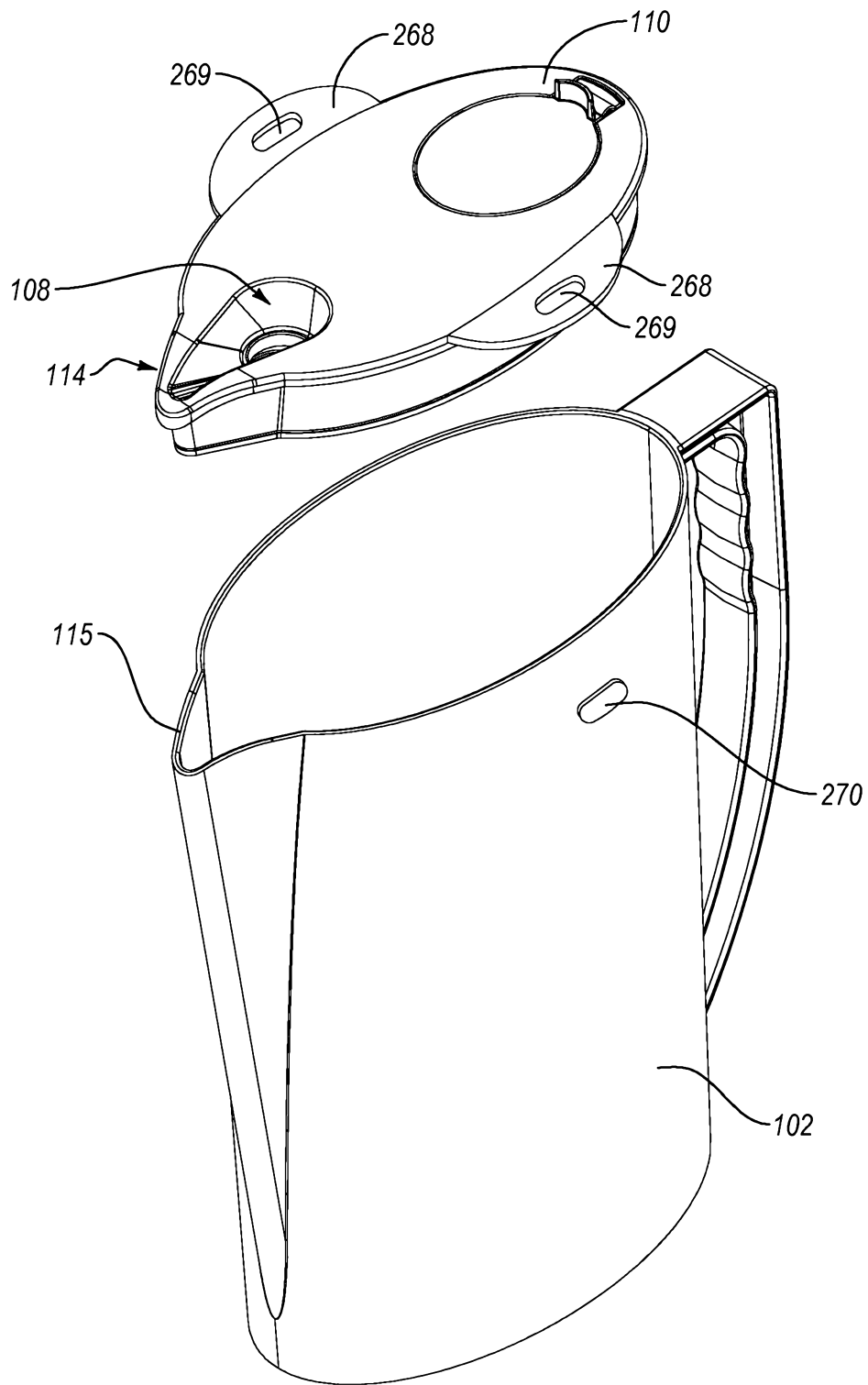


FIG. 1D

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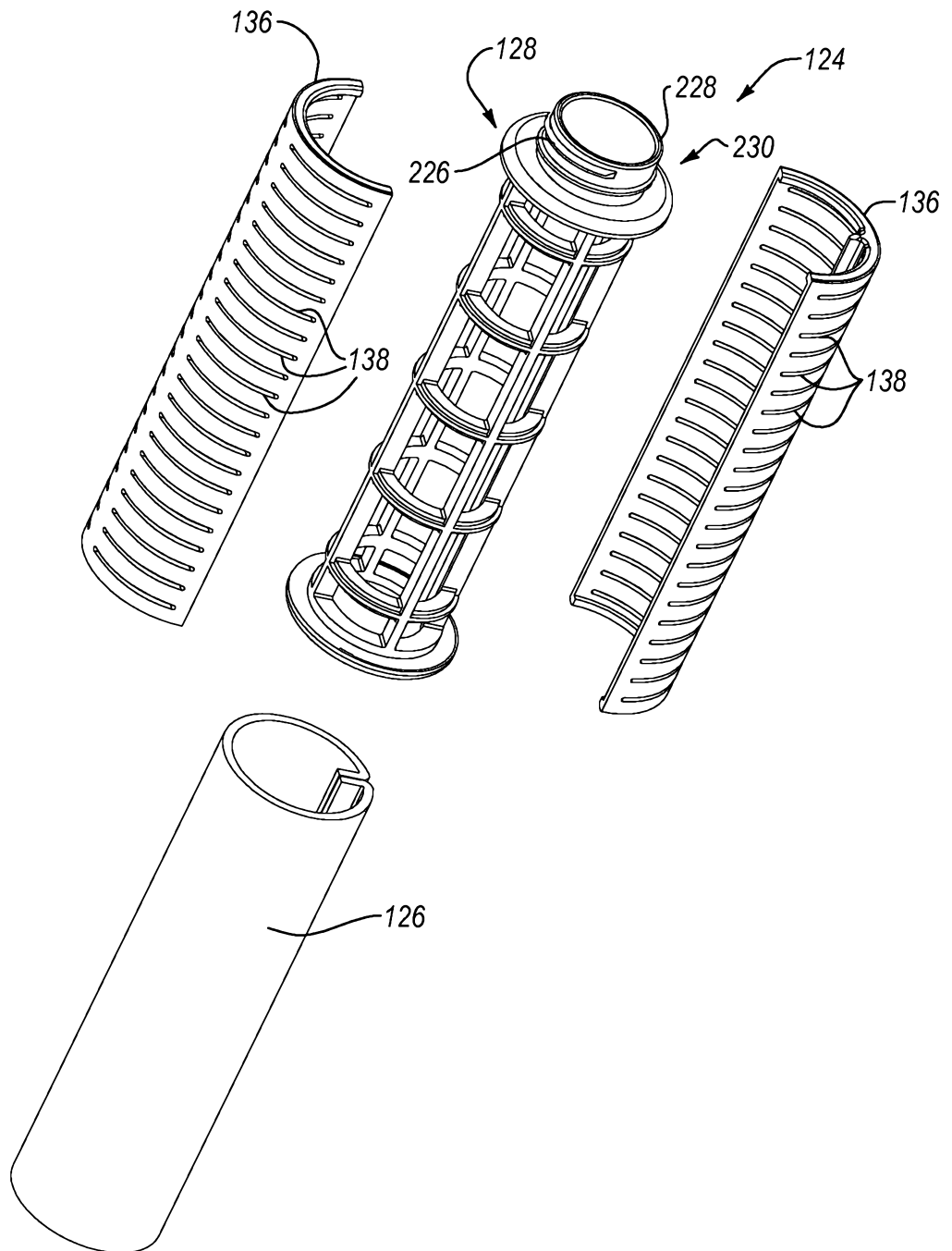


FIG. 2A

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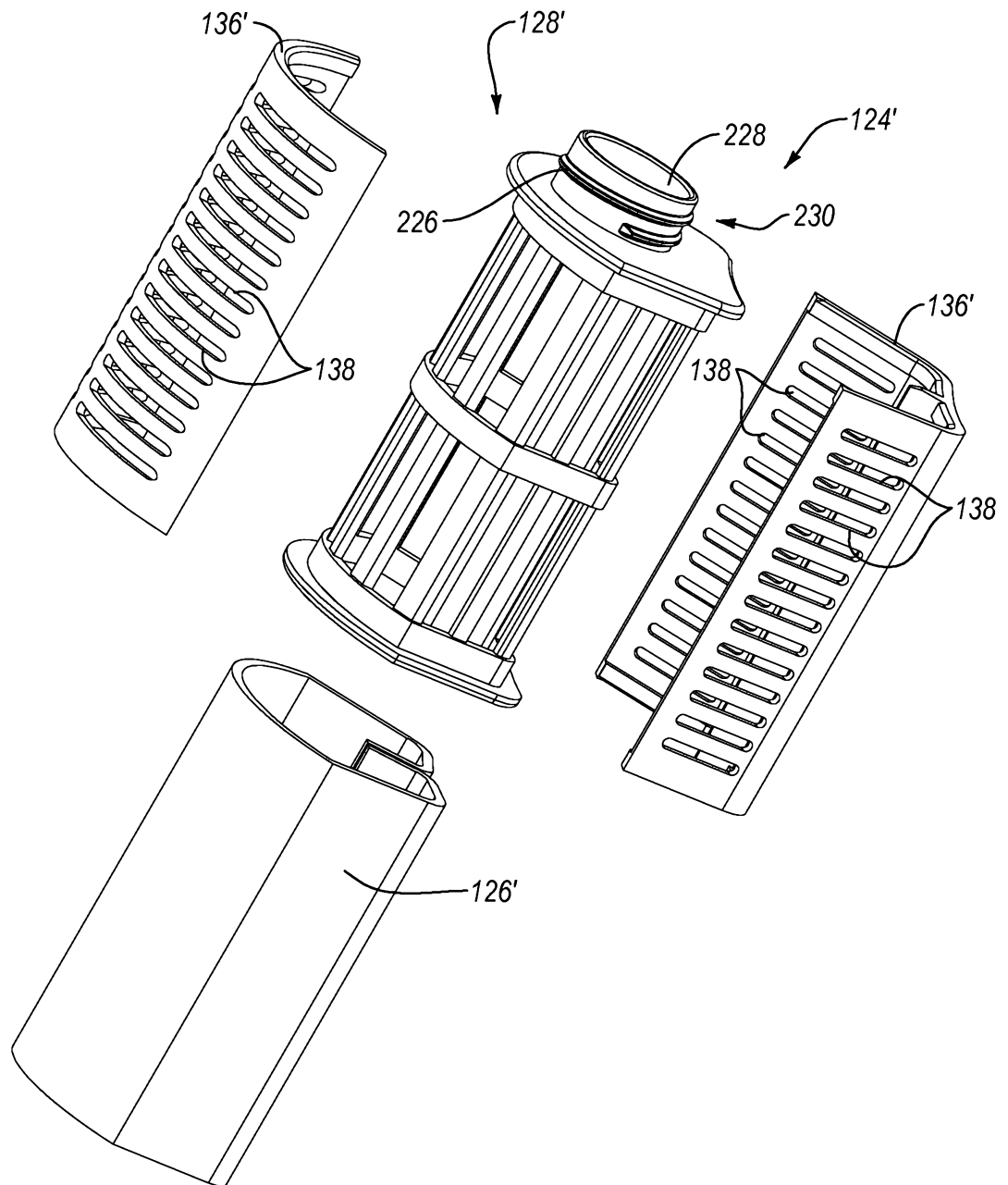


FIG. 2B

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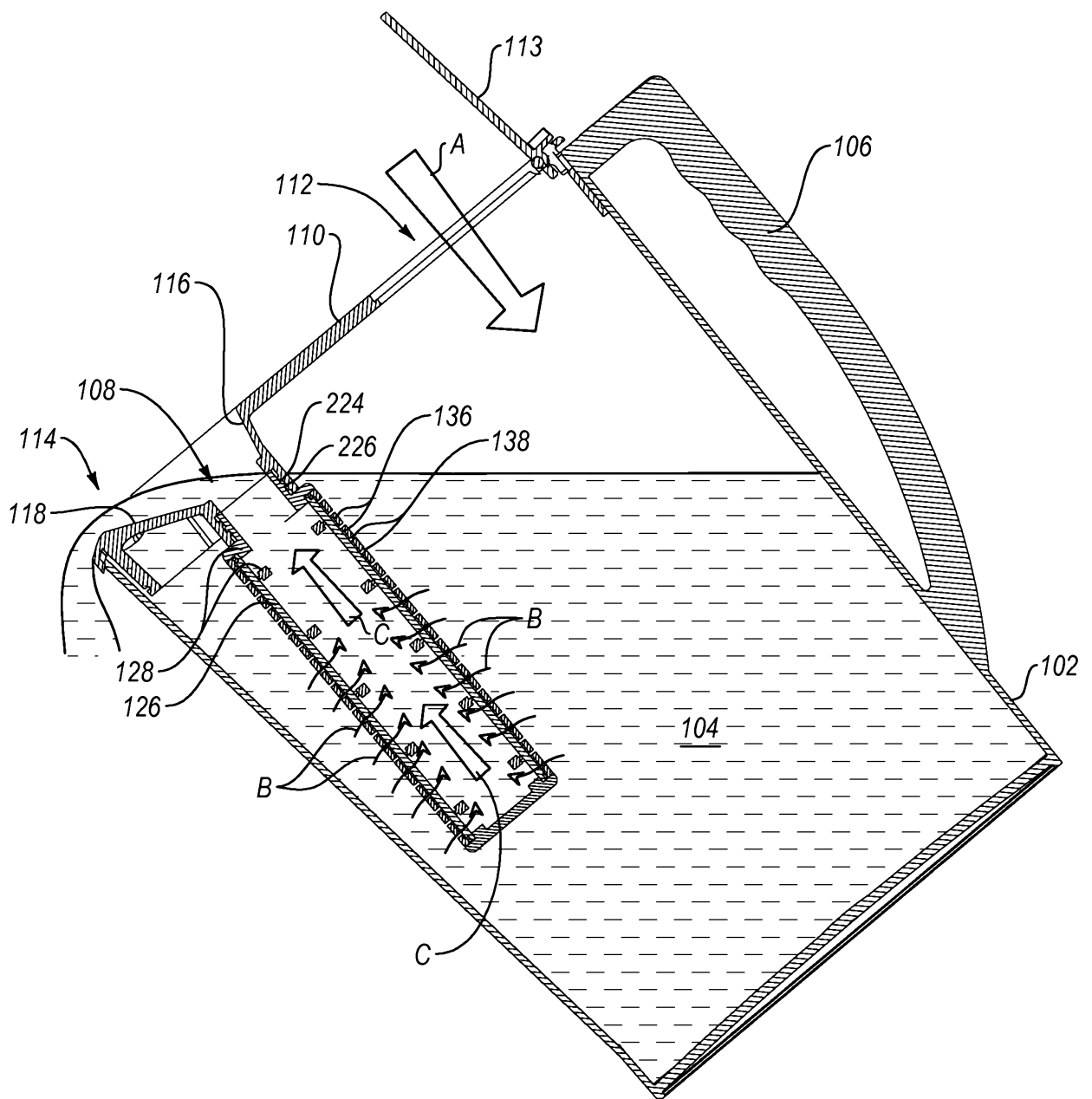


FIG. 3

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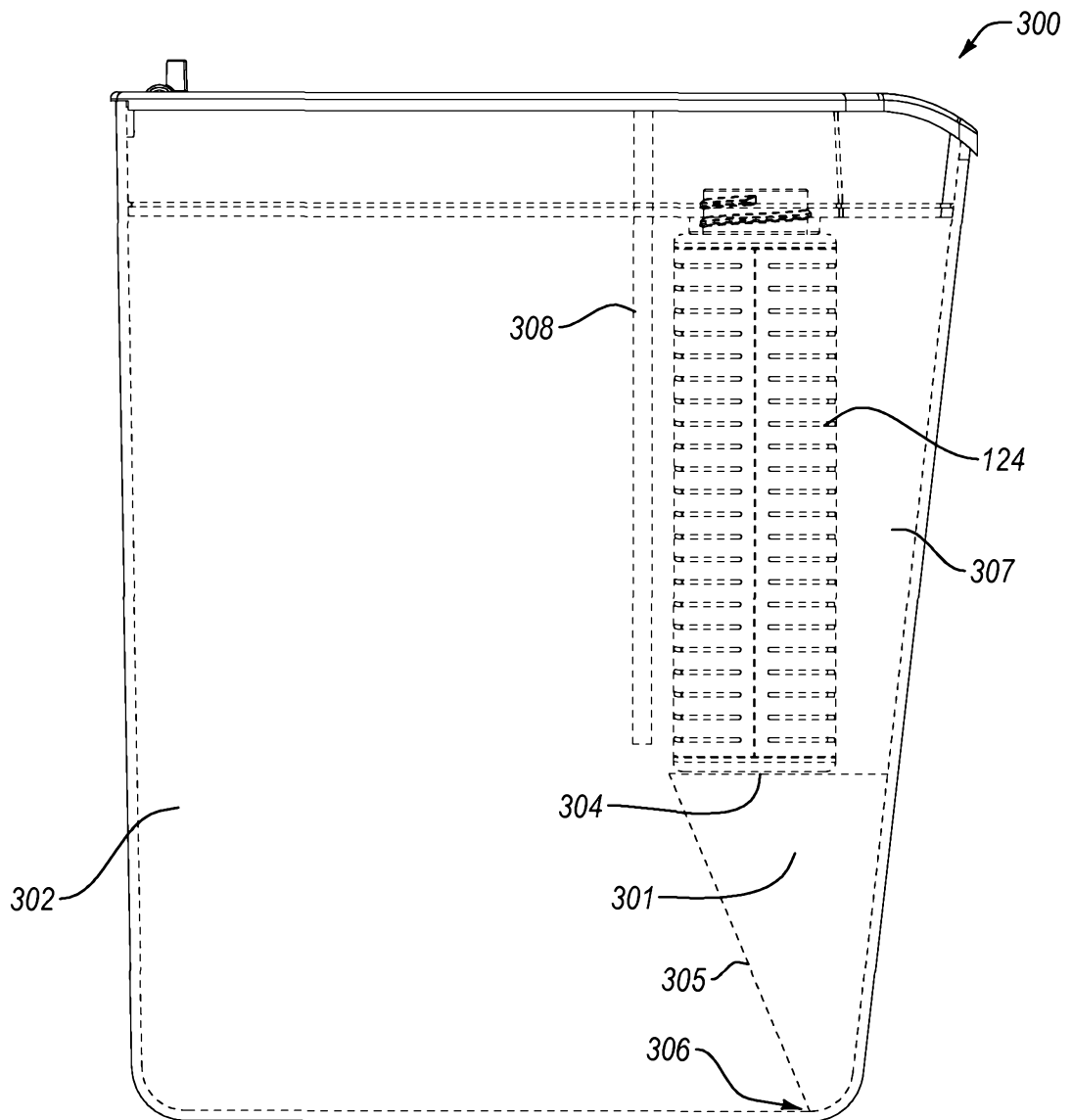


FIG. 4A

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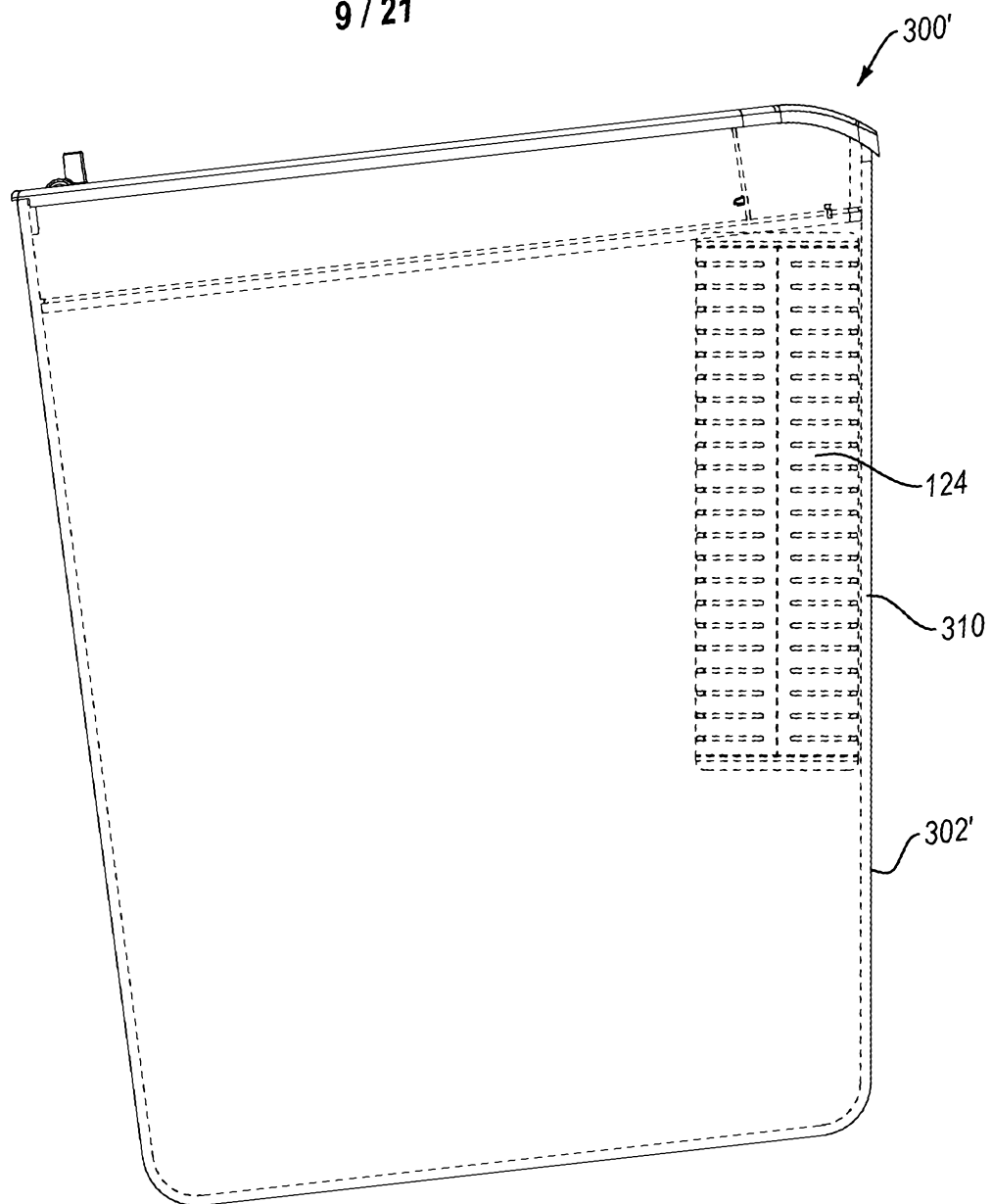


FIG. 4B

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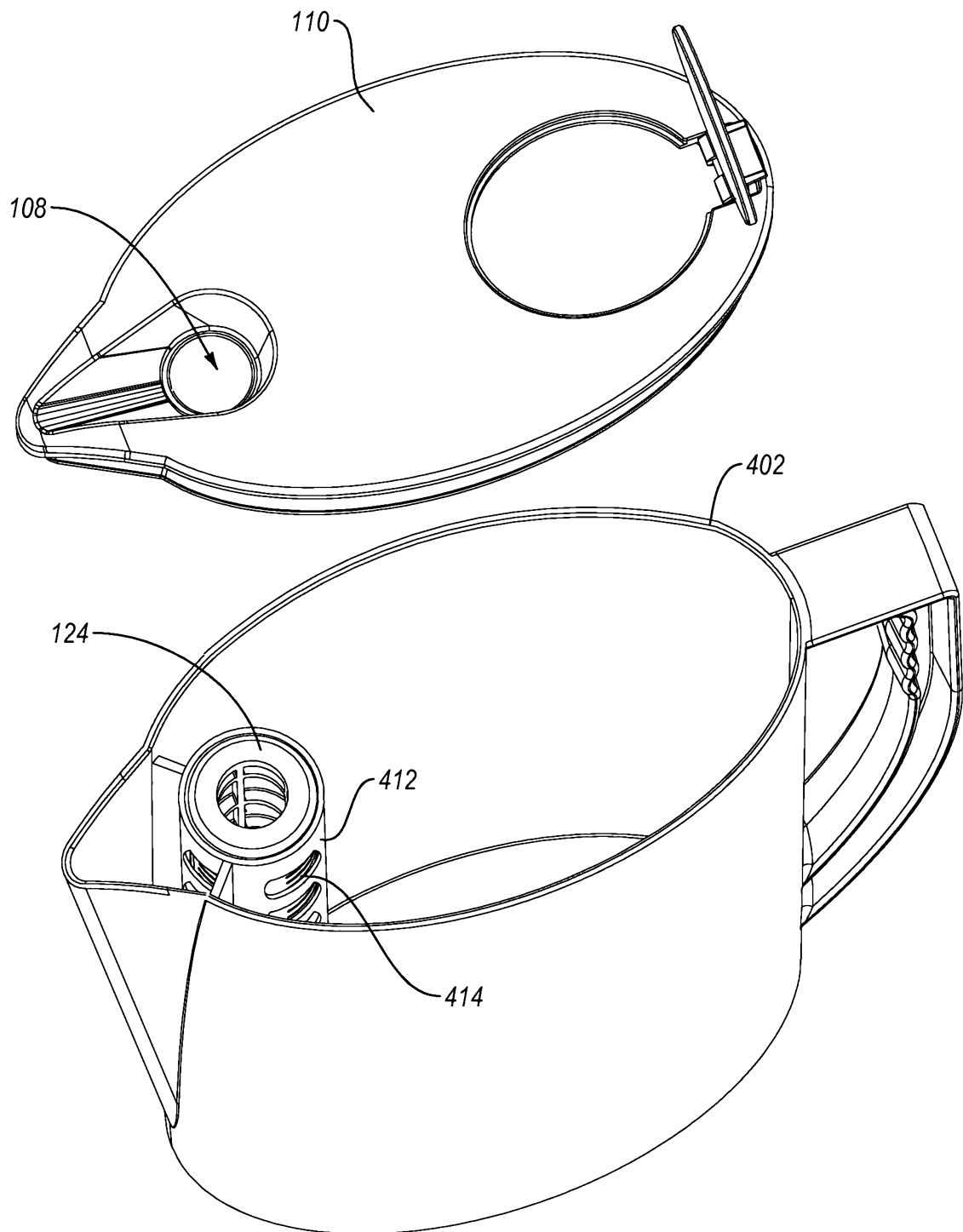


FIG. 5A

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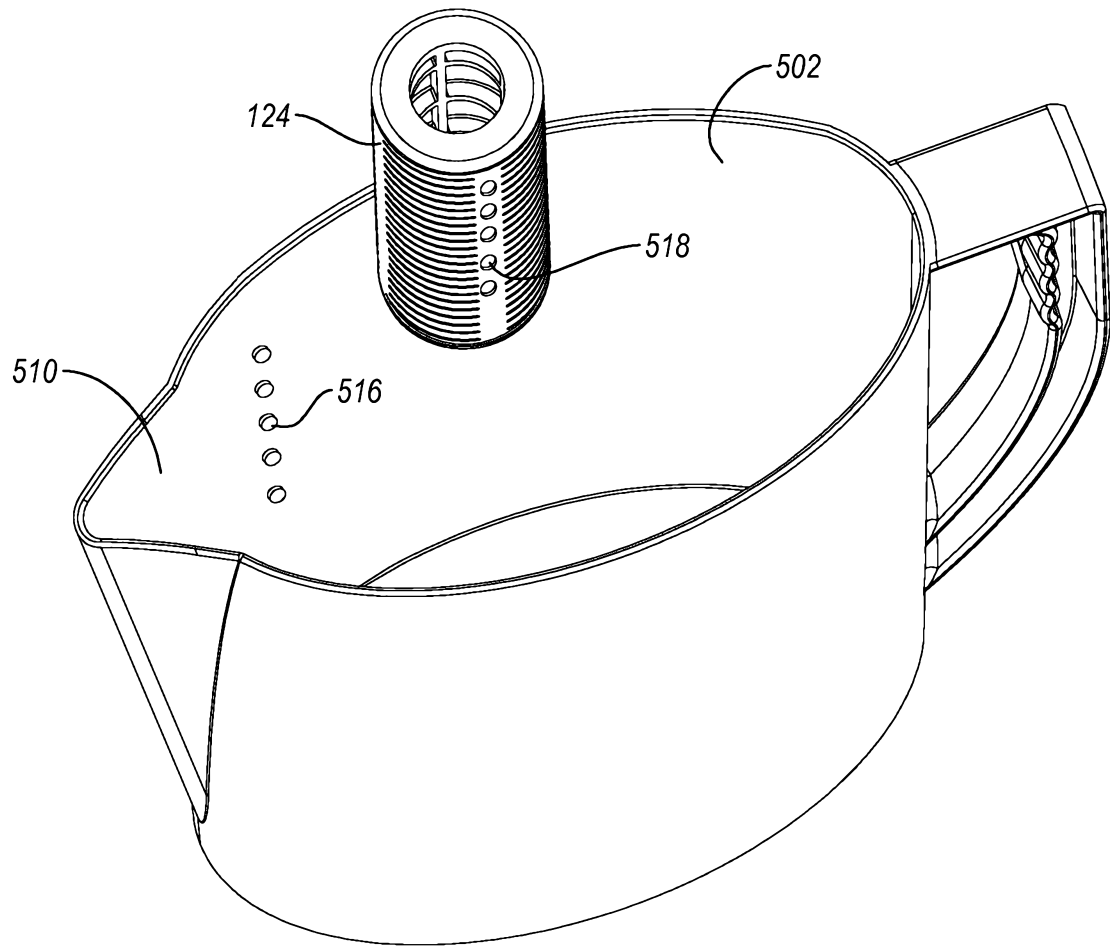


FIG. 5B

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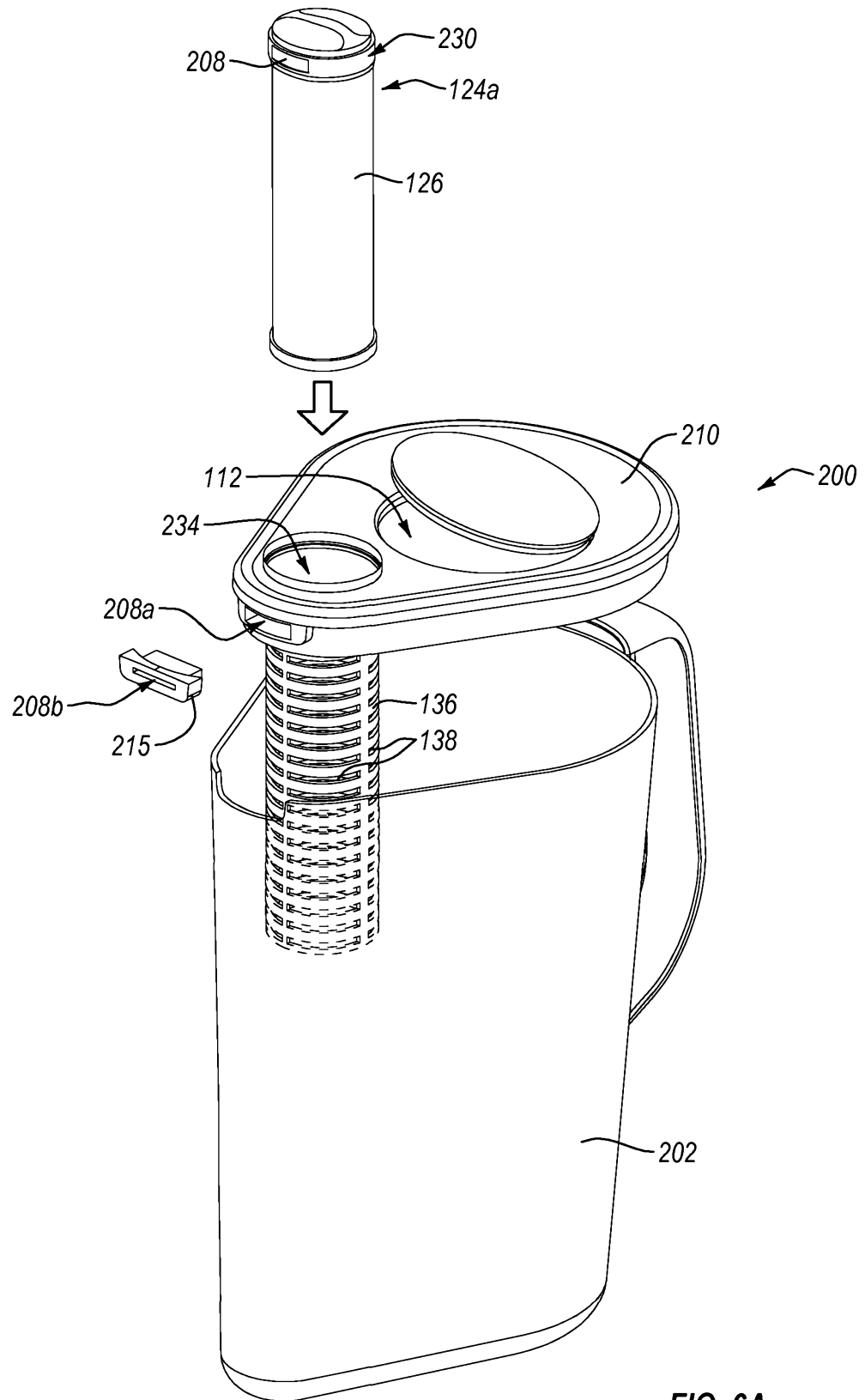


FIG. 6A

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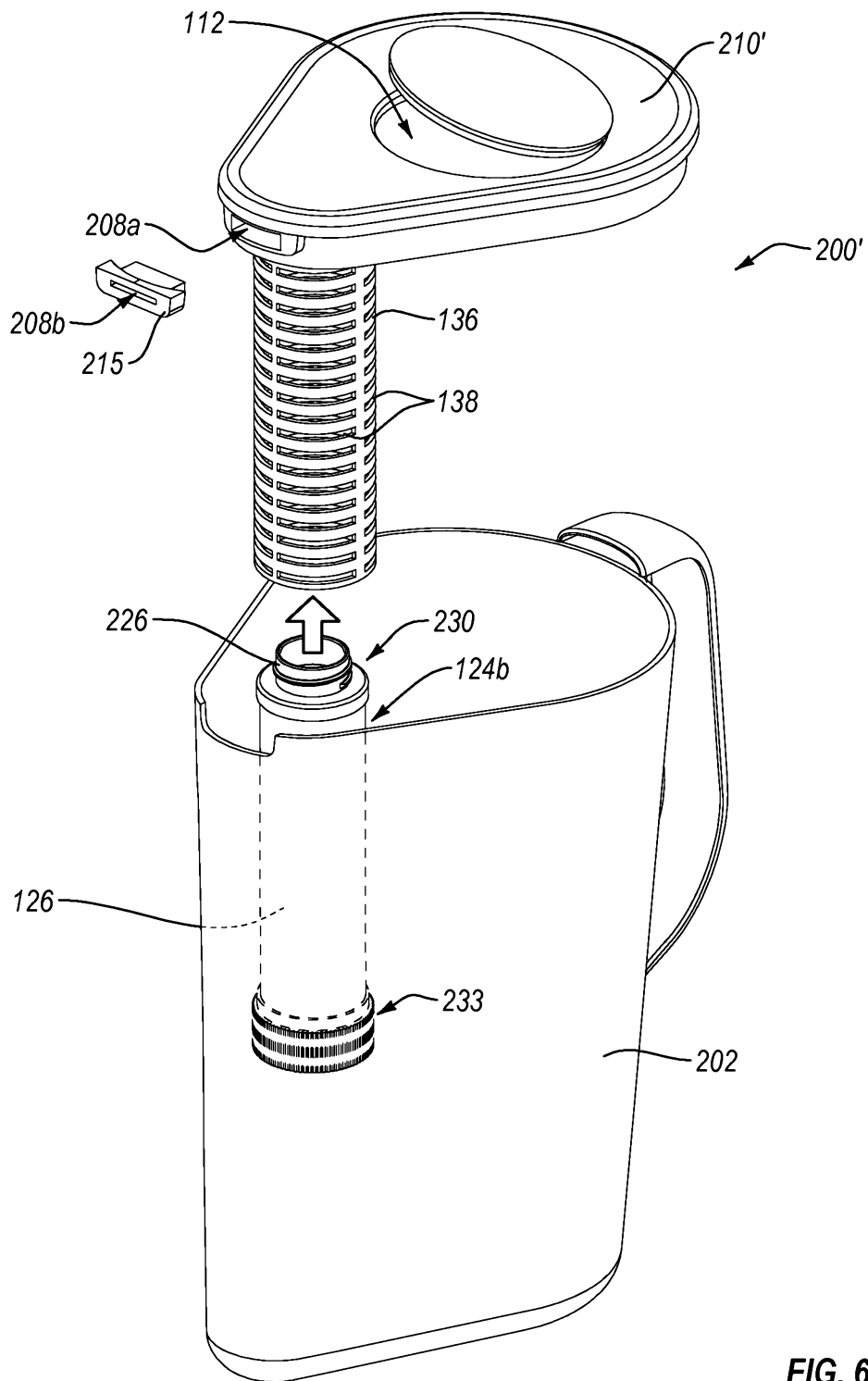


FIG. 6B

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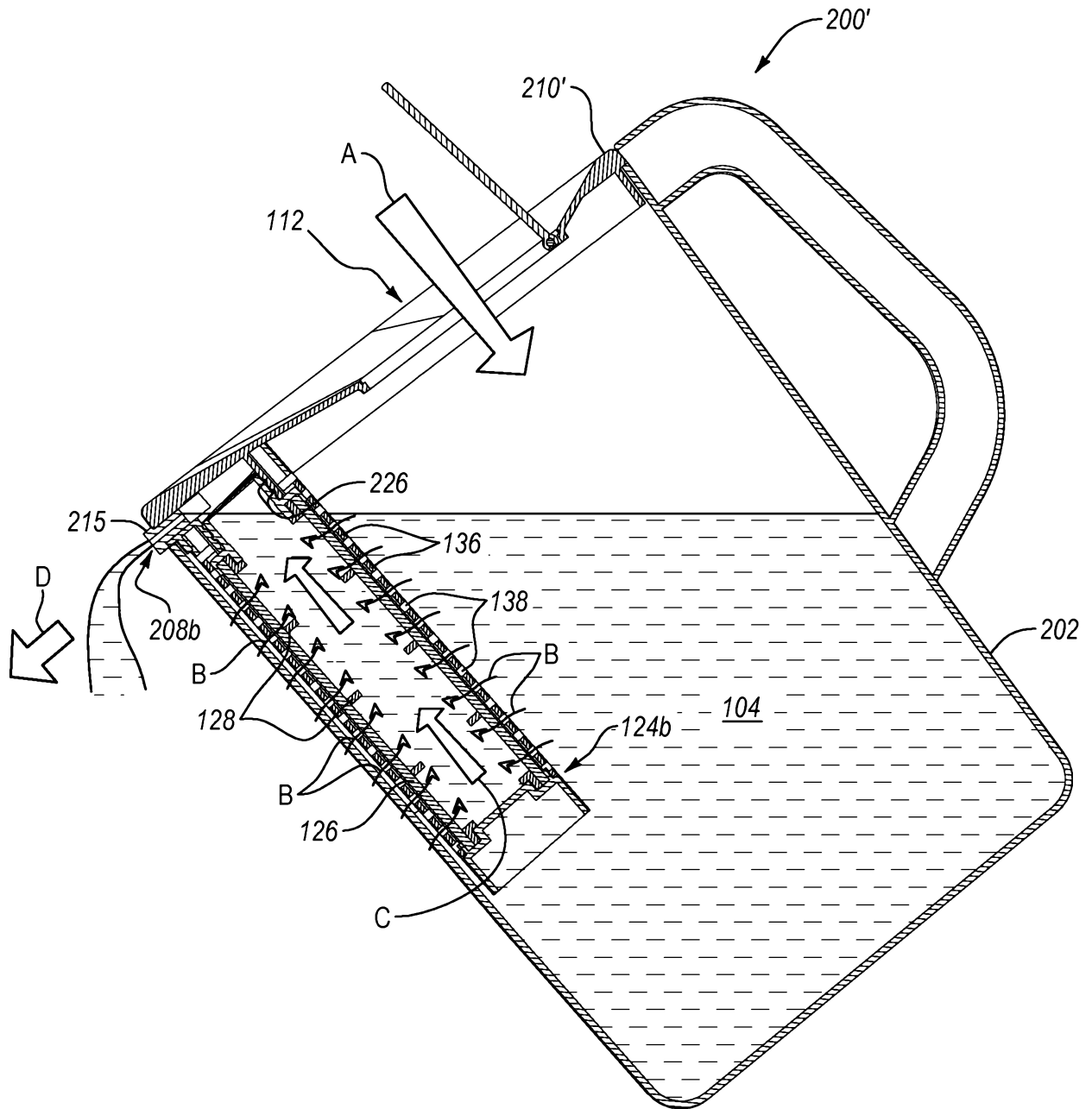


FIG. 6C

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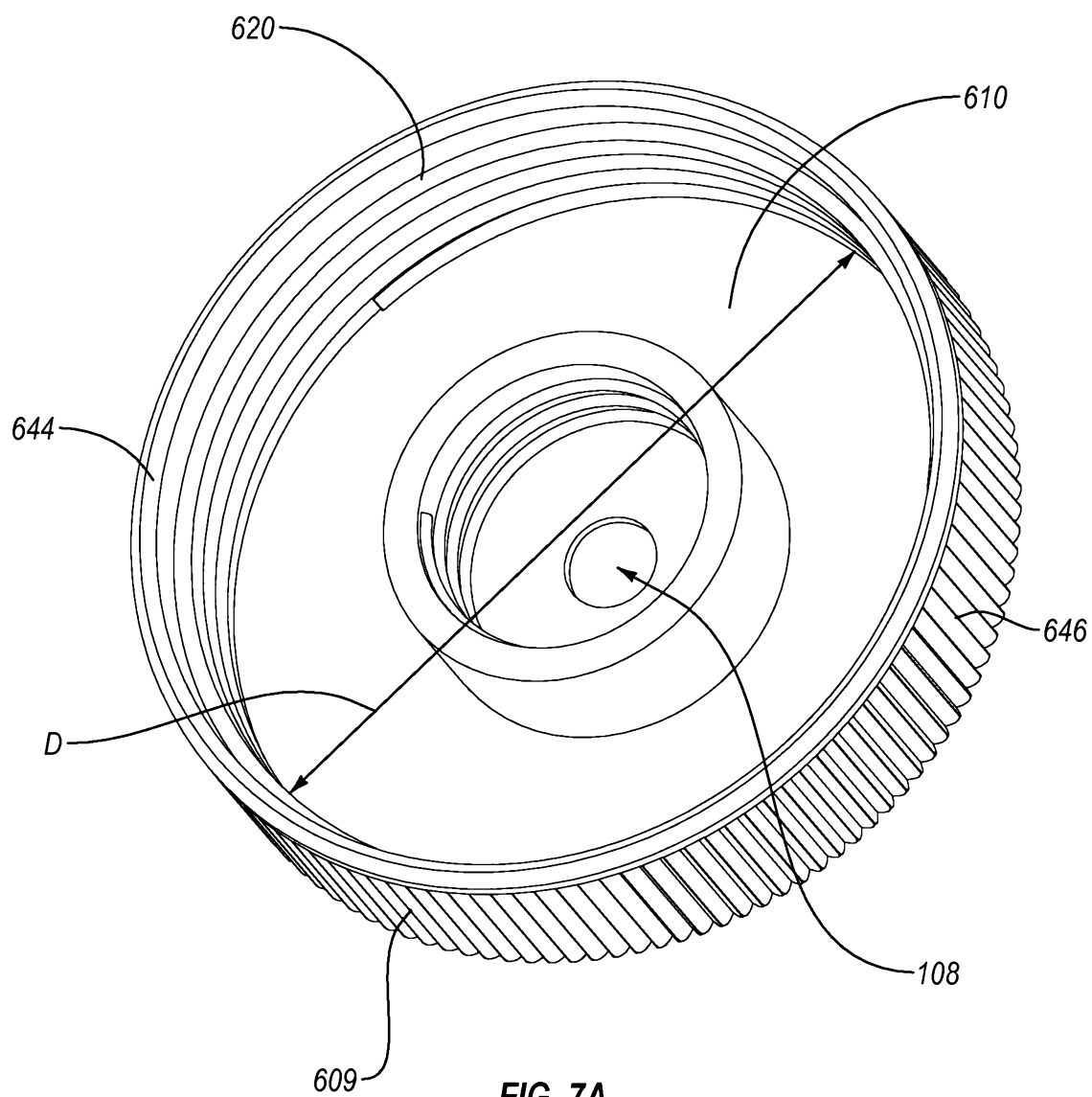


FIG. 7A

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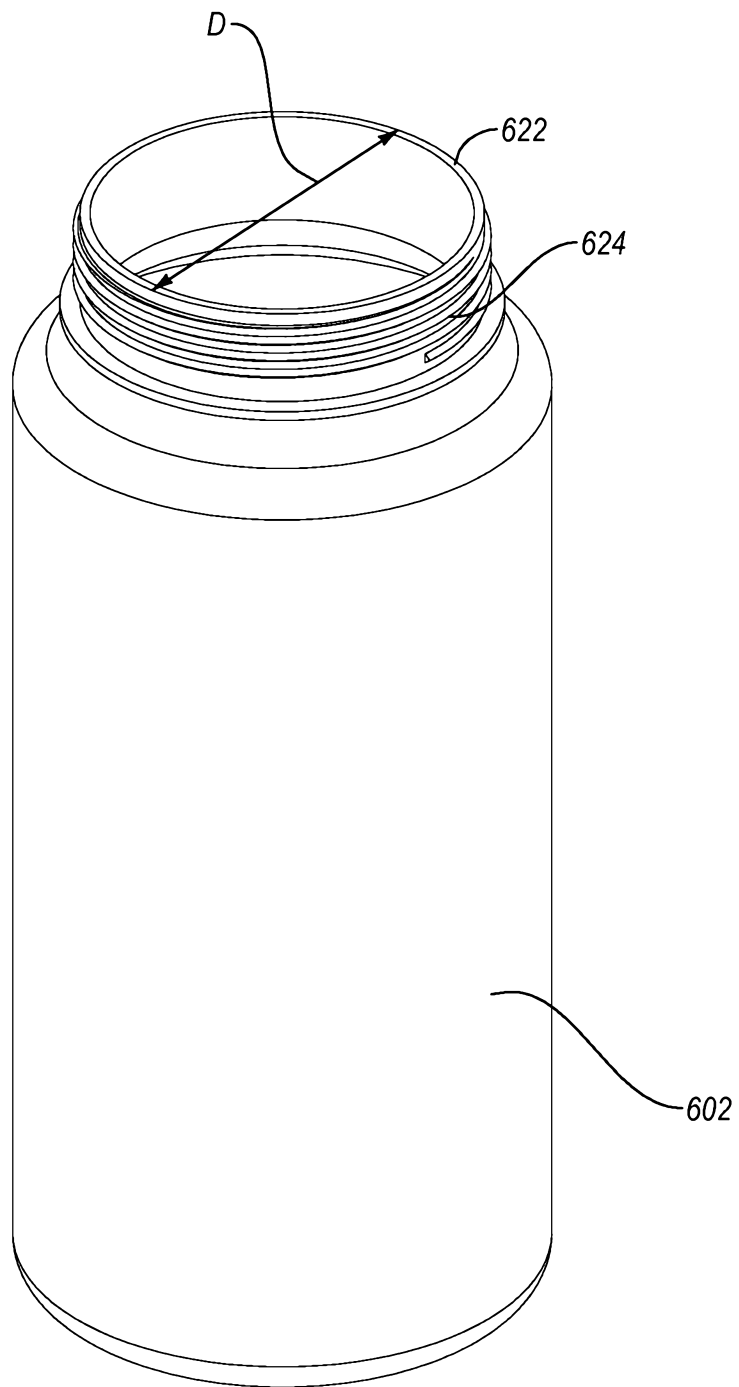


FIG. 7B

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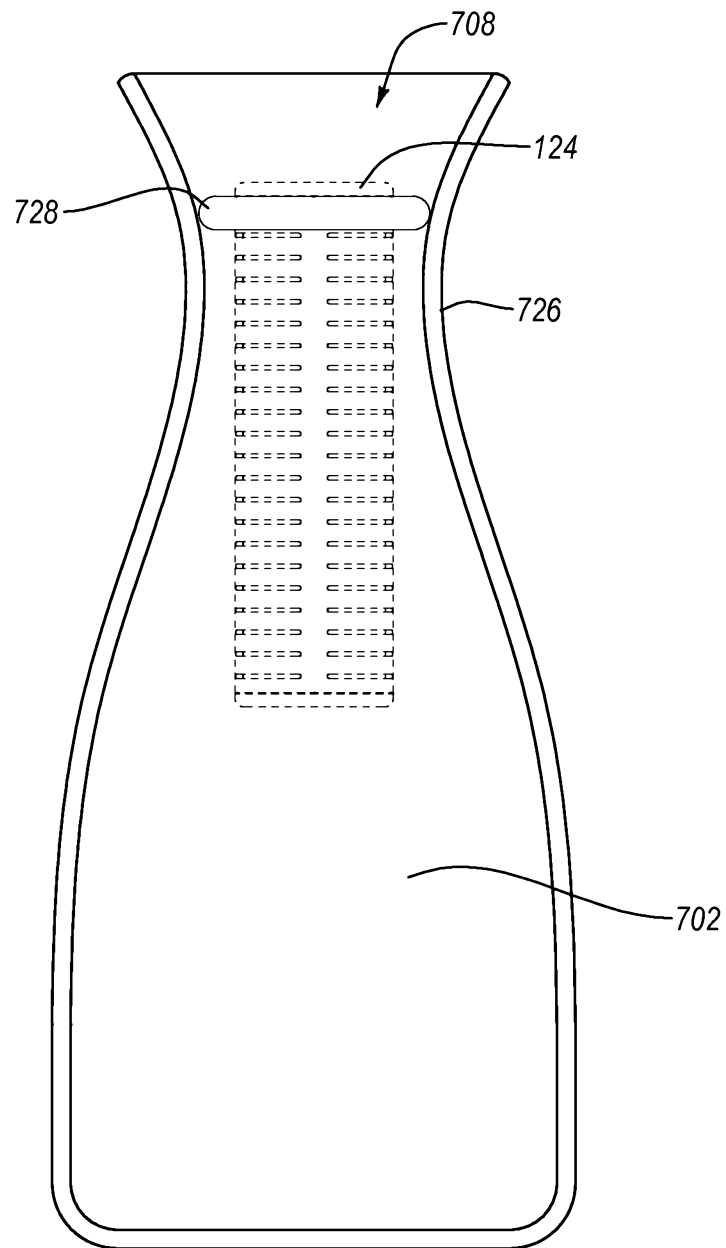


FIG. 8A

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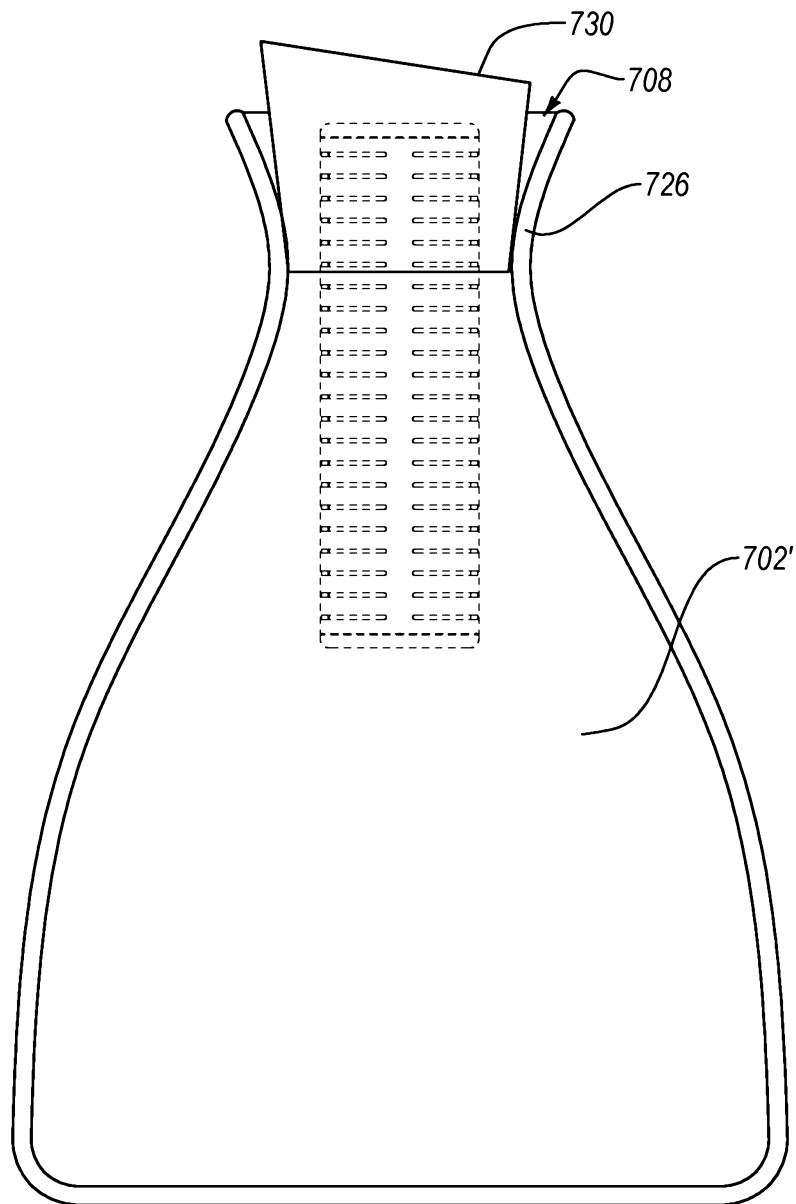


FIG. 8B

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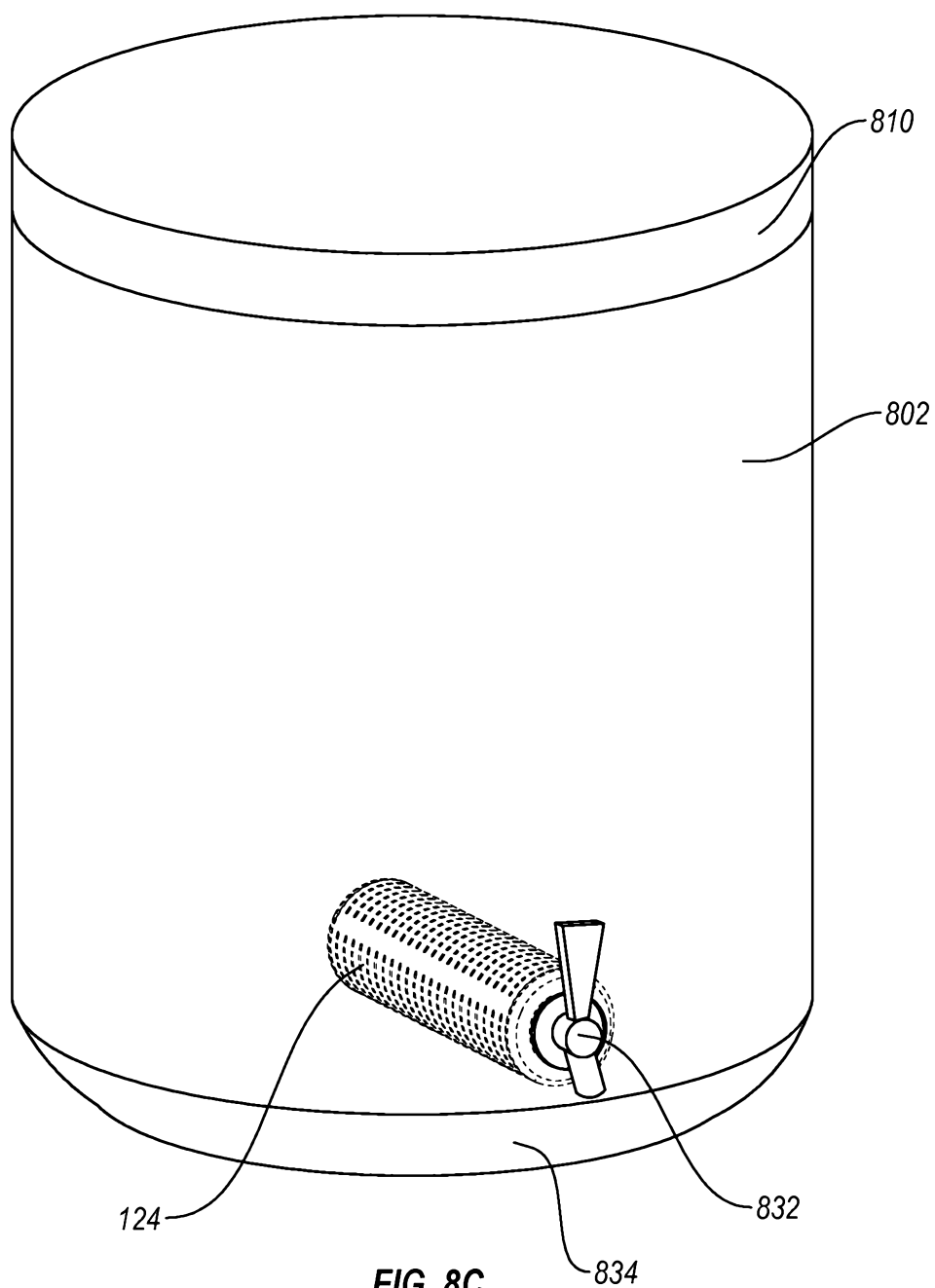


FIG. 8C

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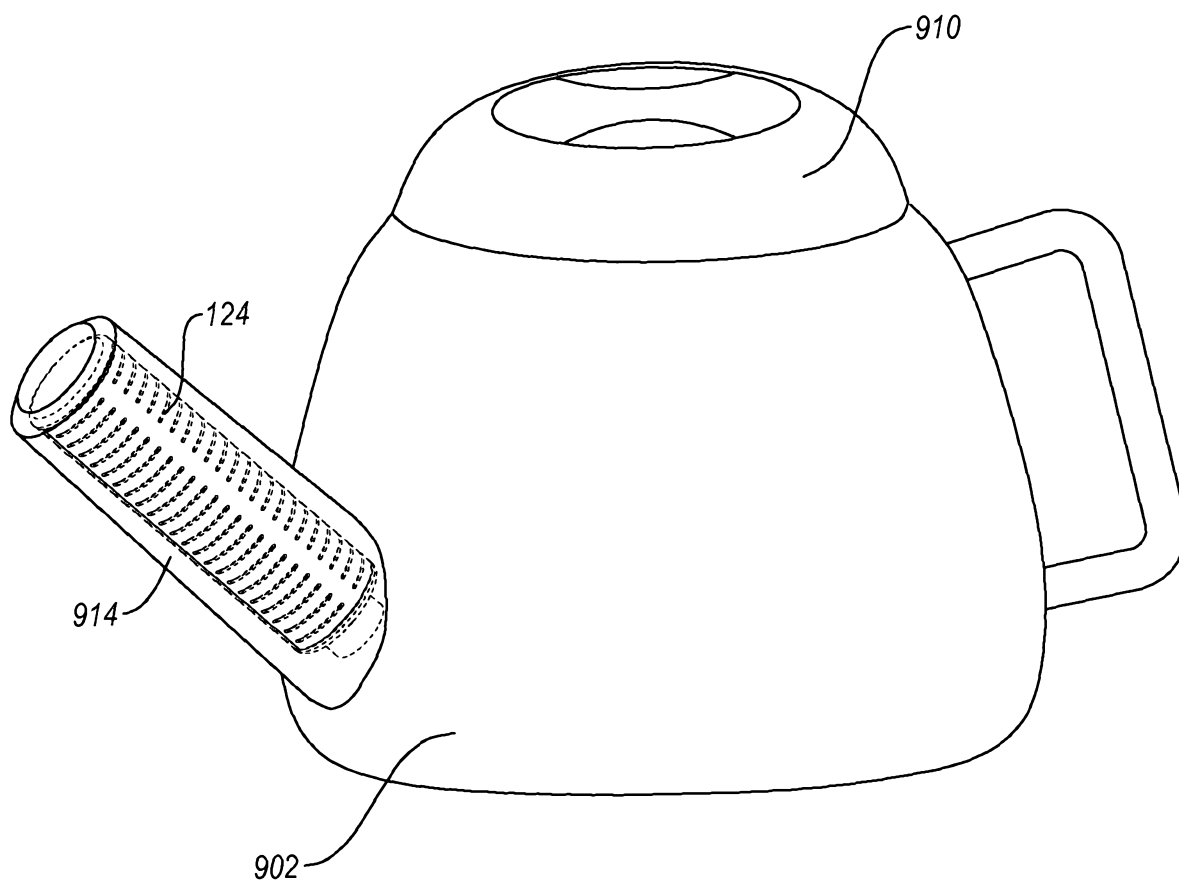


FIG. 8D

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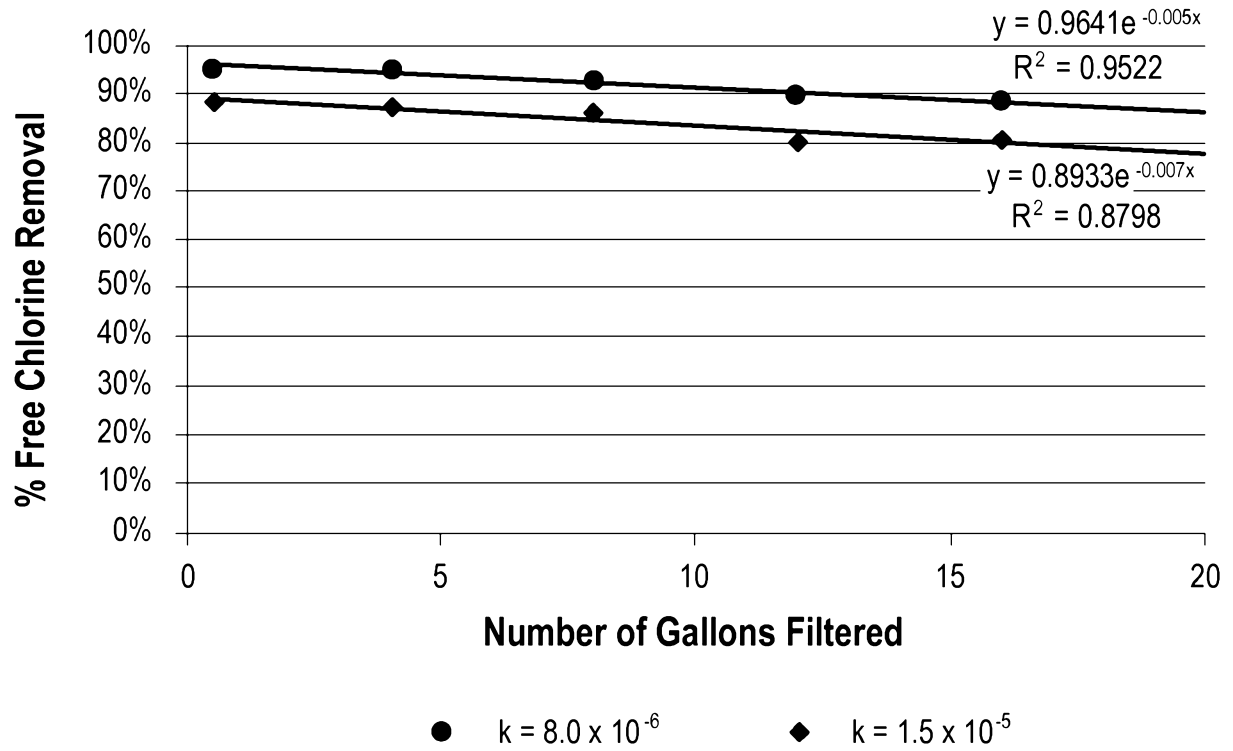


FIG. 9