



US 20150047999A1

(19) **United States**

(12) **Patent Application Publication**
Spain

(10) **Pub. No.: US 2015/0047999 A1**

(43) **Pub. Date: Feb. 19, 2015**

(54) **BEVERAGE CONTAINER WITH INTERCHANGEABLE INDICIA**

(52) **U.S. Cl.**
CPC **B65D 25/205** (2013.01)
USPC **206/459.5**; 29/428

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(21) Appl. No.: **14/461,268**

(22) Filed: **Aug. 15, 2014**

Related U.S. Application Data

(60) Provisional application No. 61/867,030, filed on Aug. 17, 2013.

Publication Classification

(51) **Int. Cl.**
B65D 25/20 (2006.01)

(57) **ABSTRACT**

A fluid container includes a base having a wall extending upwardly from the base. The wall has an interior surface for containing a fluid and an oppositely-facing exterior surface. The wall terminates in an edge defining a lip for accommodating the drinking of fluid from the container. A receptacle is formed in the wall's exterior surface that is configured to interchangeably mount an insert having indicia displayed thereon. In a one embodiment, a receptacle side wall has a notch formed therein for accommodating a utensil for prying said insert from the receptacle. The receptacle interior wall can have a ferromagnetic substance deposited thereon that retains the insert against the receptacle interior wall when the insert has a corresponding ferromagnetic substance deposited thereon.

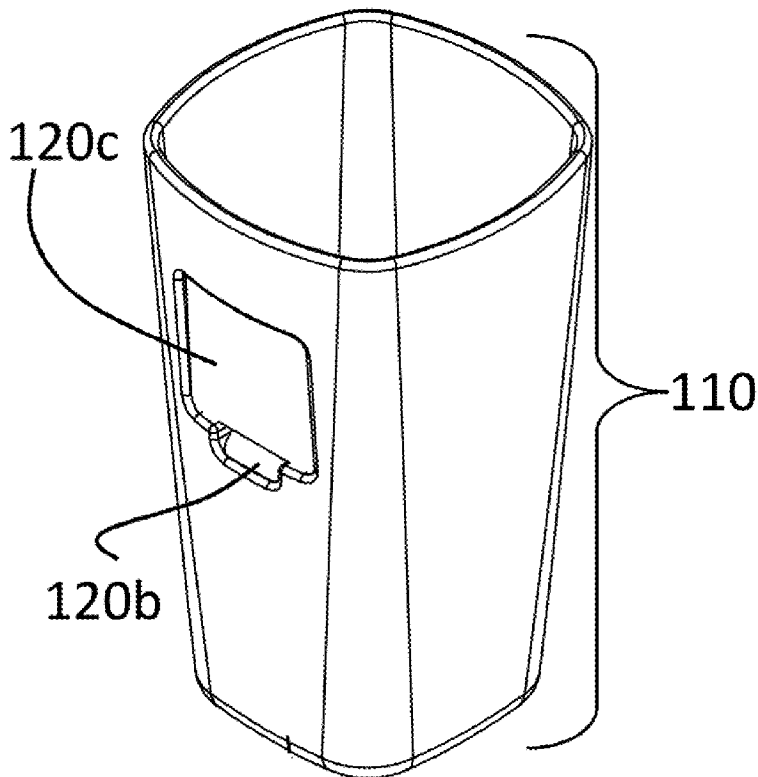


FIG. 1A

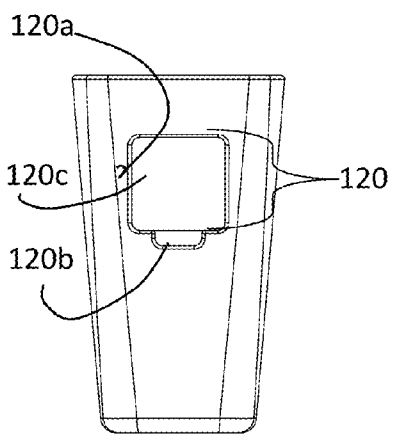
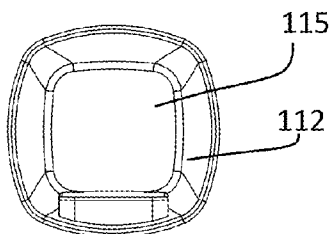


FIG. 1B

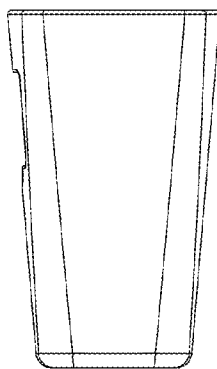


FIG. 1C

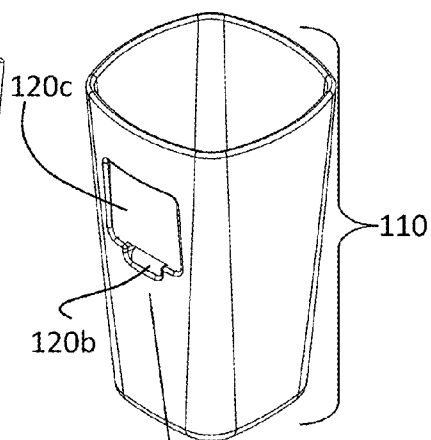


FIG. 1D

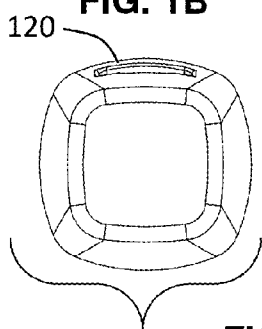


FIG. 1E

110

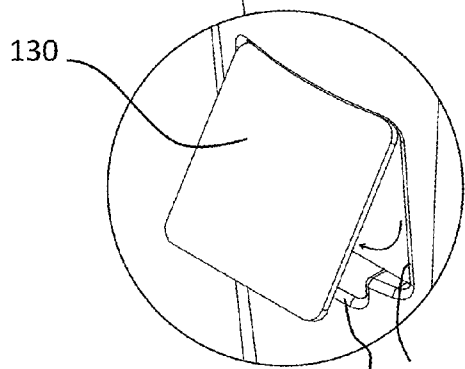


FIG. 1F

120a
120b

FIG. 2A

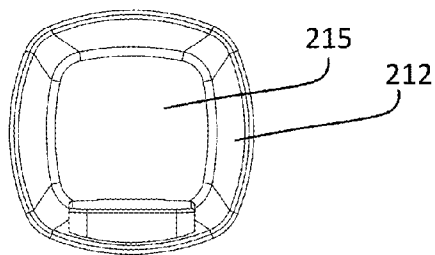


FIG. 2D

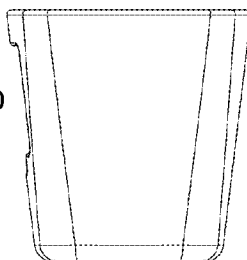
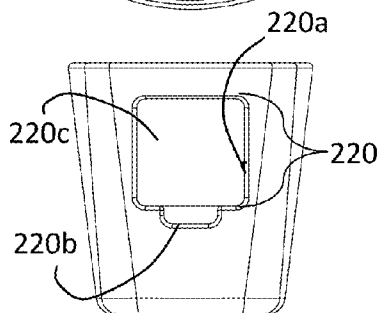
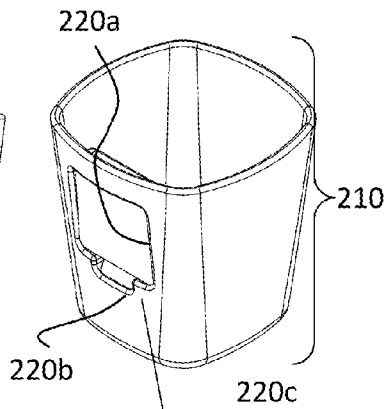


FIG. 2B

FIG. 2C

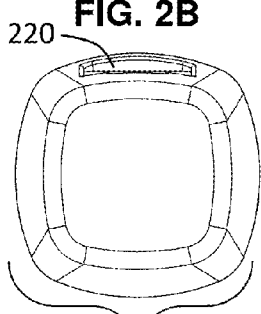


FIG. 2E

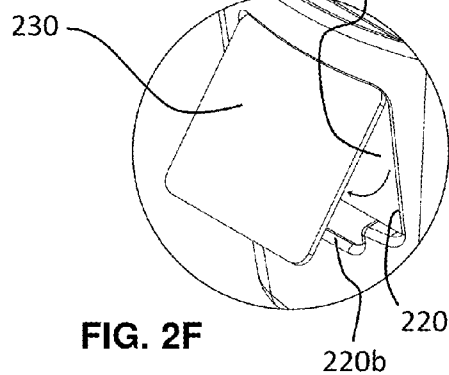
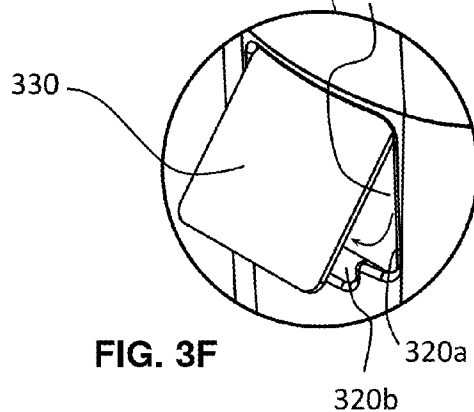
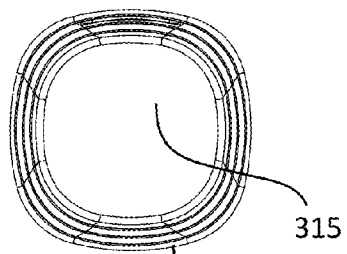
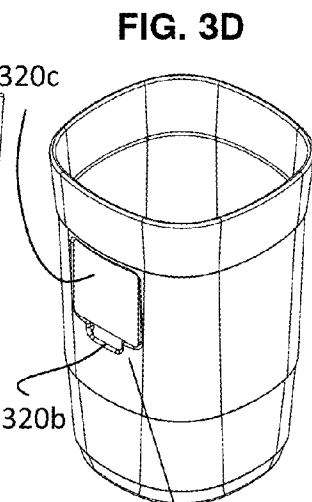
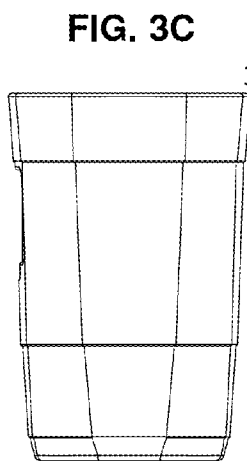
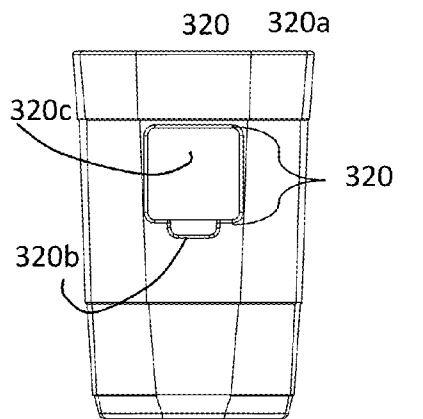
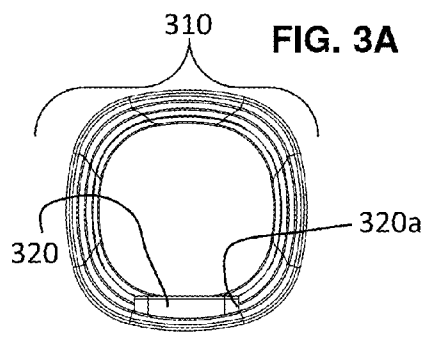
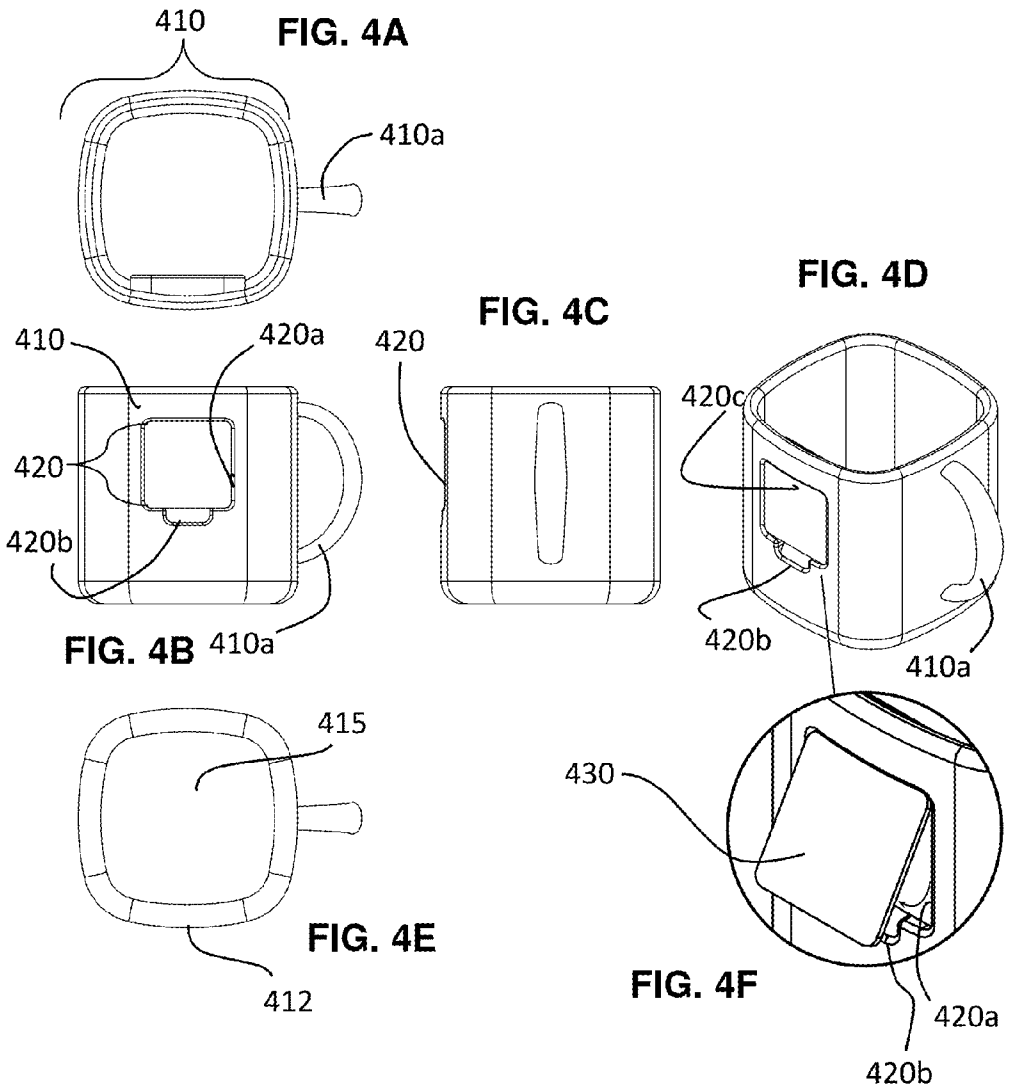


FIG. 2F





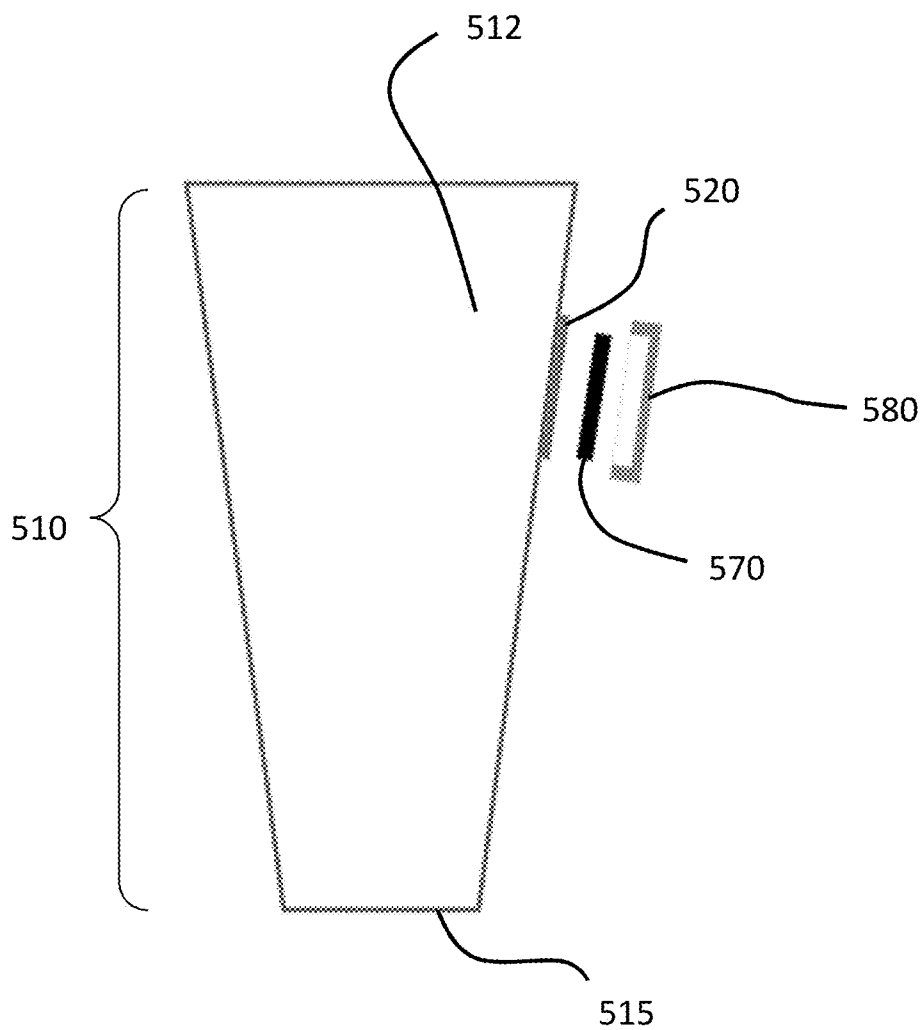


FIG. 5

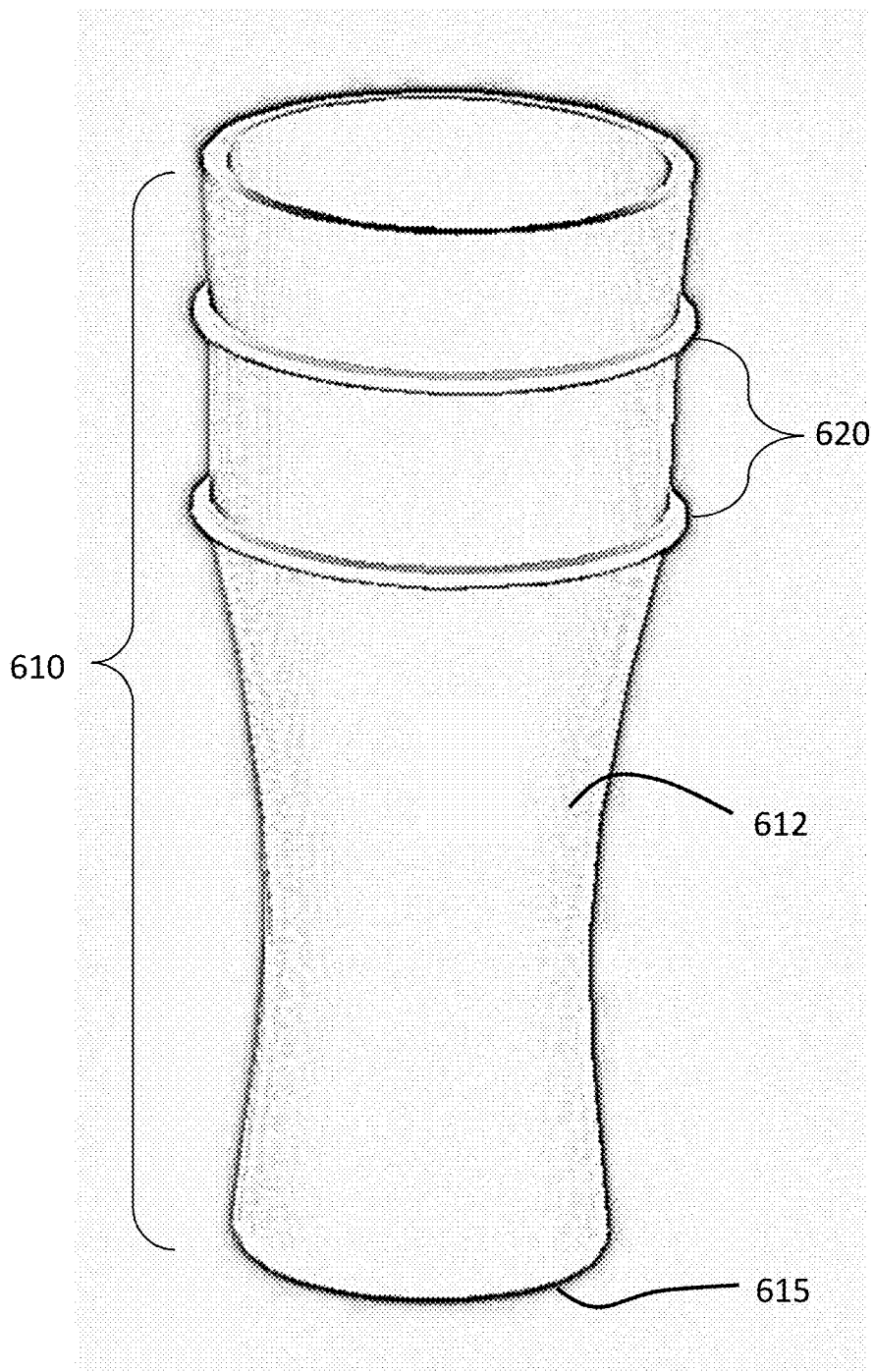


FIG. 6

BEVERAGE CONTAINER WITH INTERCHANGEABLE INDICIA

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] This application is related to and claims priority benefits from U.S. Provisional Patent Application Ser. No. 61/867,030 filed Aug. 17, 2013 entitled "Beverage Container with Integral Receptacle for Interchangeable Insert". The '030 provisional application is hereby incorporated herein by reference in its entirety.

FIELD OF THE INVENTION

[0002] The present invention relates to beverage containers and, in particular, beverage containers with interchangeable indicia. In some embodiments an integral receptacle holds the interchangeable decorative inserts. In other embodiments the indicia is wrapped around the container.

BACKGROUND OF THE INVENTION

[0003] In food and beverage establishments, it is common to use beverage containers that display on their exterior surface various brand names, logos, sports team names and decorative indicia generally. Such conventional beverage containers commonly have such indicia permanently printed or embossed on their exterior surfaces such that new containers are required when the establishment transitions to a different motif. For example, a sports bar may wish to promote a particular baseball team during the spring and summer when baseball is in season, and then switch to promoting a particular football team in the fall and winter. The beverage glasses with the baseball team's name and logo have to be switched out and stored when football season begins and the bar wants to use the beverage glasses with the football team's name and logo.

[0004] Instead of switching out permanently printed beverage containers, it would be advantageous to use the same container and switch out the printed labels displaying indicia normally printed or embossed directly on the container's exterior surface. The problem encountered with the use of interchangeable labels is their inability to remain adhered to the containers for a sufficiently long period of time. Even when adhered, labels can become scratched and pitted, diminishing the quality of the container's appearance and message intended to be conveyed by the label.

SUMMARY OF THE INVENTION

[0005] The above and other shortcomings of conventional container designs are overcome by a fluid container comprising:

[0006] (a) a base having at least one wall extending upwardly from the base, the at least one wall having an interior surface for contacting the fluid and an oppositely-facing exterior surface, the at least one wall terminating in an edge defining a lip for accommodating the drinking of the fluid from the container; and

[0007] (b) a receptacle formed in the at least one wall exterior surface, the receptacle configured to interchangeably mount an insert having indicia displayed thereon.

[0008] In one embodiment, the receptacle has a side wall with a notch formed therein for accommodating a utensil for prying the insert from the receptacle.

[0009] In some embodiments, interior surface of the container is cylindrical. In other embodiments, it is multisided.

[0010] In one embodiment, the interior wall of the receptacle has a ferromagnetic substance deposited thereon. The ferromagnetic substance retains the insert against the receptacle interior wall when the insert has a corresponding ferromagnetic substance deposited thereon. In other or the same embodiment, the side wall of the receptacle contains the ferromagnetic substance.

[0011] In some embodiments, the receptacle interior wall has an adhesive substance deposited thereon that retains the insert against the receptacle interior wall.

[0012] In some embodiments, at least one receptacle side wall is at least partially convex such that the insert is capable of being press-fitted and retained within the receptacle.

[0013] In one embodiment, the receptacle side wall is circular and the insert is a circular disc. In another embodiment, the receptacle side is made up of a plurality of walls and the insert is polygonal. When the plurality of receptacle side walls comprises four receptacle side walls, the receptacle accommodates a rectangular insert.

[0014] Shortcomings of conventional designs are also overcome by making a fluid container with an integral receptacle for interchangeably mounting an insert having indicia displayed thereon. The method comprises forming a receptacle in an exterior surface of the container. The receptacle comprises a recessed interior wall and at least one side wall interconnecting the receptacle interior wall and the container exterior surface. The receptacle is configured to interchangeably mount an insert having indicia displayed thereon.

[0015] In some embodiments the receptacle is not recessed with respect to the exterior surface of the container. Instead the receptacle can protrude outward from the exterior surface so the receptacle and the indicia it holds are raised with respect to the exterior surface of the container.

[0016] In some embodiments, the method further comprises forming a notch in the at least one receptacle side wall. The notch accommodates a utensil for prying the insert from the receptacle.

[0017] In one embodiment, the method further comprises depositing a ferromagnetic substance on the receptacle interior wall. The ferromagnetic substance retains the insert against the receptacle interior wall when the insert has a corresponding ferromagnetic substance deposited thereon. In some embodiments, the method further comprises depositing an adhesive substance on the receptacle interior wall. The adhesive substance retains the insert against the receptacle interior wall.

[0018] In one embodiment of the method, a receptacle side wall is at least partially convex such that the insert is capable of being press-fitted and retained within the receptacle.

BRIEF DESCRIPTION OF THE DRAWINGS

[0019] FIGS. 1A-1F illustrate a first multisided beverage container showing, left to right from the top: a top view, front view, side view, perspective view, bottom view, and enlarged cutaway view of the integral receptacle for mounting an interchangeable insert.

[0020] FIGS. 2A-2F illustrate a second, smaller multisided beverage container showing, left to right from the top: a top view, front view, side view, perspective view, bottom view, and enlarged cutaway view of the integral receptacle for mounting an interchangeable insert.

[0021] FIGS. 3A-3F illustrate a substantially cylindrical beverage container showing, left to right from the top: a top view, front view, side view, perspective view, bottom view, and enlarged cutaway view of the integral receptacle for mounting an interchangeable insert.

[0022] FIGS. 4A-4F illustrate a beverage mug showing, left to right from the top: a top view, front view, side view, perspective view, bottom view, and enlarged cutaway view of the integral receptacle for mounting an interchangeable insert.

[0023] FIG. 5 is a side view of a beverage container with an exterior receptacle for attaching an interchangeable insert.

[0024] FIG. 6 is a perspective view of a beverage container with an integral receptacle for mounting an interchangeable band.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENT(S)

[0025] Turning first to FIGS. 1A-1F, fluid container 110 has a plurality of curved side walls 112 extending upwardly from base 115. Fluid container 110 can be made from a variety of materials including, but not limited to, plastics, glasses, ceramics and metals. Injection moldable thermoplastics are particularly advantage materials for manufacturing container 110. Receptacle 120 is formed in the exterior surface of container 110. In other embodiments receptacle 120 can protrude from the exterior surface of container 110. Receptacle 120 has recessed interior wall 120c and side wall 120a interconnecting the receptacle interior wall and the container exterior surface. As shown in the lower-right cutaway illustration, receptacle 120 is configured to interchangeably mount insert 130 having indicia displayed thereon.

[0026] As further shown in FIGS. 1A-1F, notch 120b is formed in a receptacle side wall. Notch 120b accommodates a utensil for prying insert 130 from receptacle 120.

[0027] Interior wall 120c can have a ferromagnetic substance deposited thereon. The magnetic substance retains insert 130 against receptacle interior wall 120c when insert 130 has a corresponding magnetic substance deposited on its interiorly facing surface. Interior wall 120c can also have an adhesive substance deposited thereon. The adhesive substance retains insert 30 against receptacle interior wall 120c.

[0028] Receptacle side wall 120a can be formed at least partially convex such that insert 130 is capable of being press-fitted and retained within receptacle 120.

[0029] Turning now to FIGS. 2A-2F, fluid container 210 has a plurality of curved side walls 212 extending upwardly from base 215. Receptacle 220 is formed in the exterior surface of container 210. Receptacle 220 has recessed interior wall 220c and side wall 220a interconnecting receptacle interior wall 220c and the container exterior surface. As shown in the lower-right cutaway illustration, receptacle 220 is configured to interchangeably mount insert 230 having indicia displayed thereon.

[0030] As further shown in FIGS. 2A-2F, notch 220b is formed in a receptacle side wall. Notch 220b accommodates a utensil for prying insert 230 from receptacle 220.

[0031] As with container 110 in FIGS. 1A-1F, interior wall 220c of receptacle 220 can have a magnetic substance deposited thereon. The magnetic substance retains insert 230 against interior wall 220c when insert 230 has a corresponding magnetic substance deposited on its interiorly facing surface. Interior wall 220c can also have an adhesive substance deposited thereon. The adhesive substance retains insert 230 against interior wall 220c.

[0032] Receptacle side wall 220a can also be formed at least partially convex such that insert 230 is capable of being press-fitted and retained within receptacle 220.

[0033] Turning now to FIGS. 3A-3F, fluid container 310 has a plurality of curved side walls 312 extending upwardly from base 315. Receptacle 320 is formed in the exterior surface of container 310. Receptacle 320 has recessed interior wall 320c and side wall 320a interconnecting receptacle interior wall 320c and the container exterior surface. As shown in the lower-right cutaway illustration, receptacle 320 is configured to interchangeably mount insert 330 having indicia displayed thereon.

[0034] As further shown in FIGS. 3A-3F, notch 320b is formed in a receptacle side wall. Notch 320b accommodates a utensil for prying insert 330 from receptacle 320.

[0035] As with container 110 in FIGS. 1A-1F, interior wall 320c can have a magnetic substance deposited thereon. The magnetic substance retains insert 330 against receptacle interior wall 320c when insert 330 has a corresponding magnetic substance deposited on its interiorly facing surface. Interior wall 320c can also have an adhesive substance deposited thereon. The adhesive substance retains insert 330 against receptacle interior wall 320c.

[0036] Receptacle side wall 320a can also be formed at least partially convex such that insert 330 is capable of being press-fitted and retained within receptacle 320.

[0037] Turning now to FIGS. 4A-4F, mug 410 has a plurality of curved side walls 412 extending upwardly from base 415, as well as handle 410a. Receptacle 420 is formed in the exterior surface of mug 410. Receptacle 420 has recessed interior wall 420c and side wall 420a interconnecting receptacle interior wall 420c and the container exterior surface. As shown in the lower-right cutaway illustration, receptacle 420 is configured to interchangeably mount insert 430 having indicia displayed thereon.

[0038] As further shown in FIGS. 4A-4F, notch 420b is formed in a receptacle side wall. Notch 420b accommodates a utensil for prying insert 430 from receptacle 420.

[0039] As with container 110 in FIGS. 1A-1F, interior wall 420c can have a magnetic substance deposited thereon. The magnetic substance retains insert 430 against interior wall 420c when insert 430 has a corresponding magnetic substance deposited on its interiorly facing surface. Interior wall 420c can also have an adhesive substance deposited thereon. The adhesive substance retains insert 430 against interior wall 420c.

[0040] Receptacle side wall 420a can also be formed at least partially convex such that insert 430 is capable of being press-fitted and retained within receptacle 420.

[0041] Turning now to FIG. 5, fluid container 510 has a plurality of curved side walls 512 extending upwardly from base 515. Magnetic plate 520 is attached to the exterior surface of container 510. Magnet 570 is attached to magnet cover 580 which allows magnet cover 580 to attach to magnet plate 520. Magnet cover 580 can have indicia displayed thereon.

[0042] Turning now to FIG. 6, fluid container 610 has a plurality of curved side walls 612 extending upwardly from base 615. Integral receptacle 620 is configured to receive band 630 (not shown) having indicia displayed thereon. In some embodiments, band 630 can consist of flexible stainless steel bistable spring bands sealed within a plastic cover. This type of band is often described as a slap bracelet. In other

embodiments band 630 can be made of a material with elastic properties such that the band can be stretched into integral receptacle 620.

[0043] While particular elements, embodiments and applications of the present invention have been shown and described, it will be understood, that the invention is not limited thereto since modifications can be made by those skilled in the art without departing from the scope of the present disclosure, particularly in light of the foregoing teachings.

What is claimed is:

- 1. A fluid container comprising:
 - (a) a base having at least one wall extending upwardly from said base, said at least one wall having an interior surface for contacting said fluid and an oppositely-facing exterior surface, said at least one wall terminating in an edge defining a lip for accommodating the drinking of said fluid from said container; and
 - (b) a receptacle formed in said at least one wall exterior surface, said receptacle comprising a recessed interior wall and at least one side wall interconnecting said receptacle interior wall and said container exterior surface, said receptacle configured to interchangeably mount an insert having indicia displayed thereon.
- 2. The fluid container of claim 1, wherein said at least one receptacle side wall has a notch formed therein for accommodating a utensil for prying said insert from said receptacle.
- 3. The fluid container of claim 1, wherein said at least one wall is cylindrical.
- 4. The fluid container of claim 1, wherein said at least one wall is multisided.
- 5. The fluid container of claim 1, wherein said receptacle interior wall has a ferromagnetic substance deposited thereon, said ferromagnetic substance retaining said insert against said receptacle interior wall when said insert has a corresponding ferromagnetic substance deposited thereon.
- 6. The fluid container of claim 1, wherein said receptacle interior wall has an adhesive substance deposited thereon, said adhesive substance retaining said insert against said receptacle interior wall.
- 7. The fluid container of claim 1, wherein said at least one receptacle side wall is at least partially convex such that said insert is capable of being press-fitted and retained within said receptacle.

8. The fluid container of claim 1, wherein said at least one receptacle side wall is circular and said insert is a circular disc.

9. The fluid container of claim 1, wherein said at least one receptacle side wall is a plurality of receptacle side walls and said insert is polygonal.

10. The fluid container of claim 9, wherein said plurality of receptacle side walls comprises four receptacle side walls for accommodating a rectangular insert.

11. A method of making a fluid container with an integral receptacle for interchangeably mounting an insert having indicia displayed thereon, the method comprising forming a receptacle in an exterior surface of said container, said receptacle comprising a recessed interior wall and at least one side wall interconnecting said receptacle interior wall and said container exterior surface, said receptacle configured to interchangeably mount an insert having indicia displayed thereon.

12. The method of claim 1, further comprising forming a notch in said at least one receptacle side wall, said notch accommodating a utensil for prying said insert from said receptacle.

13. The method of claim 1, further comprising depositing a ferromagnetic substance on said receptacle interior wall, said ferromagnetic substance retaining said insert against said receptacle interior wall when said insert has a corresponding ferromagnetic substance deposited thereon.

14. The method of claim 1, further comprising depositing an adhesive substance on said receptacle interior wall, said adhesive substance retaining said insert against said receptacle interior wall.

15. The method of claim 1, wherein said at least one receptacle side wall is at least partially convex such that said insert is capable of being press-fitted and retained within said receptacle.

16. The method of claim 1, wherein said at least one receptacle side wall is a circular side wall and said insert is a circular disc.

17. The method of claim 1, wherein said at least one receptacle side wall is a plurality of receptacle side walls.

18. The method of claim 17, wherein said plurality of receptacle side walls comprises four receptacle side walls for accommodating a rectangular insert.

* * * * *