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Klemm et al.

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(54) **OSTEOSPERMUM PLANT NAMED**
'KLEOE18301'

(50) Latin Name: ***Osteospermum ecklonis* Norl.**
Varietal Denomination: **KLEOE18301**

(71) Applicant: **Klemm+Sohn GmbH & Co. KG,**
Stuttgart (DE)

(72) Inventors: **Nils Klemm,** Stuttgart (DE); **Maike**
Boxriker, Schwäbisch Gmünd (DE)

(73) Assignee: **Klemm+Sohn GmbH & Co. KG,**
Stuttgart (DE)

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patent is extended or adjusted under 35
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USPC **Plt./360**

(58) **Field of Classification Search**
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Primary Examiner — Annette H Para

(74) *Attorney, Agent, or Firm* — Barbara Campbell;
Cochran Freund & Young LLC

(57) **ABSTRACT**

A new *Osteospermum* plant particularly distinguished by
white flowers with blue discs and an upright growth habit,
is disclosed.

1 Drawing Sheet

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Genus and species: *Osteospermum ecklonis* Norl.
Variety denomination: 'KLEOE18301'.

BACKGROUND OF THE NEW PLANT

The present invention comprises a new and distinct variety
of *Osteospermum*, botanically known as *Osteospermum*
ecklonis Norl., and hereinafter referred to by the variety
name 'KLEOE18301'. 'KLEOE18301' originated from a
cross-pollination conducted in August to September 2011 in
Stuttgart, Germany between the proprietary female *Osteo-*
spermum variety 'OE-2010-0382' (unpatented), and the
male *Osteospermum* variety 'Sunny', also known as 'OE-
2000-Pingo' (patent status unknown).

The seeds from the cross were sown and plants were
grown in a greenhouse for evaluation, where an individual
plant designated 'KLEOE18301' was selected from the
group of plants in May 2011 in Stuttgart. In June 2011 in
Stuttgart, 'KLEOE18301' was first vegetatively propagated
by vegetative terminal cuttings. 'KLEOE18301' was found
to reproduce true to type in successive generations of
asexual propagation via vegetative terminal cuttings.

SUMMARY

The following are the most outstanding and distinguish-
ing characteristics of this new variety when grown under
normal horticultural practices in Stuttgart, Germany.

- 1. White ray florets with blue discs; and
- 2. An upright growth habit.

DESCRIPTION OF THE PHOTOGRAPH

This new *Osteospermum* plant is illustrated by the accom-
panying photograph which shows the plant's overall plant
habit including form, foliage, and flowers. The photograph
is of a 12-week-old plant grown in a greenhouse in Stuttgart,
Germany in May 2019.

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The colors shown are as true as can be reasonably
obtained by conventional photographic procedures.

DESCRIPTION OF THE NEW VARIETY

The following detailed descriptions set forth the distinc-
tive characteristics of 'KLEOE18301'. The data which
define these characteristics were collected in Latina, Italy on
May 16, 2019 on plants that had been potted in week 45 of
2018. Color references are to The R.H.S. Colour Chart of
The Royal Horticultural Society of London (R.H.S.), 5th
edition (2007).

Classification:

- Family.*—Asteraceae.
- Botanical.*—*Osteospermum ecklonis*.
- Common.*—*Osteospermum*.
- Designation.*—'KLEOE18301'.

Parentage:

- Female parent.*—The proprietary female *Osteosper-*
mum variety 'OE-2010-0382' (unpatented).
- Male parent.*—The male *Osteospermum* variety
'Sunny' (patent status unknown).

Plant:

- Form and habit.*—Herbaceous perennial but usually
cultivated as an annual; not frost resistant.
- Growth habit.*—Upright.
- Branching habit.*—Normal.
- Height (from top of soil, including inflorescence).*—
29.4 cm.
- Width (including inflorescences).*—27.5 cm.
- Propagation type.*—Stem cuttings; vegetative terminal
tip cuttings.
- Time to produce a finished flowering plant.*—9 weeks.
- Time to initiate and develop roots.*—4 weeks.
- Root description.*—Fine and white, RHS 155A.

Stems:

- Total number of branches per plant (calculated at the*
base of the plant).—6.

Length.—27.0 cm.
Diameter.—0.9 cm.
Internode length.—3.9 cm.
Color.—RHS 143B.
Texture.—Smooth.
Anthocyanin.—Absent.

Leaves:
Arrangement.—Alternate.
Shape.—Obovate.
Apex.—Obtuse.
Base.—Acute.
Margin.—Entire.
Immature color.—Upper surface: RHS 143A. Lower surface: RHS 143B.
Mature color.—Upper surface: RHS N137A. Lower surface: RHS 138A. Length: 7.1 cm. Width: 4.1 cm.
Texture.—Upper surface: Leathery. Lower surface: Leathery with fine hairs.
Petioles.—Absent.
Venation pattern.—Pinnate.
Venation color.—Upper surface: RHS N137A. Lower surface: RHS 138A.

Flower buds:
Shape.—Round-ovoid.
Length.—1.1 cm.
Diameter.—0.9 cm.
Color (at tight bud just before the ray florets unfold).—RHS 138A.

Inflorescence:
Type.—Composite, single.
Blooming habit.—Upright, with flower stems.
Quantity of inflorescences per plant.—23.
Lastingness of the inflorescences on the plant.—10 to 15 days.
Fragrance.—Present.
Inflorescence diameter.—6.5 cm.
Inflorescence depth.—0.9 cm.
Disc diameter.—1.2 cm.

Disc floret:
Quantity per inflorescence.—36.
Shape.—Tubular.
Tube color.—Closed: RHS NN155A. Mature: RHS N115B.
Length.—0.6 cm.
Diameter (at apex).—0.2 cm.
Apex.—Acute.
Apex color.—RHS 79A.
Base.—Acute.
Base color.—RHS 145D.
Margin.—Entire.

Ray floret:
Quantity per inflorescence.—16.
Shape.—Oblanceolate.
Color.—Upper surface: RHS NN155C (apical), RHS NN155C (Middle), and RHS N82B (basal). Lower surface: Main color RHS N155A with stripes colored RHS 97A.
Length.—3.6 cm.
Width.—1.1 cm.
Apex.—Obtuse.
Base.—Acute.
Margin.—Entire.
Texture (both surfaces).—Smooth.

Peduncle:
Length.—10.1 cm.
Diameter.—0.2 cm.
Texture.—Smooth with hairs.
Color.—RHS 143C.

Phyllaries:
Arrangement.—Single.
Observed quantity per flower.—15.
Shape.—Lanceolate.
Apex.—Acute.
Base.—Obtuse.
Margin.—Entire.
Length.—0.9 cm.
Width.—0.2 cm.
Texture.—Upper surface: Smooth with fine hairs. Lower surface: Smooth.
Color.—Upper surface: RHS 143A. Lower surface: RHS 138A.

Reproductive organs:
Androecium.—Location: On disc and ray florets. Stamens: Shape: Filamentous. Quantity: Numerous, 70 to 100. Filament length: 0.5 cm. Filament diameter: less than 0.1 cm. Anther: Shape: Lanceolate. Color: RHS 77A. Length: 0.3 cm. Diameter: Less than 0.1 cm. Pollen: Color: RHS 17A. Amount: Sparse.
Gynoecium.—Location: On the phyllary. Pistils: Number: Numerous, 50 to 70. Length: 0.6 cm. Diameter: Less than 0.1 cm. Stigma: Color: RHS 79A. Shape: Tapering filamentous and split in two parts. Length: Less than 0.1 cm. Diameter: Less than 0.1 cm. Style: Color: RHS NN155A. Length: 0.3 cm. Diameter: Less than 0.1 cm.

Fruit and seed set: None observed to date.
 Disease and pest/insect resistance: No disease and pest/insect resistance observed.

COMPARISON WITH PARENTAL LINES AND KNOWN VARIETY

‘KLEOE18301’ is a distinct variety of *Osteospermum* and is distinguished from its parents as described in Table 1.

TABLE 1

Characteristic	‘KLEOE18301’	Female Parent ‘OE-2010-0382’	Male Parent ‘Sunny’
Disc Color	Blue	Blue	Yellow
Earliness	Medium late	Late	Early

‘KLEOE18301’ is most similar to the commercial *Osteospermum* variety ‘Flower Power Light Pink’. Differences between the varieties are described in Table 2.

TABLE 2

Comparison with Similar Variety		
Characteristic	‘KLEOE18301’	‘Flower Power Light Pink’
Flower color	White	Light Pink
Growth	Medium	Compact
Earliness	Medium early	Early

We claim:

1. A new and distinct variety of *Osteospermum* plant designated ‘KLEOE18301’ as illustrated and described herein.

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