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Scott et al.

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[54] **COMPARTMENTALIZED TROCHE DELIVERING CIGARETTE CONTAINER**

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[73] Assignee: **Ican Laboratories, Inc.,** San Rafael, Calif.

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[52] **U.S. Cl.** ..... **206/236;** 229/44 CD; 206/273

[51] **Int. Cl.** **B65d 5/85**

[58] **Field of Search** ..... 206/236, 267, 273, 242, 206/38 C; 229/44 CD, 7, 17

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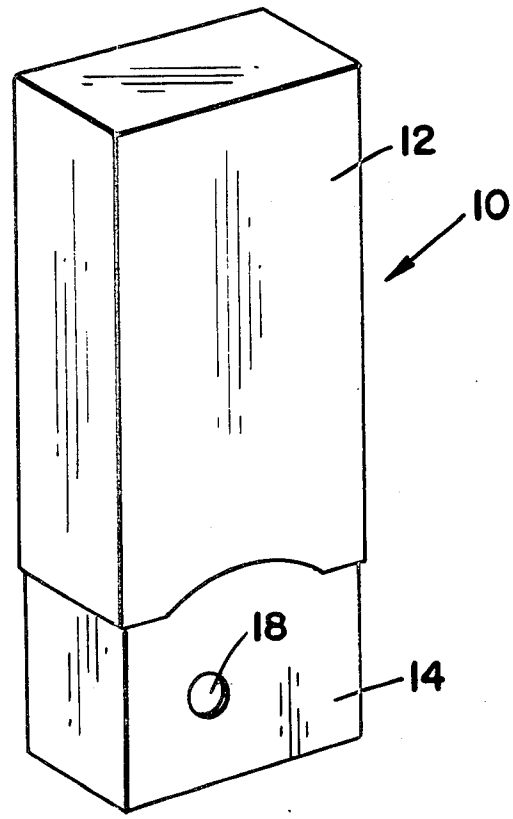
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Primary Examiner—Davis T. Moorhead

[57] **ABSTRACT**

A container having an outer configuration similar to a standard cigarette package but adapted to carry both a number of cigarettes and a plurality of troches for discouraging smoking. The container is divided into two compartments or chambers. The first chamber contains the troches and includes an aperture through which the troches can be dispensed. The second chamber contains cigarettes which can be dispensed through the top of the container. The container has a cover which is designed so that removal thereof provides access to the troches prior to access to the cigarettes to encourage the user to take a troche rather than a cigarette.

7 Claims, 11 Drawing Figures



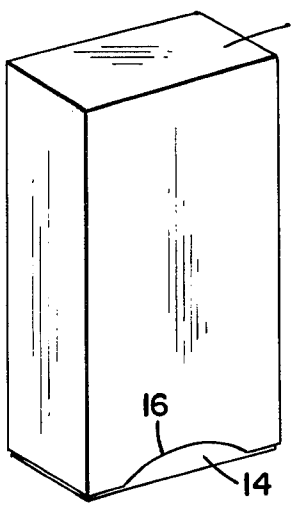


FIG_1

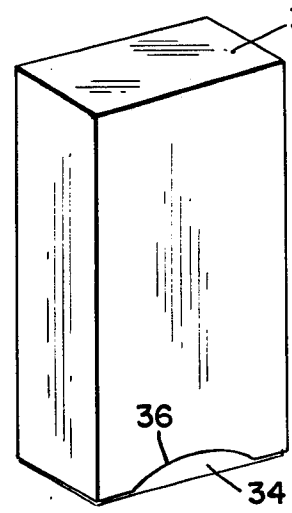


FIG_4

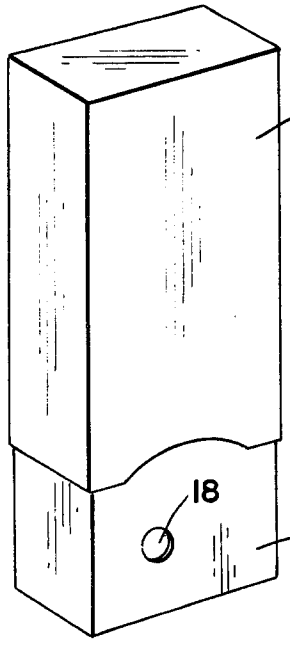


FIG_2

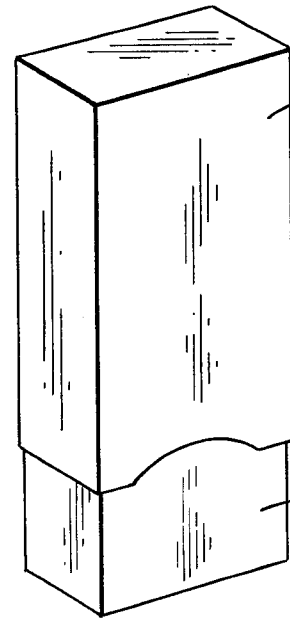


FIG_5

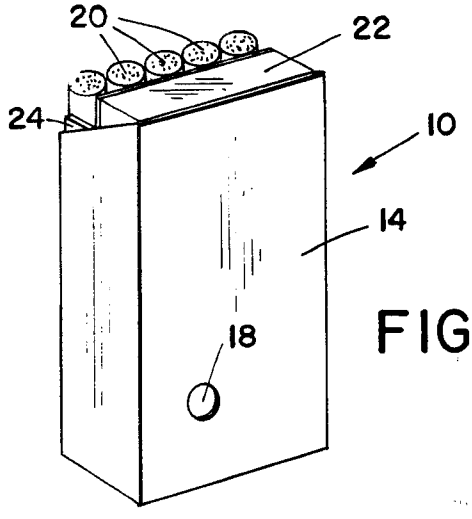


FIG_3

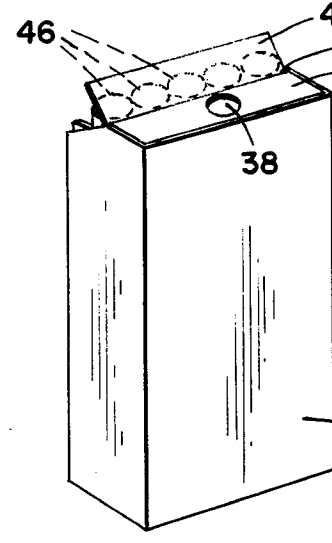


FIG_6

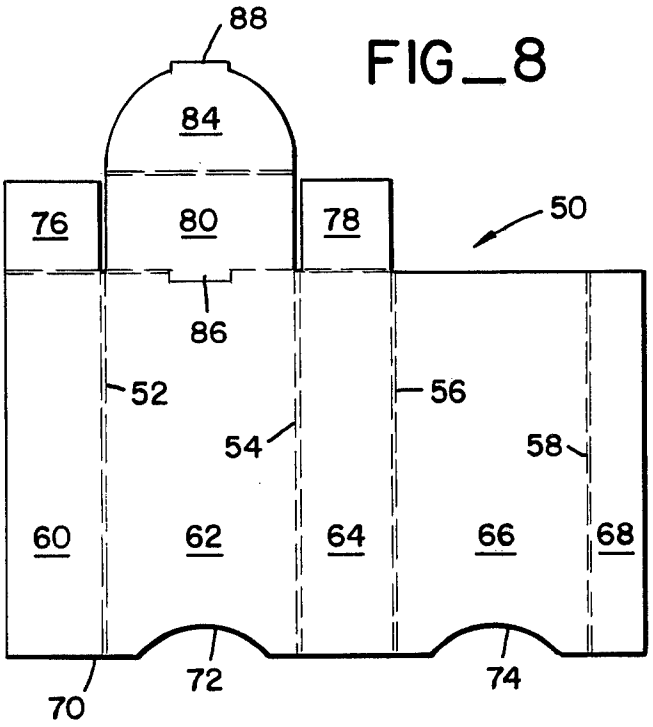


FIG_8

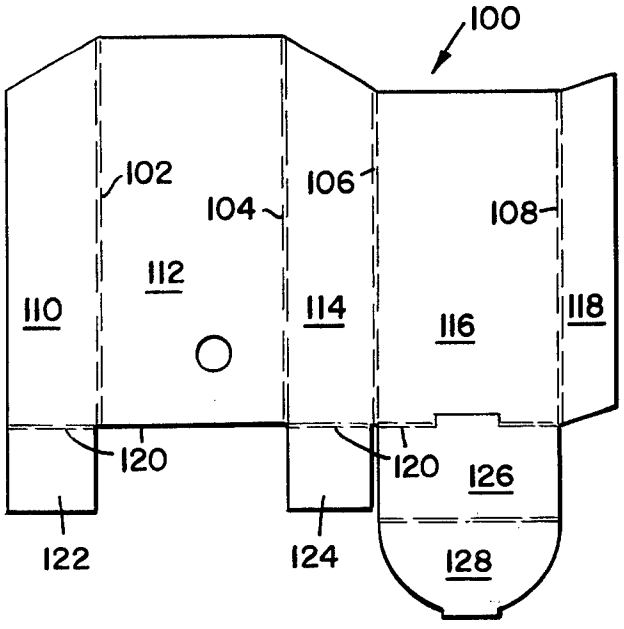


FIG_9

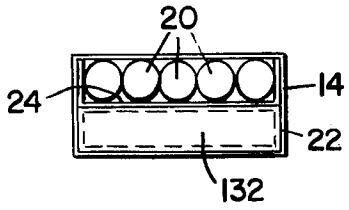


FIG_7

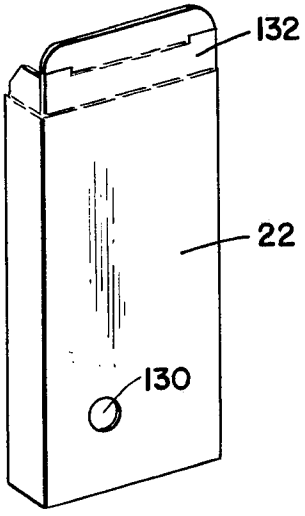


FIG_10

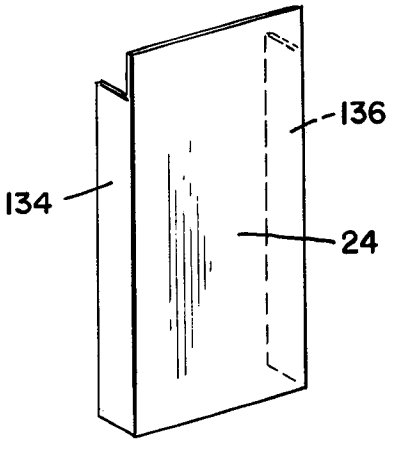


FIG_11

COMPARTMENTALIZED TROCHE DELIVERING CIGARETTE CONTAINER

BACKGROUND OF THE INVENTION

A present invention relates to cigarette packages or containers and in particular to a compartmentalized container which carries a plurality of troches for discouraging smoking as well as a number of cigarettes.

After years of advertising by the American Cancer Society, the American Medical Association, and other public interest organizations showing the hazards of smoking, and in spite of warnings placed on cigarette packages themselves and all advertisements for cigarettes, the fact remains that the overall volume of cigarette smoking has not been substantially reduced. The principal reason for this appears to be that many people still begin smoking as teenagers, and when they become adults do not have the willpower or the incentive which is required to give up cigarette smoking. As a result, smoking is still a major cause and/or contributing factor to illness.

It has been found that the hazards of cigarette smoking are strongly related to the volume of such smoking, i.e., the number of cigarettes smoked per day. For example, statistics show a reduction from three packs of cigarettes per day to one pack per day substantially reduced the likelihood of occurence of lung cancer, heart disease, emphysema and other cigarette- related diseases. Since only a few cigarettes are ordinarily consciously enjoyed by the smoker, most of the cigarettes being the result of a conditioned reflex in taking and lighting a cigarette, such a reduction does not substantially decrease a person's enjoyment of his smoking. Furthermore, a reduction in the frequency of the cigarette smoking helps to stifle the conditioned reflex so that the smoker can totally abstain more easily. Hence, for persons who are unable to give up smoking entirely, a mere reduction in smoking is a logical and highly advantageous alternative.

The problem with reducing the frequency of smoking is the difficulty in implementing the procedure. Ordinarily, a person either carries a package of cigarettes with him so that the cigarettes are always available, or he carries no cigarettes so that he cannot smoke at all. As a result, the smoker may intend to reduce his smoking frequency, but if he has the cigarettes readily available he will continue to smoke by conditioned reflex. If he does not have the cigarettes on his person but cannot face the prospect of coomplete abstinence, he will ordinarily be forced to purchase a package. Either way, his intent to reduce his smoking is usually frustrated.

Many methods have been suggested for aiding in the reduction of smoking by making cigarettes less available, some of which are partially effective. For example, placing the cigarette package in a pocket different from where they are normally kept interrupts the conditioned reflex until the habit of using the other pocket is developed. Another method is to leave the cigarettes in a somewhat distant location such as another room. A third method is to quit buying cigarettes personally and only borrow from others. However, all of these methods are both inconvenient and annoying. As a result, the smoker may practice them for a few days but soon gives up his attempt. No procedure has yet been advanced which effectively results in heavy smokers reducing their smoking frequency and which is not usually discarded by most such smokers after a relatively short period of time.

SUMMARY OF THE INVENTION

The present invention provides a container having an outer configuration generally similar to a standard cigarette package but adapted to carry both a number of cigarettes and a plurality of troches for discouraging smoking. The container comprises a box open at the top, and means for dividing the interior of the box into two parallel vertical chambers. One of the chambers is adapted to contain a plurality of troches, and includes an aperture for dispensing the troches individually. The other chamber is adapted to contain a number of cigarettes which can be dispensed through the open top of the box. Means are provided for covering the open top of the box and the aperture in the first chamber. When the cover is removed, the aperture is exposed prior to exposing the open top of the box so that the user has access to the troches prior to having access to the cigarettes. In this manner, a sequence of options is provided to the user of the container. First, he is provided access to a troche which temporarily discourages his smoking urge. Second, he is provided access to a number of cigarettes. Only after refusing to take the available troche is he provided access to the cigarettes.

The primary object of the present invention is to provide a mechanism which allows the smoker to substantially reduce his smoking in a manner which is both convenient and effective. As such, the invention is primarily directed at persons who cannot face total abstinence from smoking and hence cannot quit in a single step. Rather, the person is allowed access to a limited number of cigarettes, but along with the access to the cigarettes a means is provided for discouraging the smoking. This apparatus is provided in a general configuration of a cigarette package to provide the smoker with the emotional security he receives from the presence of such a package.

When a smoker reaches for a cigarette in the normal manner, but encounters the container of the present invention instead, he is first faced with the problem of opening the container. The container of the present invention requires two hands in order that it can be opened, rather than the convenience provided by the normal cigarette package or flip-top box which can easily be opened by one hand. Hence, the conditioned reflex of the smoker is to some extent broken by this procedure. When the container is opened, the smoker first has access to the troches, which can be taken in place of the cigarette and which avoid the urge to smoke temporarily. If, however, the smoker has a positive urge to smoke, a cigarette is available to him and he is not faced with total abstinence. Hence, a practical approach is offered by which a heavy smoker can substantially reduce the amount of his smoking and therefore substantially reduce the health hazards thereof.

The term "troche" is used throughout the application to designate the means for discouraging smoking. It is to be expressly understood that the term troche includes any form of lozenge, tablet, chicklet or similar particulate matter having a composition adapted to discourage smoking.

The novel features which are believed to be characteristic of the invention, both as to organization and method of operation, together with further objects and advantages thereof will be better understood from the

following description considered in connection with the accompanying drawings in which preferred embodiments of the invention are illustrated by way of example. It is to be expressly understood, however, that the drawings are for the purpose of illustration and description only and are not intended as a definition of the limits of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

FIGS. **1, 2** and **3** are sequential perspective views illustrating a first embodiment of the present invention in its closed, partially opened and fully opened configuration;

FIGS. **4, 5** and **6** are sequencial perspective views of a second embodiment of the present invention illustrating that embodiment in its fully closed, partially opened, and fully opened configuration;

FIG. **7** is a top view of the first embodiment of the present invention with the cover removed;

FIG. **8** is a layout view of the cardboard sheet used to form the cover of the present invention;

FIG. **9** is a layout view of the cardboard sheet used to form the box of the first embodiment of the present invention;

FIG. **10** is a perspective view of the interior or second housing of the first embodiment of the present invention illustrating the top open so that it may be filled with troches;

FIG. **11** is a perspective view of the divider of the first embodiment of the present invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

The manner in which the first embodiment **10** of the present invention is opened for use is illustrated by way of reference to FIGS. **1–3** in sequence. Container **10** has a cover **12** which fits snugly over the top and sides of a box **14.** Cover **12** and box **14** are preferably constructed of folded cardboard as illustrated hereinafter, but could also be made of stamped plastic, metal or other material. Cover **12** has cutouts **16** in the lower edge thereof so that a person may grasp cover **12** in one hand and box **14** in the other to remove the cover from the box.

Partial removal of cover **12** from box **14** is illustrated by way of referece to FIG. **2.** At this stage, the top of box **14** is still enclosed by cover **12** but an aperture **18** in the side of the box is exposed. As will be further set forth hereinafter, troches adapted to discourage smoking are preferably stored in a secondary container within box **14** and can be dispensed through aperture **18.** The radius of aperture **18** is slightly larger then the troches so that they can be dispensed individually. Hence, when cover **12** is partially removed as shown in FIG. **2,** access is provided to troches, but not to any cigarettes contained in box **14.**

The fully opened configuration of container **10** is illustrated by way of reference to FIG. **3** wherein the cover is removed from box **14.** In this configuration, several cigarettes **20** are accessible to the user of the container. An interior housing **22** for containing troches dispensable through aperture **18** occupies one half of the hollow interior of box **14** and is held in place by divider **24.** A hold in interior housing **22** registers with a corresponding hole in box **14** to form aperture **18** and allow troches to be dispensesd from the interior of housing **22** to the exterior of box **14** when the cover is at least partially removed. Aperture **18** is located in one corner of housing **22** to facilitate removal of the troches when the housing is nearly empty.

A second embodiment **30** of the present invention is illustrated in the sequential views of FIGS. **4, 5** and **6.** In its entirely closed configuration illustration in FIG. **4,** cover **32** overlies the top and sides of box **34** to provide a snug closure as in the first embodiment. Also, cutout portions **36** are provided at the lowe end of cover **32** so that the cover can be removed from the box with the use of two hands. However, partial removal of cover **32,** as illustrated in FIG. **5,** does not expose an aperture for the dispensing of troches. Rather, cover **32** must be entirely removed as illustrated in FIG. **6** before either troches or cigarettes may be dispensed.

When a cover of box **34** is fully removed as illustrated in FIG. **6,** an aperture **38** at the top of interior housing **40** is exposed. Housing **40** is adapted to contain a plurality of troches for discouraging smoking which can be dispensed individually through aperture **38.** Divider **42** is located inside box **34** and maintains interior housing **40** against one side of the box. In second embodiment **30,** divider **42** includes a flap **44** adapted to fold over the tops of a plurality of cigarettes **46.** Flap **44** normally is in abutment with the tops of cigarettes **46** so that when cover **32** is removed from box **34,** aperture **38** is exposed to the user so that he can obtain a troche, but cigarettes **46** remain covered by flap **44.** The user has access to cigarettes **46** by simply unfolding flap **44.** This is not an inconvenient procedure and therefore will not discourage use of container **30,** but will require an extra step on the part of the use to obtain a cigarette rather than a troche, thus encouraging use of the troche rather than the cigarette. As can be seen from comparing embodiment **30** with embodiment **10,** one of the objects of the present invention, namely, providing access to the troches prior to access to the cigarettes, is achieved by both embodiments, and only the manner of execution differs.

The manner in which the preferred embodiment of cover **12** (or **32**) of the apparatus of the present invention is formed from cardboard is illustrated by way of reference to FIG. **8.** A flat cardboard sheet **50** is divided into a plurality of rectangular sections by means of folds **52, 54, 56,** and **58.** The above mentioned rectangular sections comprise in series a first intermediate side **60,** a back side **62,** a second intermediate side **64,** a front side **66** and a flap **68.** The lower edge **70** of surfaces **60–68** is generally colinear with the exception of cutout portions **72, 74** in the back and front sides **62,** 66, respectively. Cardboard sheet **50** also includes a plurality of tabs **76, 78, 80, 84** and a slit **86.** Side defining surfaces **60–68** can be each folded 90° at folds **52–58,** and flap **68** glued or otherwise attached to side defining surface **60** to enclose the sides of cover. Flaps **76, 78** and **80** can then be folded downwardly, and flap **84** folded with the top **88** thereof inserted through slit **86** to enclose the top of the cover. In this manner, the cover illustrated as **12**/32 in figure **1**/4 is easily formed.

A cardboard sheet **100** utilized to form the box **14** (or **34**) is illustrated by way of reference to FIG. **9.** Sheet **100** has a plurality of folds **102, 104, 106, 108** defining a plurality of planar surfaces. These planar surfaces are, in series, a first intermediate side **110,** a back side **112,** a second intermediate side **114,** a front side **116,** and a flap **118.** The lower edge **120** of surfaces **110–116** is generally colinear. However, the ver-

tical extent of back side 112 is greater than that of front side 116, and the upper edges of intermediate sides 110, 114 are inclined to compensate for these differences in height. Hence, when surfaces 110–118 are folded at 102–108 in series, and flap 118 glued or otherwise attached to first intermediate side 110, the sides of the box 14 (or 34) are defined. Also, tabs 122–128 can be folded to form the bottom of the box.

Interior housing 22 of the first embodiment 10 of the present invention is illustrated in more detail by way of reference to FIG. 10. Housing 22 has a aperture 130 at the lower end thereof, which, in combination with a corresponding aperture in box 14 (see FIG. 3) forms an aperture 18 through which troches can be dispensed. Housing 22 has a flap closure 132 at the top thereof which could be opened to fill the box with troches. However, it is preferred to sell the housing 22 full of troches and merely replace the housing when it is empty. Aperture 130 is normally closed for convenient sale and shipment of housing 22 to keep the troches sanitary until they are used. Aperture 130 is formed with perforations and can be punched out when housing 22 is inserted in the box. The position of housing 22 is maintained by means of divider 24 illustrated in FIG. 11. Divider 24 has extensions 134, 136 adapted to space the divider from the front surface of the box so that housing 22 is maintained in position and the respective holes in the box and housing register to form aperture 18. The spacing provided is generally equal to the diameter of a cigarette, and several cigarettes can generally be positioned in the portion of the hollow interior defined by divider 24 as illustrated in FIG. 7 As an alternative embodiment of divider 24, extension 134 (or 136) can be folded 180° and placed along the side of housing 22 (not shown).

In operation, the elements of the container, namely the box 14 (or 34), cover 12 (or 32), interior housing 22 (or 40), and divider 24 (or 44) are assembled from thin flexible material, preferably non-corrugated cardboard. A plurality of troches are poured into housing 22, and the housing is inserted in box 14 (or 34). In a first embodiment of the invention, corresponding apertures in housing 22 and box 14 register to provide a common aperture for dispensing the troches through the side of the box. Divider 24 (or 44) is then placed in box 14 (or 34) and a number of cigarettes inserted in a portion of the hollow interior of the box defined by the divider. In a second embodiment of the invention, flap 44 at the top of divider 42 is then folded over the tops of the cigarettes. Cover 12 (or 32) is then placed over the top and sides of the box.

When a smoker wishes to obtain a cigarette from the container 10 (or 30) of the present invention, he must grasp the cover 22 (or 32) in one hand and the box 14 (or 34) in the other hand. In the first embodiment 10 of the container partial removal of cover 12 exposes the common aperture 18 so that a troche can be dispensed. Only upon full removal of cover 12 is access allowed to cigarettes 20. In a second embodiment of the present invention, full removal of cover 32 provides access to the troches through aperture 38. To achieve access to the cigarettes 46, flap 44 at the top of divider 42 must be unfolded. Hence, access is provided to the cigarettes, but only after access has previously been provided to the troches.

While two preferred embodiments of the present invention have been illustrated in detail, it is obvious that modifications and adaptations to these embodiments will occur to those skilled in the art. However, it is to be expressly understood that such modifications and adaptations are within the spirit and scope of the present invention, as set forth in the following claims:

What we claim as new is:

1. Apparatus for carrying both a number of cigarettes and a plurality of troches for discouraging smoking, said apparatus comprising:
   - a vertically elongate box open at the top;
   - means for dividing the interior of said box into first and second parallel vertical chambers, said first chamber adapted to contain a plurality of troches and including aperture means for dispensing said troches, said second chamber communicating with the open top of the box and adapted to contain a number of cigarettes adapted to be dispensed through said open top; and
   - means for covering at least the open top of the box and the aperture means in the first chamber, said cover means being at least partially removable and adapted to expose the aperture means prior to the open top of the box upon said removal to provide the user with access to the troches prior to access to the cigarettes.

2. Apparatus as recited in claim 1 wherein said dividing means comprises a secondary vertically elongate container disposed within the vertically elongate box, and wherein said aperture means in the first chamber comprises complementary registering apertures in the sides of the box and the container permitting communication from the interior of said container to the exterior of said box through the sides of said box; and wherein said cover means comprises means for covering the top and sides of the elongate box whereby the aperture in the sides of the box is exposed prior to the open top thereof.

3. Apparatus as recited in claim 1 wherein said dividing means comprises a secondary vertically elongate container substantially coextensive with said box and adapted to occupy a portion of the interior of said box, said container having an aperture at the top for dispensing said troches; and wherein said cover means includes a flap attached to the top of the dividing means and adapted to normally fold over the top of the second chamber and a cover adapted to fit over the open top of the box overlying the flap so that removal of said cover exposes the aperture and subsequent unfolding of said flap exposes the cigarettes.

4. Apparatus for carrying both a number of cigarettes and a plurality of troches adapted to discourage smoking, said apparatus comprising:
   - a first housing means open at the top and having a small aperture in one side;
   - a second housing means disposed within the first housing means and vertically coextensive therewith, said second housing means having an aperture adapted to register with the aperture in the first housing means to provide communication from the interior of the second housing means to the exterior of the first housing means through the apertures, said second housing means adapted to occupy a portion of the interior of the first housing means, leaving a second complimentary portion communicating with the open top of the first housing means and adapted to contain a number of cig-

arettes adapted to be dispensed through said open top; and

a cover adapted to fit over the top and sides of the first housing means, said cover being removable to expose the aperture in the side of the first housing means prior to exposing the open top of said first housing so that troches contained within the second housing are available to the user prior to the exposure of cigarettes contained in the complimentary portion of the interior of the first housing means.

5. Apparatus as recited in claim **4** and additionally comprising a divider located in the second complementary portion of the first housing means, said divider being in abutment with the second housing means to maintain the aperture in second housing means in registration with the aperture in first housing means.

6. Apparatus for carrying both a number of cigarettes and a plurality of troches adapted to discourage smoking, said apparatus comprising:

a vertically elongate box comprising a cardboard sheet adapted to be folded into a substantially rectangular enclosure open at the top, said cardboard sheet having first intermediate side, back side, second intermediate side, front side, and flap defining surfaces foldably interconnected in series, the lower edge of said surfaces being colinear, the vertical extent of said back defining portion being greater than the corresponding extent of the front defining portion and the upper edges of the intermediate side defining portions being inclined so that when said surfaces are folded, the upper edges of the intermediate side defining portions extend from the raised back side defining portion to the relatively lower front side defining portion, said cardboard sheet further including tab means for interconnecting the lower edges of said surfaces to close the box at the bottom, the back side defining portion of said cardboard sheet having a small aperture therein;

a secondary vertically elongate container disposed within the vertically elongate box, said container having an aperture in the side thereof complimentary to the aperture in the elongate box and adapted to register therewith when said secondary container is inserted within said box, said container adapted to contain a plurality of troches dispensable through said registering apertures, said secondary container adapted to occupy a portion of the interior of the elongate box, leaving a second complimentary portion communicating with the open top of the box adapted to contain a number of cigarettes; and

means for covering at least the open end of the box and the aperture in the box, said cover means being removable to expose the registering apertures prior to the open end of the box upon said removal to provide the user with access to the troches prior to access to the cigarettes.

7. Apparatus as recited in claim **5** wherein said cover means comprises a cardboard sheet adapted to be folded and having first side, back, second side, front and flap defining surfaces foldably interconnected in series, said back and front defining portions having cutouts in the lower edges thereof, said cardboard sheet further comprising a plurality of flaps adapted to interconnect and seal the upper end of said folded cardboard sheet to provide a cover adapted to fit over the open top and sides of the vertically elongate box.

* * * * *