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(54) **BODY JEWELRY**

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(57) **ABSTRACT**

The present invention provides a jewelry system for use with a body piercing, particularly a navel piercing. The jewelry system comprises an anchoring element and a decorative element. The anchoring element and the decorative element each have connectors which attach to each other.

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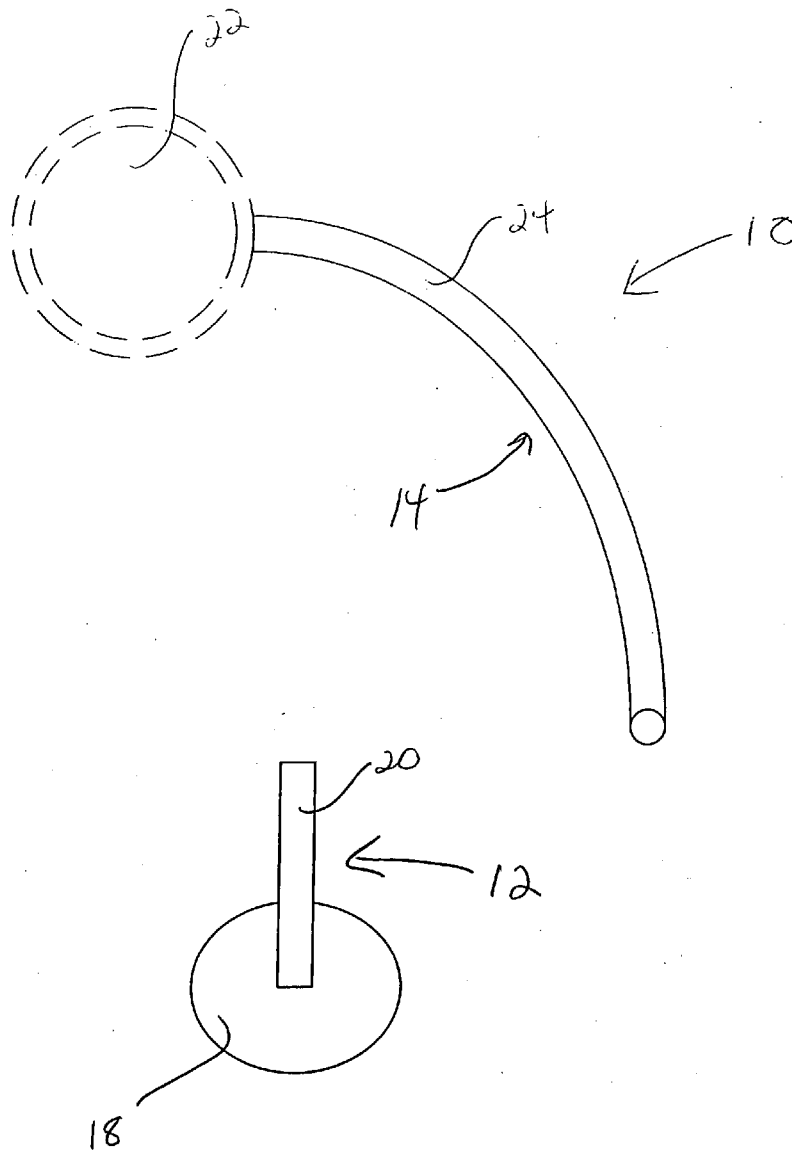


FIGURE 1

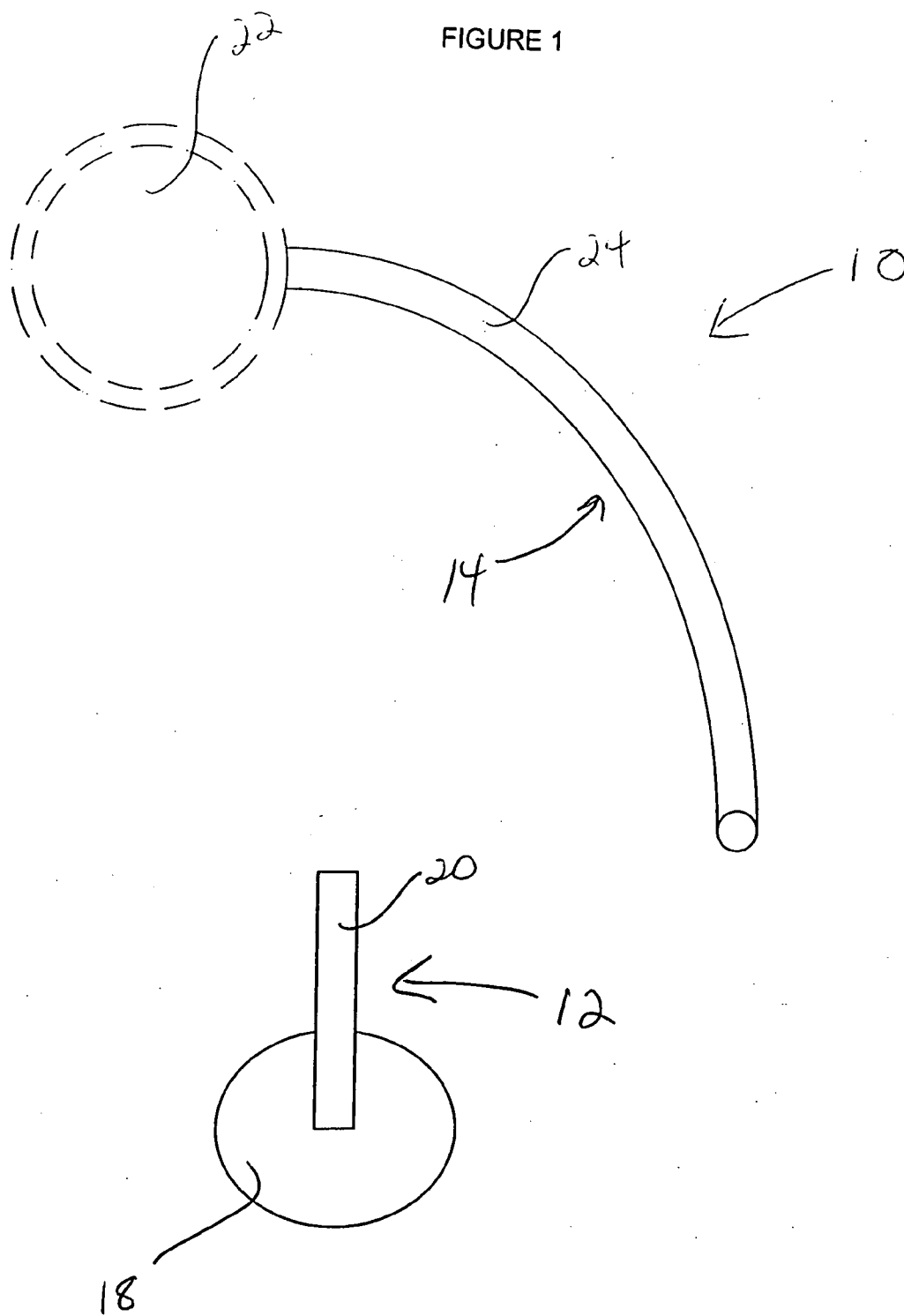


FIGURE 2

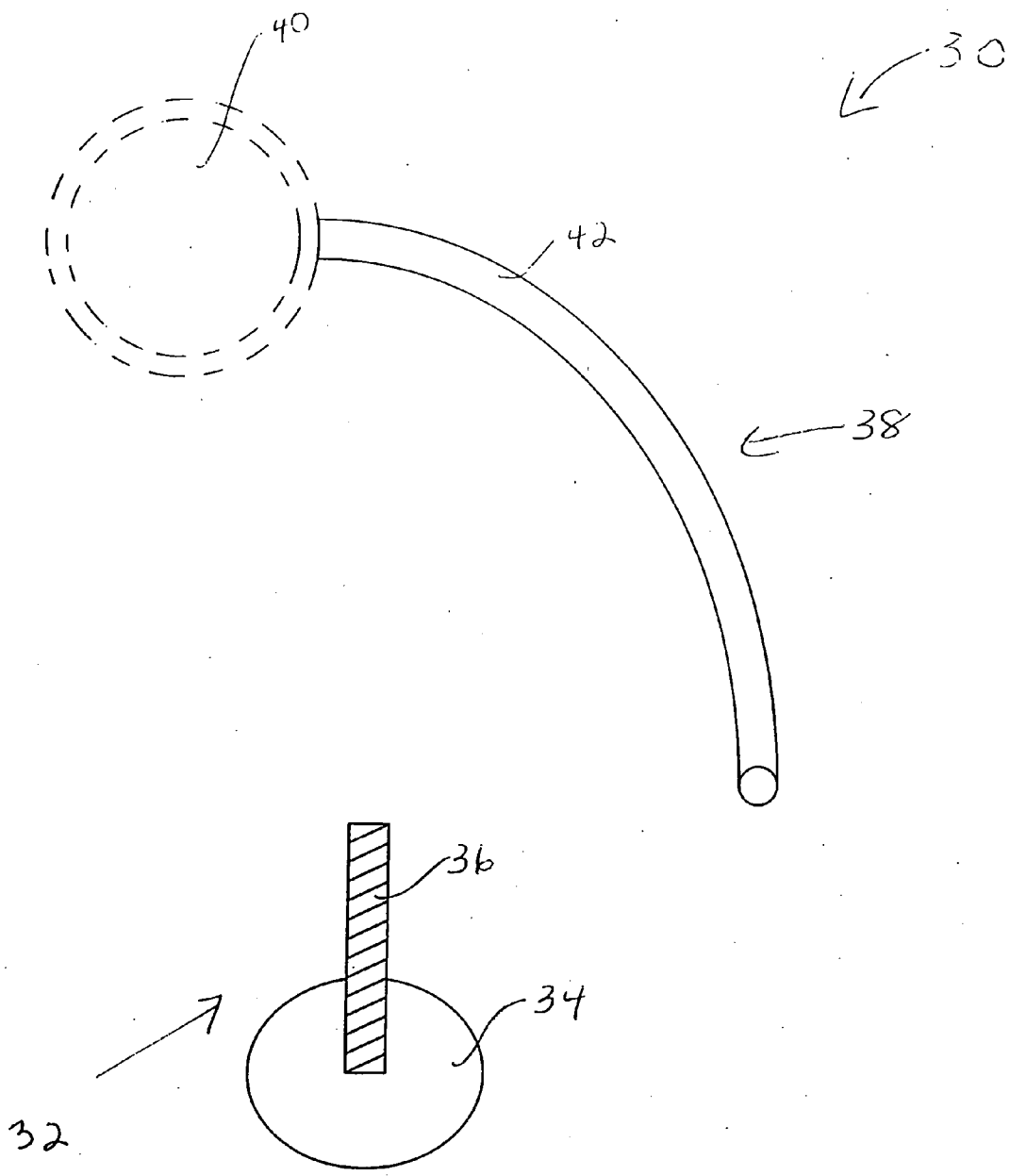


FIGURE 3

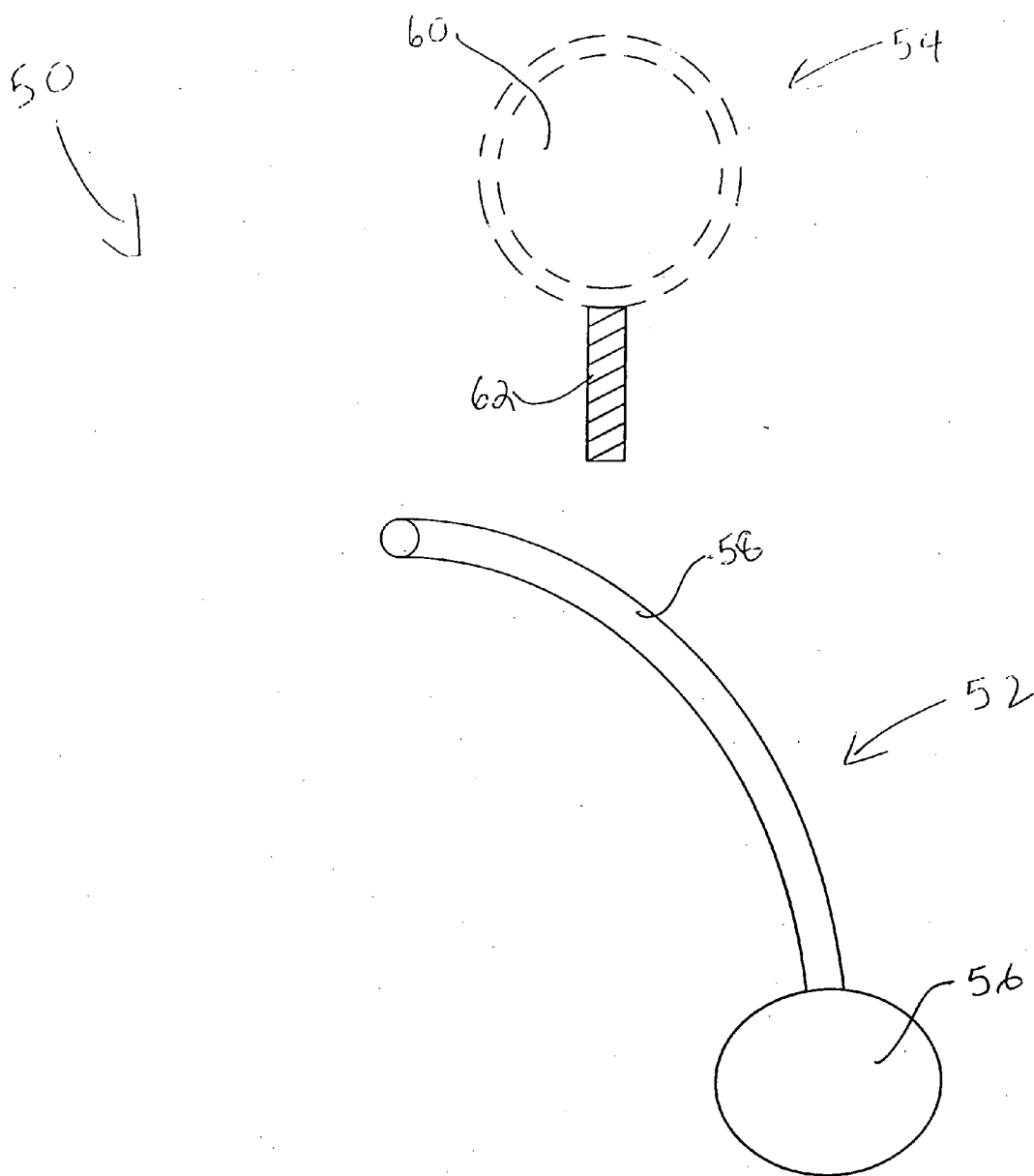
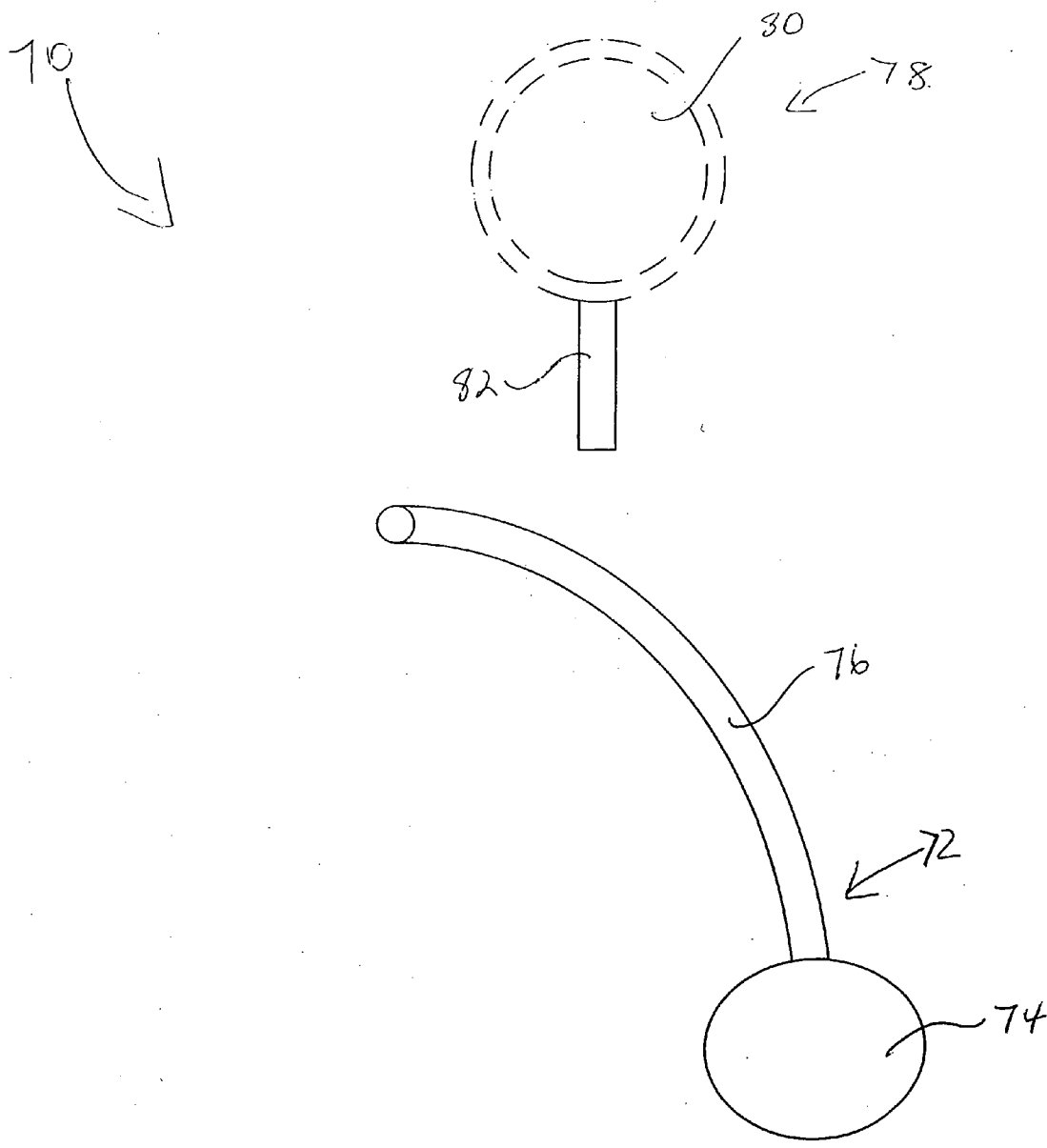


FIGURE 4



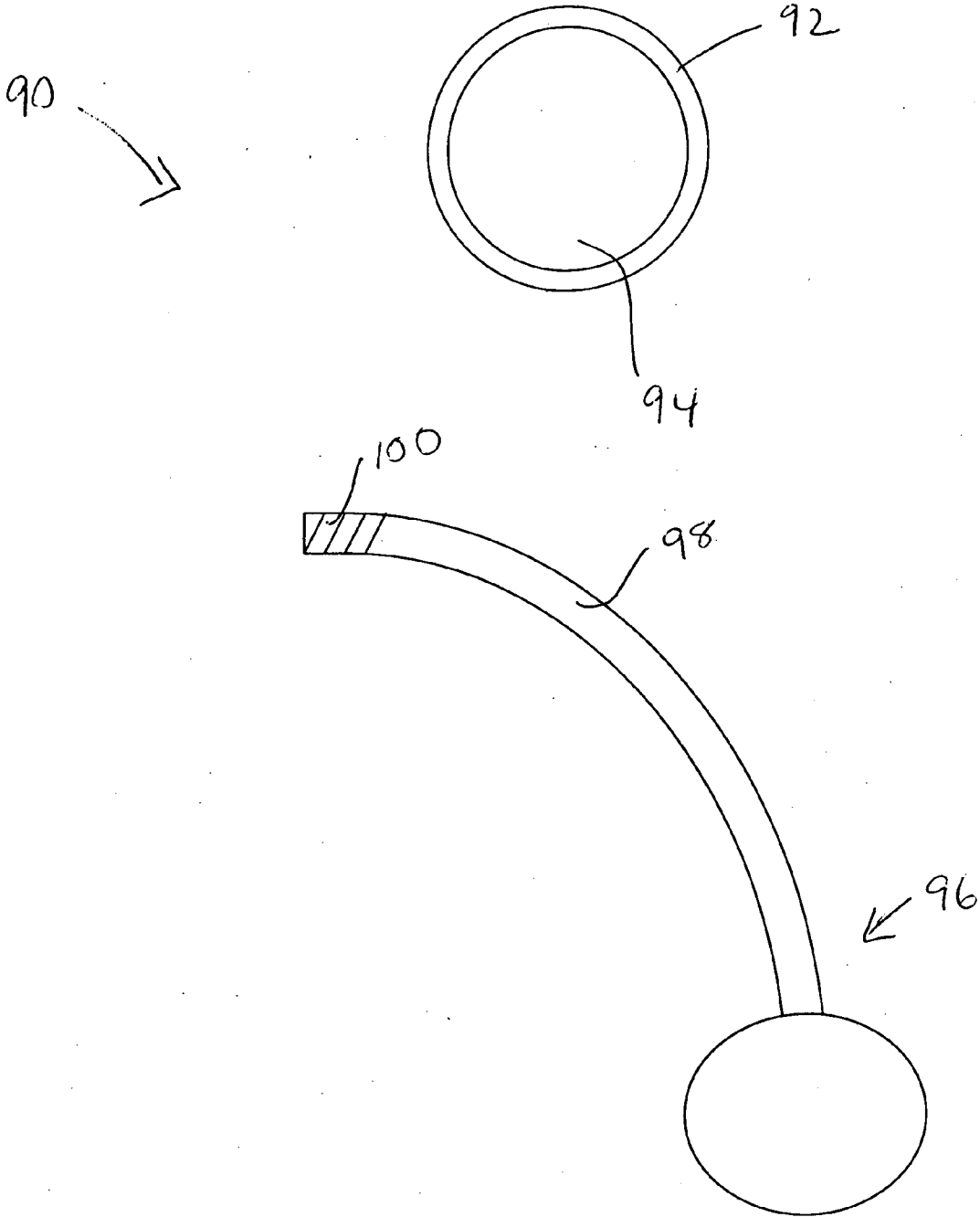


Figure 5

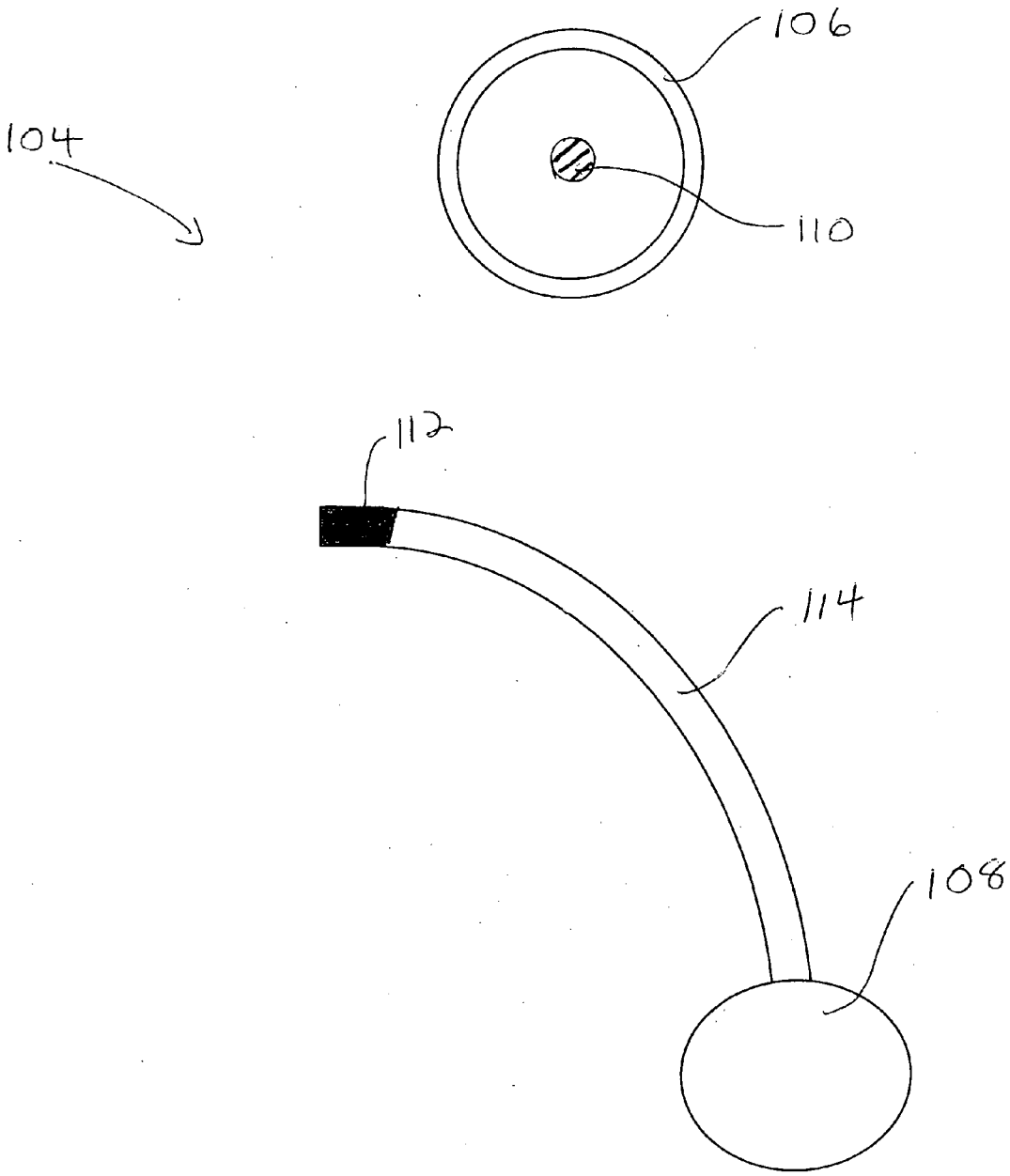


Figure 6

BODY JEWELRY

RELATED APPLICATIONS

[0001] This application is a continuation-in-part of application Ser. No. 11/028,657 filed on Jan. 5, 2005.

FIELD OF INVENTION

[0002] The present invention relates to navel piercing, in particular to a system for retaining jewelry in a piercing.

BACKGROUND OF THE INVENTION

[0003] It has long been the practice in many parts of the world to insert jewelry through piercings on the body. Piercing of ear lobes, in particular, has been very popular throughout the centuries. Many types of earrings have been designed to be inserted through piercings in the ear lobe. These include rings, studs and hooks. In some cultures, nose piercing is also prevalent and body piercing in general is becoming increasingly popular. For example, piercings of the upper ear, lip, tongue, eyebrow and navel have become popular in recent years.

[0004] The navel presents particular challenges for the design of jewelry. Not only is the navel more difficult for a wearer to access, but the skin in the navel differs from that of an ear lobe. For example, the skin in the navel tends to close over a piercing much more rapidly than the skin of an ear lobe. Therefore, in order to change the jewelry on the navel, it must be done very carefully.

[0005] Jewelry designed for navel piercings has typically taken the form of a barbell shape. This design comprises a c-shaped post that typically has a ball attached to each end. One of the balls is removed from the apparatus to allow a wearer to insert the post through the piercing. The second ball acts as a stop to prevent the post from sliding right through the piercing. The removable ball is then replaced by screwing or snapping onto the post. While this type of design has been used for some time, there are several disadvantages associated with it. For example, it is not easy to change the decorative feature at one end and typically the balls at each end of the device are the same. To change the entire piece of jewelry, requires removing the rod from the piercing thereby providing an opportunity for the piercing to close over. In addition, when in use, both of the balls are visible. It would be desirable to have a navel piercing jewelry system where only one decorative element is visible.

[0006] Several attempts have been made to provide a painless and convenient way of easily changing the decorative elements on a piece of body piercing jewelry. For example, United States Patent Application No. 2002/0092321 describes body jewelry which comprises a base member for insertion into a pierced portion of the body and it has two or more terminal ends which engage a display member. United States Patent Application No. 2002/0174681 discloses a body jewelry clasp apparatus, which can lock an article of jewelry into a pierced body position. United States Patent Application No. 2004/0093898 discloses another type of jewelry apparatus for use with the navel piercing jewelry. The apparatus comprises two arms, which meet at one end to clasp a piece of jewelry. However, none of these prior art devices address the need for flexibility and ease of changing jewelry pieces designed for insertion into a navel piercing.

[0007] The present invention provides a novel navel piercing jewelry system that allows for the painless and convenient changing of a decorative piece. It also provides for an optimum presentation since only the jewel or decorative part of the jewelry is visible and the anchoring element of the jewelry is not visible.

SUMMARY OF THE INVENTION

[0008] The present invention provides a body piercing jewelry system that overcomes the disadvantages of previously known body piercing jewelry. The jewelry system of the present invention is adapted for use with a navel piercing. The present invention provides flexibility for changing the decorative element on a piece of jewelry without having to remove the stem of the jewelry from the piercing.

[0009] The jewelry system of the present invention comprises an anchoring element and a decorative element. The anchoring element extends through the piercing and can remain in place while the decorative element is changed. The anchoring element comprises a stop member at one end attached to an anchoring element connector. The decorative element comprises a jewel or other type of ornament attached to a decorative element connector. The anchoring element connector and the decorative element connector are adapted to matingly engage one another. In a preferred embodiment, the stop member on the anchoring element is a flat plate.

[0010] In one aspect of the invention the decorative element connector is a hollow curved shaft that fits over the anchoring element connector.

[0011] In another aspect of the invention, the decorative element connector is a hollow, curved, threadable stem. The anchoring element connector is a threaded post and is adapted to be received in the threadable decorative element connector.

[0012] In yet another aspect of the invention, the anchoring element comprises a bottom plate and a curved threadable connector. The decorative element comprises the jewel or other ornamentation attached to a threaded connector. In use, the threaded connector of the decorative element is screwed into the connector of the anchoring element.

[0013] In a further aspect of the invention, the anchoring element comprises a bottom plate and a curved hollow connector. The decorative element comprises a jewel or other type of ornamentation attached to a post like decorative element connector. The decorative element connector is adapted to fit snugly inside the anchoring element connector.

[0014] In yet another aspect of the invention, the decorative element comprises an internal connector. The anchoring element comprises a connector that is threaded at the free end. The internal connector of the decorative element is adapted to be threaded onto the connector of the anchoring element.

[0015] In a further aspect of the invention, the decorative element and the anchoring element are connected via a magnetic interaction. The decorative element may comprise a metal component and the anchoring element may have a magnetic component or vice versa.

BRIEF DESCRIPTION OF THE DRAWINGS

[0016] These and other features of the invention will become more apparent from the following description in which reference is made to the appended drawings wherein:

[0017] **FIG. 1** illustrates one embodiment of the jewelry system of the present invention;

[0018] FIG. 2 demonstrates a second embodiment of the jewelry system;

[0019] FIG. 3 illustrates a third embodiment of the jewelry system;

[0020] FIG. 4 illustrates a fourth embodiment of the jewelry system;

[0021] FIG. 5 illustrates yet another embodiment of the invention; and

[0022] FIG. 6 illustrates a further embodiment of the invention.

DETAILED DESCRIPTION

[0023] The present invention provides a body piercing jewelry attachment system. The jewelry system of the present invention is particularly useful for use with navel piercings, but it can also be used with other piercings, such as eyebrow, tongue or lip piercings.

[0024] The system comprises an anchoring element and a decorative element. The anchoring element is adapted to remain in the piercing while the decorative element is changed. The anchoring element has a stop member which is typically a flat plate. The anchoring element is designed so that the stop plate is usually hidden behind skin and only the decorative element is visible when the jewelry is in place. The decorative element includes a jewel or other type of ornamentation. Because the anchoring element remains in the piercing, the decorative element can be easily changed without encountering the problems associated with changing previous types of navel piercing jewelry. The shaft or connector prevents the piercing from closing over and also removes the need to thread a new connector through the piercing each time the ornamentation is changed. The anchoring element and the decorative element are joined via their respective connectors. The connectors can be joined by frictionally fitting inside each other or by one connector screwing on to the other. The decorative element connector can be protruding from the decorative element or it may be internal to the decorative element. In other words, the decorative element connector may be a bore within the decorative element. At least one of the connectors is curved for optimum presentation of the decorative element in the navel area.

[0025] The jewelry system of the present invention can be further understood by referring to the attached drawings in which several different embodiments of the invention are illustrated.

[0026] Referring now to FIG. 1, the jewelry system 10 comprises an anchoring element 12 and a decorative element 14. The anchoring element 12 comprises a stop member 18 and a connector 20. The decorative element 14 comprises an ornamentation 22 and a decorative element connector 24. While the ornamentation is illustrated in all the figures as a round jewel for exemplary purposes, it is clearly apparent that the ornamentation can take any desired form. For example, it could be a jewel of any shape, a metal or plastic shaped object, a pendant, ring, etc. In the illustrated embodiment of FIG. 1, the stop member 18 of the anchoring element 12 is a flat, round plate. The anchoring element connector 20 in this embodiment is a post. In this embodiment the ornamentation is attached to a curved, hollow,

decorative element connector. In use, the decorative element connector fits snugly over the anchoring element connector.

[0027] FIG. 2 illustrates another embodiment of the invention. The jewelry system 30 comprises a decorative element and an anchoring element. In this embodiment, the anchoring element 32 comprises a bottom plate 34 and an anchoring element connector 36 that is threaded. The decorative element 38 comprises an ornamentation 40 attached to a curved, threadable connector 42. The decorative element connector 42 can be screwed on to the anchoring element connector 36 when the jewelry system is in use.

[0028] A further embodiment of the invention is shown in FIG. 3. In this embodiment, the jewelry system 50 comprises an anchoring element 52 and a decorative element 54. The anchoring element 52 has a stop member 56 at one end attached to a hollow curved shaft, which forms the anchoring element connector 58. The decorative element 54 comprises a jewel or other ornamentation 60 attached to a post 62, which is threaded. This threaded post comprises the decorative element connector in this embodiment. The anchoring element connector 58 is a threadable shaft, which is adapted to receive the threaded decorative element connector 62.

[0029] FIG. 4 illustrates yet another embodiment of a jewelry system 70 according to the present invention. In this embodiment, an anchoring element 72 comprises a stop member 74 at one end and a hollow curved connector 76. The decorative element 78 comprises a jewel or other ornamentation 80 attached to a post 82, which forms the decorative element connector. The decorative element connector is adapted to fit snugly inside the anchoring element connector when the jewelry system is in use.

[0030] FIG. 5 illustrates a further embodiment of a jewelry system 90 according to the invention. In this embodiment, the decorative element 92 has a barrel or bore which is adapted to receive the connector of the anchoring element. In this embodiment, the decorative element connector 94 is actually an internal connector or bore within the main body of the decorative element. In a preferred embodiment, the anchoring element connector 98 has a threaded portion 100 near the free end and the decorative element bore is adapted to receive the threaded portion of the anchoring element connector.

[0031] Another embodiment of the jewelry system is shown in FIG. 6. The jewelry system 104 comprises a decorative element 106 and an anchor element 108. The decorative element 106 comprises a metal component 110 as a decorative element connector and the anchoring element 108 comprises a magnetic component 112 as the anchoring element connector near the end of an anchoring element connector 114. This configuration enables the decorative element and the anchoring element to be connected by means of magnetic attraction between the metal component and the magnetic component. It is clearly apparent that the magnetic component could also be on the decorative element and the metal component could be on the anchoring element.

[0032] While certain types of attachment have been shown in the drawings, it is clearly apparent that any means of

joining two connectors/stems/posts/shafts can be used. For example, a bayonet type of attachment, a pin and slot arrangement, a snap fit or any other type of closure could be used.

[0033] The jewelry system of the present invention may comprise one anchoring element and one decorative element as shown in the illustrated embodiments.

[0034] In an alternative embodiment, the jewelry system is provided as a kit. The kit comprises an anchoring element and a plurality of interchangeable decorative elements. The anchoring element and the decorative elements of the kit may be connected as illustrated in any one of FIGS. 1 to 6 or any other means for connecting two stems.

[0035] The present invention provides a novel jewelry system that is particularly useful for insertion in a navel piercing. The jewelry system allows for rapid and painless substitution of different decorative elements.

[0036] The present invention has been described with regard to one or more embodiments. However, it will be apparent to persons skilled in the art that a number of variations and modifications can be made without departing from the scope of the invention as defined in the claims.

What is claimed is:

1. A jewelry system for use in a body piercing, said system comprising:

- a. an anchoring element having a stop member and an anchoring element connector; and
- b. at least one decorative element having an ornamentation attached to a decorative element connector,

wherein the anchoring element connector and the decorative element connector are connected when the jewelry system is in use.

2. The jewelry system of claim 1, wherein the anchoring element connector and the decorative element connector frictionally engage one within the other.

3. The jewelry system of claim 1, wherein the anchoring element connector and the decorative element connector are adapted to be threadably engaged.

4. The jewelry system of claim 1, wherein the decorative element connector is a hollow curved shaft.

5. The jewelry system of claim 4, wherein the anchoring element connector is a post adapted to fit into the decorative element shaft.

6. The jewelry system of claim 1, wherein the anchoring element connector is a threaded post.

7. The jewelry system of claim 6, wherein the decorative element connector is adapted to threadably engage the anchoring element connector.

8. The jewelry system of claim 1, wherein the decorative element connector is a threaded post.

9. The jewelry system of claim 8, wherein the anchoring element connector is a shaft adapted to threadably engage the decorative element connector.

10. The jewelry system of claim 1, wherein the anchoring element connector is a hollow curved shaft.

11. The jewelry system of claim 10, wherein the decorative element shaft is a post adapted to fit tightly in the anchoring element connector.

12. The jewelry system of claim 1, comprising an anchoring element and a plurality of interchangeable decorative elements.

13. A jewelry system according to claim 1, wherein the anchoring element connector and the decorative element connector are magnetically attracted.

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