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(54) Title: THE WAY OF PROTECTION OF ORIGINALITY OF BREAD

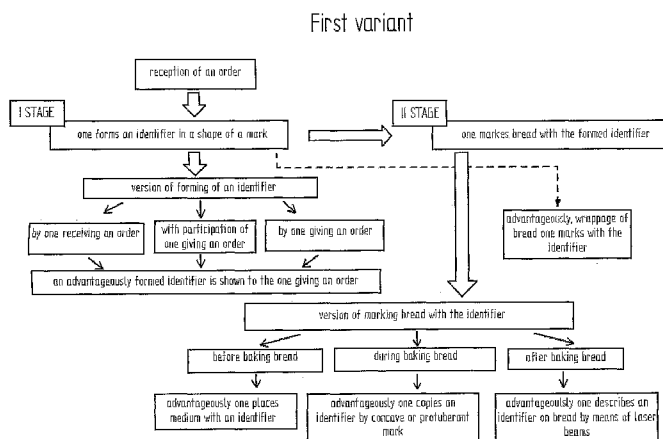


Fig. 1

(57) **Abstract:** The way of protection of originality of bread, according to the invention, moreover bread is a kind of baking and it is a traditional food product made of mixture of flour with water and other raw materials and additions, characterised in that, it is realised in two stages. In the first stage one makes an identifier in a shape of a mark, and in the second stage the bread being made one marks with a formed identifier. The identifier, by means of which one marks bread, one makes in such a way, that the identifier one made is the only one and unique and in the identifier there are data identifying the originality of bread, but marking bread with an identifier relies on that that the identifier which one made one carries to bread. In the first version one makes an identifier basing on the received order and the bread which one makes basing on the order, one marks with the formed identifier. In this version one places the date and the hour of the received order as data in the identifier. In the second version one forms the identifier without an order and bread which one makes without the order one marks with the formed identifier. In this version one places the date and the hour concerning the marked bread as data in the identifier. The identifier which one made one carries to bread before baking bread in such a way that in the formed dough one places medium with an identifier or one carries the formed identifier to bread during baking it in such a way that one copies an identifier by concave or protuberant mark by means of matrix, advantageously on the bottom of bread or one carries the formed identifier to bread after baking bread, in such a way that one writes the identifier on bread by means of laser beams.



The way of protection of originality of bread

This invention relates to the way of protection of originality of bread. The invention concerns the bread, which is defined as traditional food product made of mixture of flour with water and other raw materials and additions.

The way of protection of originality of bread is not known. Up till now information and offer about bread becomes popular in any form. Then one receives and confirms an order according to the offer and in the final stage bread is made basing on the order. That bread as a product is delivered to one giving an order or to a person appointed by one, moreover, delivery may be in a direct form, for example it takes place in the shop or indirectly, for example by sending.

A person who gives an order is not sure, that the received bread is just that product that was ordered by him. In practice one gets the bread that was baked earlier. In baking production the date and an hour of baking is the basis of a guarantee of a quality of bread.

In order to protect the originality of offer for receivers concerning production of bread for concrete order and also made without an order, an invention was worked up thanks to which there is a possibility of confirmation of authenticity of a producer's product and of term of baking for order, or confirmation of originality of producer's product, which one baked without an order.

The way of protection of originality of bread, according to the invention, moreover bread is a kind of baking and it is a traditional food product made of mixture of flour with water and other raw materials and additions, characterised in that, it is realised in at least two stages, where, in the first stage one makes an identifier in a shape of a mark, and in the second stage the bread being made one marks with an identifier. The identifier, by means of which one marks bread, one makes in such a way, that the identifier one made, is the only one and unique and in the identifier there are data identifying the originality of bread, but marking bread with an identifier relies on that the identifier which one made one carries to bread.

In the first variant concerning forming an identifier one forms an identifier basing on the received order and the bread which one makes basing on the order, one marks with the formed identifier, moreover advantageously one places the date and the hour of the received order as data in the identifier.

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In this variant, one forms the identifier with participation of one giving an order or only one giving an order forms the identifier or only one receiving an order forms the identifier, moreover advantageously one shows formed identifier to the one who gives an order.

In the second variant concerning forming an identifier, one forms the identifier without an order and bread which one makes without the order one marks with the formed identifier, moreover advantageously one places the date and the hour concerning the marked bread as data in the identifier.

Independently of the variant of forming an identifier, in the first version the identifier which one made one carries to bread before baking it, advantageously one carries in such a way that in the formed dough one places medium with an identifier.

In the second version, one carries the formed identifier to bread during baking it, advantageously one carries it in such a way that one copies an identifier by concave or protuberant mark by means of matrix, advantageously on the bottom of bread.

In the third version, one carries the formed identifier to bread after baking bread, advantageously one carries in such a way, that one writes the identifier on bread by means of laser beams.

Advantageously one marks also wrappage of bread with the identifier.

The way, according to the invention appears itself in individual preparing of the object according to the order and in its specific form of marking relying on marking bread by the identifier for ensuring originality of ordered bread. Participation of one giving the order in forming the identifier assures the one giving the order that the bread was baked only after giving and confirmation of the order. However, the second variant enables marking of bread by the identifier which is not connected with the order.

First variant of forming the identifier with marking bread with it assures originality of producer's product and making bread after giving order for that bread by one giving the order. However, the second variant of making the identifier with marking bread with it assures originality of producer's product.

The invention is represented in the example of the drawing, on which fig.1 represents the scheme of realization of the way of protection the originality of bread in the first variant of forming the identifier, and fig.2 - the scheme of realization of the way of protection of originality of bread in the second variant of forming the identifier.

Widely understood example of making the invention is as follows :

Information and offer about bread is prepared and it is widespread.

The offer is prepared in basic option and wide option.

Basic option concerns bread itself but wide option concerns bread and addition or additions. Additions are the articles with are not structurally

connected with bread. Additions may be the following food products: butter, lard, jam, plum jam, cucumbers, mushrooms and alcohol etc. Moreover the additions may be the following non-food products such as: cutlery, utensils, napkins, wooden plank with bread on it etc. and the additions may also be in a form of information about bread, tradition of its baking region of baking etc. in written or in electronic version .

Widespreading of information and offer takes place by placing it in the web-site, in catalogue and name cards and by other forms of communication. Moreover data about and bread itself may be in the firm shop of a given bakery.

The essence of protection of originality of bread, according to the invention, is realised in that the way is done in two stages .

In the first stage one forms an identifier in a shape of a mark, and in the second stage one marks bread , being made with the formed identifier.

The identifier, one marks bread with, is formed in such a way, that the identifier one made is the only one and unique and in the identifier there are data identifying originality of bread.

There are two variants of forming the identifier:

In the first variant of forming the identifier, one forms it basing on received order and one marks bread which one makes basing on the order with the formed identifier. One places the date and the hour of the received order as data in the identifier. In this variant one forms the identifier with participation of the one giving the order or only by one giving the order or only by one receiving the order, moreover, one shows advantageously formed identifier to the one giving the order.

In the second variant of forming the identifier, one forms the identifier without an order and bread which one makes without the order one marks with the formed identifier, moreover, one places the date and the hour concerning marked bread as data in the identifier

In the second stage of way of protection of originality of bread, one marks bread in such a way that one carries the formed identifier to bread independently of variant of forming it.

In the first version the identifier which one formed one carries to bread before baking it in such a way that one places medium with the identifier in the formed dough .

In the second version one carries the formed identifier to bread during baking it in such a way that one copies the identifier by concave or protuberant mark by means of matrix, advantageously at the bottom of bread .

In the third version one one carries the formed identifier to bread after baking it in such a way that one describes the identifier on bread by means of laser beams.

Advantageously, one marks also wrappage of bread with the identifier.

The identifier may also be carried on parts connected with bread during its storage.

During making bread one marks bread with the identifier, which, in the first variant, is connected with one giving and one receiving the order, and in the second variant it is not connected with an order.

The identifier, formed both in the first and in the second variant is the only one and unique, that means that it is not repeated on other breads.

The identifier concerns always only one formed bread. If one made more than one bread by order, according to the above principle, one marks each made bread with a different identifier.

The identifier, by which one marks bread may be of any mark for example it may be a number mark a number-literal mark, moreover, the mark which makes the identifier one doesn't repeat while marking other breads made both basing on the order and made without the order. Data, which ensure uniqueness will be the date, the hour, the minute, and the second for example of confirming the order or of baking bread.

A formed identifier is a physical medium connected with the order which opens individual production order and it is connected with making bread and preparing it for sale and it is always integrally connected with bread.

Bread, marked by such formed identifier is recognizable for one giving an order and for one receiving an order.

A formed identifier distinguishes also bread which is bought by a customer without giving an order.

Setting together the object of the order, in wrappage one puts only bread or bread and additions to it. Wrappage of bread may be marked by the identifier or may not have the identifier.

The customer may check authenticity of bread after receiving it. Customer may check originality of bread by comparing the formed identifier which is shown to him with the identifier on bread which is formed according to the order.

Checking of originality of bread is especially essential when ordering bread from afar which occurs when ordering it for example by internet.

Claims

1. The way of protection of originality of bread, moreover bread is a kind of baking and it is a traditional food product made of mixture of flour with water and other raw materials and additions, **characterised in that** , it is realised in at least two stages, where, in the first stage one makes an identifier in a shape of a mark, and in the second stage the bread being made one marks with the formed identifier, moreover the identifier, by means of which one marks bread, one makes in such a way, that the identifier one made, is the only one and unique and in the identifier there are data identifying the originality of bread, but marking bread with an identifier relies on that the identifier which one made one carries to bread.
2. The way, according to claim 1, **characterised in that** , one forms an identifier basing on the received order and the bread which one makes basing on the order, one marks with the formed identifier, moreover advantageously one places the date and the hour of the received order as data in the identifier.
3. The way, according to claim 2, **characterised in that** , one forms the identifier with participation of one giving an order.
4. The way, according to claim 2, **characterised in that** , only one giving an order forms the identifier.
5. The way, according to claim 2, **characterised in that**, only one receiving an order forms the identifier.
6. The way, according to claim 2, **characterised in that**, advantageously one shows formed identifier to the one who gives an order.
7. The way, according to claim 1, **characterised in that** , one forms the identifier without an order and bread which one makes without the order one marks with the formed identifier, moreover advantageously one places the date and the hour concerning the marked bread in the identifier as data.

8. The way, according to claim 1, **characterised in that**, the identifier which one made one carries to bread before baking it, advantageously one carries in such a way that one places medium with an identifier in the formed dough.
9. The way, according to claim 1, **characterised in that** , one carries the formed identifier to bread during baking it, advantageously one carries it in such a way that one copies an identifier by concave or protuberant mark by means of matrix, advantageously on the bottom of bread.
10. The way, according to claim 1, **characterised in that**, one carries the formed identifier to bread after baking bread, advantageously one carries in such a way, that one describes the identifier on bread by means of laser beams.
11. The way, according to claim 1, **characterised in that**, advantageously one marks wrappage of bread with the identifier.

First variant

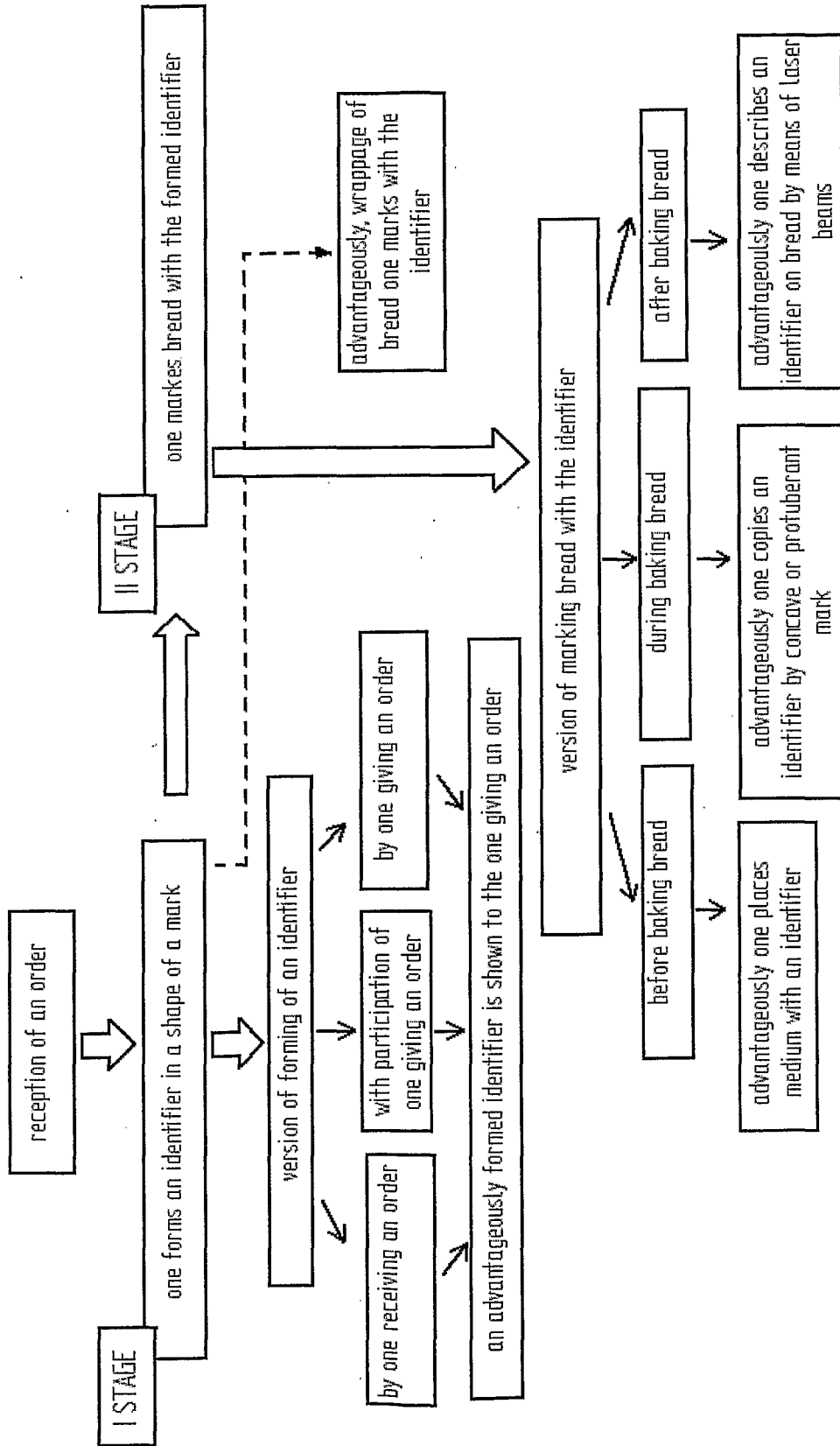


Fig. 1

Second variant

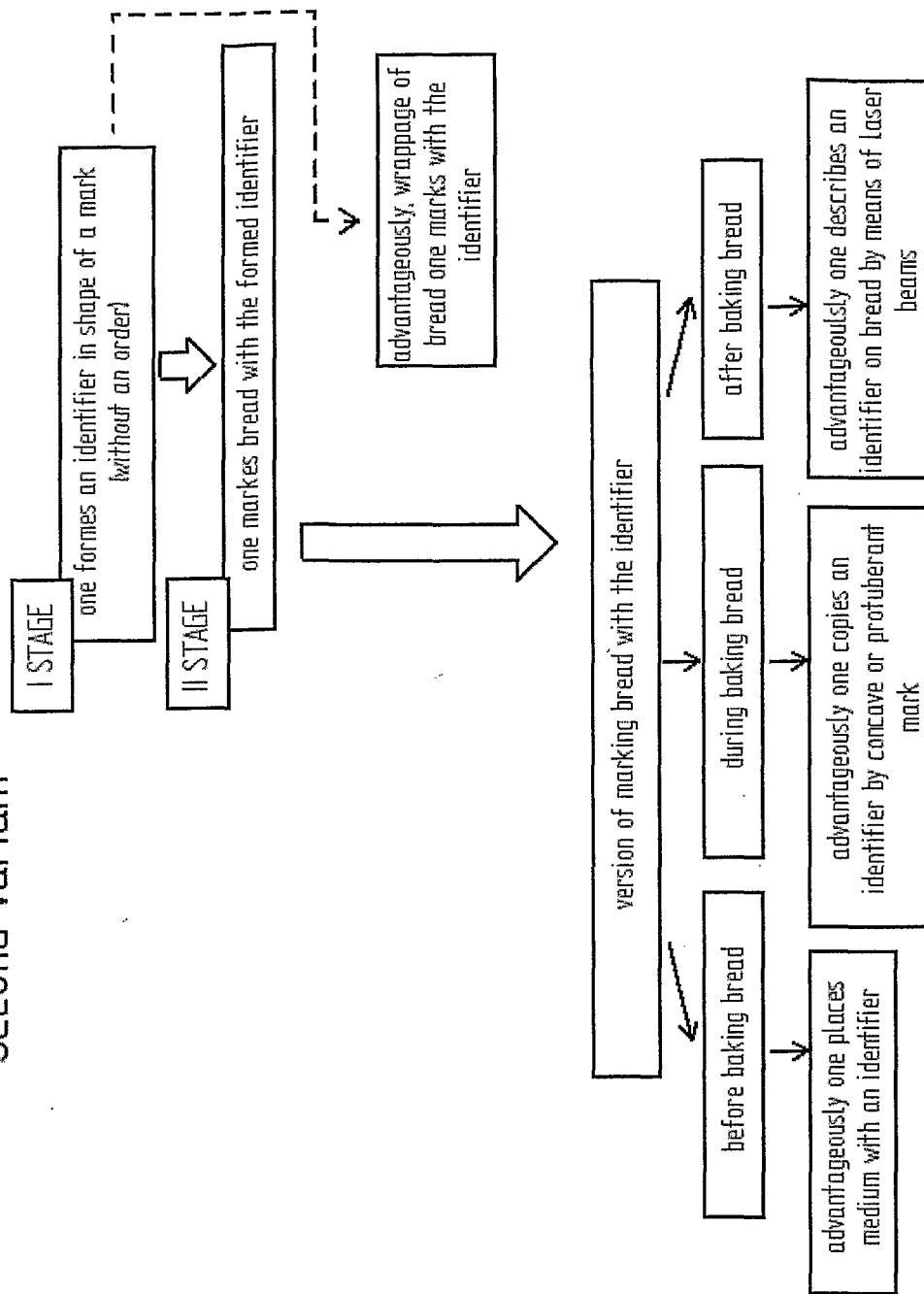


Fig. 2

INTERNATIONAL SEARCH REPORT

International application No

PCT/PL2009/000044

A. CLASSIFICATION OF SUBJECT MATTER

INV. G06Q10/00 G06Q30/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06Q

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 1 316 864 A (INVENTIO AG [CH]) 4 June 2003 (2003-06-04) the whole document	1-11
A	DE 10 2005 041221 A1 (KRONES AG [DE]) 1 March 2007 (2007-03-01) the whole document	1-11
A	WO 01/45559 A (3M INNOVATIVE PROPERTIES CO [US]) 28 June 2001 (2001-06-28) page 2, line 26 - line 32 page 8, line 5 - line 17	10

 Further documents are listed in the continuation of Box C.

 See patent family annex.

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- * & * document member of the same patent family

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

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