CONTAINER TOP FOR CUP AND/OR OTHER CONTAINER

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ABSTRACT

A lid and/or container top for securing the contents of a cup and/or container with a housing for securing a premium item in movable communication with the lid and/or container top. The topological features of the lid and/or container top permits the housing to be movably attached to the lid and/or container such that movement of the housing relative to the lid and/or container both reveals and conceals an access opening in the lid and/or container top depending on the positioning of the housing. The lid and/or container top and housing allow premium items to be distributed to a consuming public without the necessity of removing the premium item to consume the contents of a cup and/or container.
FIG. 16
CONTAINER TOP FOR CUP AND/OR OTHER CONTAINER

CROSS- REFERENCES TO RELATED APPLICATIONS

[0001] This application claims the benefit of and priority to U.S. Provisional Patent Application No. 60/668,669, filed Apr. 6, 2005, entitled “DRINK LID” and to U.S. Provisional Patent Application No. 60/718,815 filed Sep. 20, 2005, entitled “CONTAINER LID,” each of which is incorporated herein by reference in its entirety.

TECHNICAL FIELD

[0002] The present invention discloses a lid and/or container top in general and in particular, a premium item in movable communication with a lid and/or container top.

SUMMARY OF INVENTION

[0003] A lid and/or container top is disclosed with a substantially horizontal member for enclosing the contents of a cup and/or container, the substantially horizontal member includes a top surface and a bottom surface, wherein the bottom surface faces the contents of the cup and/or container. The top surface includes a topological feature capable of receiving at least one of a plug, post, and nipple. The bottom surface includes at least one topological feature capable of receiving a lip of the cup and/or container. A platter with one of a plug, post, and nipple movably resides in said topological feature on said top surface. A premium item in communication with said platter and an access opening for accessing at least some of the contents of the cup and/or container traverses said substantially horizontal member. By premium item it is meant any item in movable communication with a lid and/or container top. For example, and not by way of limitation, premium item may include optical medium and/or media, a coupon, advertisement, game entry piece, access instruction to an internet web site, smart card, calling card, trading card, CD, DVD, HD-DVD, Blu-ray DVD, holographic media, token, collecting card, collectable, and/or combinations thereof. Further, the premium item can have any size or shape and is not limited to a disc and/or circular shape. The premium item disclosed can be enclosed in a housing structure which is in movable communication with the lid and/or container top and/or independent of a housing structure.

BRIEF DESCRIPTION OF THE DRAWINGS

[0004] FIG. 1 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0005] FIG. 2 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0006] FIG. 3 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0007] FIG. 4 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0008] FIG. 5 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0009] FIG. 6 is a top view illustrating one exemplary embodiment of a lid and/or container top in accordance with the present invention;

[0010] FIG. 7 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0011] FIG. 8 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0012] FIG. 9 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0013] FIG. 10 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0014] FIG. 11 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0015] FIG. 12 is a three quarters view illustrating one exemplary embodiment of a platter and/or housing with a premium item in accordance with the present invention;

[0016] FIG. 13 is a cross section view illustrating one exemplary embodiment of a platter and/or housing in accordance with the present invention;

[0017] FIG. 14 is a top view illustrating one exemplary embodiment of a platter and/or housing in accordance with the present invention;

[0018] FIG. 15 is a top view illustrating one exemplary embodiment of a platter and/or housing and lid and/or container top in accordance with the present invention;

[0019] FIG. 16 is a tree quarter view illustrating one exemplary embodiment of a platter and/or housing and lid and/or container top in accordance with the present invention; and

[0020] FIG. 17 is a three quarter exploded view illustrating one exemplary embodiment of a platter and/or housing, premium item, and lid and/or container top in accordance with the present invention.

DETAIL DESCRIPTION

[0021] In one embodiment consistent with the invention a lid and/or container top that can be affixed to a cup and/or container is disclosed. The lid and/or container top is further characterized in that it includes an access hole through which the contents of the cup and/or container can be accessed without removing the lid and/or container top from the cup and/or container. The lid and/or container top may have one or more vent holes.

[0022] In an overlapping embodiment consistent with the invention a groove and/or track and/or channel for receiving a post and/or plug and/or nipple and/or affixing member for attaching a premium item in movable communication to the lid and/or container top. The premium item is movable along the groove and/or track and/or channel. The groove and/or track and/or channel is not necessarily linear and can be curved and/or trace a non-linear path. Further, the groove and/or track and/or channel can run partially and/or totally across the lid and/or container top surface.
[0023] In another overlapping embodiment consistent with the invention a lid and/or container top that can be affixed to a cup and/or container is disclosed, wherein the lid and/or container top includes a divot and/or receiving member and/or dimple. The lid and/or container top is further characterized in that it includes an access hole through which the contents can be accessed without removing the lid and/or container top from the cup and/or container. The lid and/or container top may have one or more vent holes. The lid and/or container top is capable of receiving a premium item by way of the divot and/or receiving member and/or dimple. Once the premium item is attached to the lid and/or container top it can be rotated about the vertical axis of the divot and/or receiving member and/or dimple. In an overlapping embodiment of the present invention, the premium item can be rotated about the vertical axis of the divot and/or receiving member and/or dimple to reveal the access hole. The access hole is sized to match the contents of the cup and/or container so that the contents of the cup and/or container can be accessed without removing the lid and/or container top. For example, and not by way of limitation, the access hole can be sized to receive (i) a drinking straw, (ii) chop sticks; and/or (iii) a spoon; or it can be sized to dispense a liquid through an action that involves partially upending the cup and/or container.

[0024] In an overlapping embodiment consistent with the invention, the premium item is enclosed in a housing structure that has the post and/or plug and/or nipple and/or affixing member integral to the housing structure. The housing structure does not have to entirely enclose the premium item.

[0025] In a further overlapping embodiment consistent with the invention the premium is enclosed between a top housing element and a bottom housing element. The bottom housing element having the post and/or plug and/or nipple and/or affixing member for attaching the premium item in movable communication to the lid and/or container top. Alternatively, the top housing element included the post and/or plug and/or nipple and/or affixing member. In this configuration the post and/or plug and/or nipple and/or affixing member traverses the bottom housing element, thereby securing the premium item between the top and bottom housing element. In an overlapping embodiment of this embodiment, the top housing element is substantially transparent, at least in part, so that at least part of the premium item can be seen without removing it from the housing structure.

[0026] Alternatively, the housing structure is opaque such that a consumer cannot discern the character of the premium item without removing it from the housing structure.

[0027] In yet further overlapping embodiment, the housing structure is not integral to the post and/or plug and/or nipple and/or affixing member. The bottom housing element can receive the post and/or plug and/or nipple and/or affixing member. The bottom housing element after having received the post and/or plug and/or affixing member can then be attached to the lid and/or container top in movable communication with the lid and/or container top. In yet another overlapping embodiment the premium item is moveable along the track and/or groove and/or channel to reveal the access hole. The premium item remains attached to the lid after the access hole is revealed. The access hole and/or opening, once revealed, is able to dispense the contents of the cup and/or container by ways typically know in the art, such as for example, a straw and/or tilting the cup by degrees, and/or eating utensils, such as spoon, fork, and/or chop sticks. In still another embodiment consistent with the invention, the post and/or plug and/or nipple and/or affixing member traverses the entire housing structure. Alternatively, the post and/or plug and/or nipple and/or affixing member does at least one of traverses the premium item or otherwise securely holds the premium item to the lid and/or container top.

[0028] In an overlapping embodiment of the present invention, the housing structure for the premium item includes a bottom housing element with an upper shelf and a lower shelf. The premium item rests on the upper shelf. The lower shelf is in communication with the lid and/or container top. The distance between the upper shelf and the lower shelf can be varied depending on the application and/or the size, shape, and/or nature of the premium item. For example, if the disclosed lid and/or container top is to be used in conjunction with a hot beverage and/or other hot contents, the distance between the upper shelf and lower shelf is configured so as to allow an adequate distance between the lid and/or container top and the premium item such that the premium item is not damaged by the temperature of the cup and/or container contents. The upper shelf and lower shelf contemplated do not have to be continuous surfaces. For example, the upper shelf can be a ridge and/or lip about the outer and/or inner diameter of the bottom housing element and the lower shelf can be discrete vertical members and/or spacer members.

[0029] In a further overlapping embodiment consistent with the invention, the top housing element has an outer lip that over hangs and encloses the premium item and the bottom housing element. Alternatively, the top housing element and bottom housing element are sealed together at the outer diameter of the housing structure.

[0030] In yet a further overlapping embodiment consistent with the invention a lid and/or container top is disclosed. The lid and/or container top is affixable to a cup and/or container of appropriate diameter such that the pressure of the cup’s and/or container’s contents alone cannot remove the lid and/or container top, once affixed, from the cup and/or container.

[0031] In an overlapping embodiment consistent with the invention, the lid and/or container top includes a lower lip. The lower lip allows the lid to be affixed to a cup and/or container. The lower lip is made up of two sub-lip structures. The first sub-lip is of a smaller diameter and/or external boundary than the second sub-lip. The first sub-lip is lower than the second sub-lip when going from the bottom to the top of the lid. The first sub-lip and second sub-lip arrangement allows the lid to snap to and/or hold fast to the cup once in place. The lid further includes an access hole. The access hole allows the contents of the cup and/or container to be accessed through the access hole. The lid may further include at least one vent. The access hole may be placed anywhere on the lid and/or container top. The lid further includes a track and/or groove and/or channel. The track and/or groove and/or channel is capable of receiving a post and/or plug and/or nipple and/or affixing member. The post and/or plug and/or nipple and/or affixing member allows for
a premium item to be movably attached to and/or in the track and/or groove and/or channel. The post and/or plug and/or nipple and/or affixing member with a premium item attached to it is movable along the track and/or groove and/or channel.

[0032] In a further overlapping embodiment consistent with the invention a lid and/or container top is disclosed. The lid and/or container top is affixable to a cup and/or container of appropriate diameter such that the pressure of the contents of the cup and/or container alone cannot remove the lid and/or container top, once affixed, from the cup and/or container. For example, see U.S. Pat. Nos. 4,589,569, 6,070, 752, and 6,196,411 hereafter incorporated by reference in their entirety. The lid and/or container top includes a lower lip. The lower lip allows the lid and/or container top to be affixed to a cup and/or container. The lower lip is made up of two sub-lip structures. The first sub-lip is of a smaller diameter and/or external boundary than the second sub-lip. The first sub-lip is lower than the second sub-lip when going from the bottom to the top of the lid and/or container top. The first sub-lip and second sub-lip arrangement allows the lid to snap to and/or hold fast to the cup and/or container once in place. The lid and/or container top includes head room of predetermined height. The head room allows the top of the lid to be at a height greater than the top of the cup and/or container as defined by the mouth of the cup and/or container. The topology of the lid and/or container top includes a trough and/or shallow recess that allows select facial features of the drinker and/or content consumer to be received when the contents of cup and/or container are consumed. The trough and/or shallow recess may also act as a reservoir to receive excess liquid and/or contents that are dispensed. The lid and/or container top further includes an access hole. The access hole allows the contents of the cup and/or container accessed and/or consumed through the access hole. The access hole is located on the perimeter of the lid and/or container top. The access hole is sized to allow the contents of the cup and/or container to be accessed without remaining the lid and/or container top. The lid and/or container top may further include at least one vent. The topology of the lid further includes a track and/or groove and/or channel. The track and/or groove and/or channel is capable of receiving a post and/or plug and/or nipple and/or affixing member. The post and/or plug and/or nipple and/or affixing member allows for a premium item to be movably attached to and/or in the track and/or groove and/or channel. The post and/or plug and/or nipple and/or affixing member with a premium item attached to it is movable along the track and/or groove and/or channel.

In this particular embodiment the premium item is enclosed in a housing structure. The housing structure provides at least one of protection to the premium item, secures the premium item to the lid and/or container top, and/or a combination of both. The housing structure is composed of two sub parts, a top housing element and a bottom housing element. The top housing element includes a post and/or plug and/or nipple and/or affixing member for attaching to and/or setting in the track and/or groove and/or channel. The bottom housing element includes a hole for receiving the post and/or plug and/or nipple and/or affixing member of the top housing element. The top housing element traverses the bottom housing element via the bottom housing element hole. The premium item sits intermediate to the top housing element and the bottom housing element. The top housing element movably attaches the premium item and the bottom housing element to the lid and/or container top. Once attached the premium item and the housing structure can be moved along the track and/or groove and/or channel to reveal the access hole. Thereby, allowing access to the access hole without the need to remove the premium item from the lid and/or container top. In an overlapping embodiment the track and/or groove and/or channel includes a detent and/or minor protrusion(s) into the track and/or groove and/or channel. The detent and/or minor protrusion(s) allows the premium item to be held in position while the contents are being dispensed and/or drank.

[0033] FIG. 1 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 105 is shown running the partial length, and in a linear manner, of the lid and/or container top. An access hole 110 for accessing the contents of the cup and/or container is shown. The lid and/or container top 100 may further include structural features for affixing the lid and/or container top 100 to a container (not shown). Such structural features and method of affixing a lid and/or container top are well known in the art. Further the lid and/or container top 100 need not be circular, but could be, for example and not by way of limitation, oval; rectangular; trapezoidal; hexagonal; and polygonal. Further the lid and/or container top 100 may have vertical walls at the outer perimeter for elevating the top most surface of the lid and/or container top 100 above the level of the cup and/or container.

[0034] FIG. 2 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 120 is shown running in a curved path along the lid and/or container top. An access hole 110 for accessing the contents of the cup and/or container is shown.

[0035] FIG. 3 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 150 allows the premium item to rotated about the track and/or groove and/or channel 150. An access hole 110 for accessing the contents of the cup and/or container is shown.

[0036] FIG. 4 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 150 allows the premium item to rotated about the track and/or groove and/or channel 150. An access hole 170 for accessing the contents of the cup and/or container is shown.

[0037] FIG. 5 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 160 allows the premium item to rotated about the track and/or groove and/or channel 160. An access hole 180 for accessing the contents of the cup and/or container is shown.

[0038] FIG. 6 illustrates a top view of a lid and/or container top 100 consistent with the invention where some of the topology is illustrated. The track and/or groove and/or channel 190 allows the premium item to rotated about the track and/or groove and/or channel 190. An access hole 110 for accessing the contents of the cup and/or container is shown.
FIG. 7 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A top housing 200 with a nipple and/or post 205 projected downward. The nipple and/or post 205 capable of receiving the center hole 215 of an optical medium 210. A bottom housing 220 is shown for receiving 225 both the top housing 200, nipple and/or post 205, and optical medium 210. The nipple and/or post 205 capable of being received by a track and/or groove and/or channel and/or divert.

FIG. 8 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A top housing 200 with a nipple and/or post 205 projected downward. The nipple and/or post 205 capable of receiving the center hole 215 of an optical medium 210. The nipple and/or post 205 capable of being received by a track and/or groove and/or channel and/or divert.

FIG. 9 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A bottom housing and/or platter 350 with a nipple and/or post 360 projected downward and a nipple and/or post 340 projected upward. The nipple and/or post 340 capable of receiving the center hole 215 of an optical medium 210 and the center hole 375 of the top housing 370. The nipple and/or post 360 capable of being received by a track and/or groove and/or channel and/or divert.

FIG. 10 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A top housing 370. A bottom housing 350 with a nipple and/or post 360 projected downward and a nipple and/or post 340 projected upward. The nipple and/or post 340 capable of receiving the center hole 215 of an optical medium 210 and the center hole 375 of the top housing 370. The nipple and/or post 360 capable of being received by a track and/or groove and/or channel and/or divert.

FIG. 11 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A top housing 400, with a post and/or button and/or nipple 405 for securing an optical medium 210 to a bottom housing 410 with a divet 415. A bottom housing 410 with a nipple and/or post 420 projected downward. The nipple and/or post 420 capable of being received by a track and/or groove and/or channel and/or divet in a lid and/or container top.

FIG. 12 illustrates a two quarters view of a premium item and a housing for same which provides for the movable communication of the premium item with the lid and/or container top consistent with the invention. A bottom housing 505 and platter with a nipple and/or post 510 projected downward and a nipple and/or post 500 projected upward. The nipple and/or post 510 capable of being received by a track and/or groove and/or channel and/or divet in a lid and/or container top. The nipple and/or post 500 capable of receiving the center hole 215 of an optical medium 210.

FIGS. 13 illustrates a cross sectional view of a housing for a premium item consistent with the present invention. The housing 600 includes a nipple and/or post 610 projected downward. The nipple and/or post 610 can be affixed and/or received by a track and/or groove and/or channel and/or divert in a lid and/or container top. The nipple and/or post 610 once affixed and/or received by a track and/or groove and/or channel and/or divert is freely rotatable about the vertical axis of the nipple and/or post 610. The housing 600 consists of a top housing 615 and a bottom housing 620. The bottom housing 620 and top housing 615 are connected by a hinge 625. All manner of hinges are contemplated by the present invention. The bottom housing 620 includes features 630 for receiving an optical disc. The top housing 615 includes a nipple and/or post 635 for securely fasching the top housing 615 to the bottom housing 620 with at least one optical disc enclosed therein and between the top housing 615 and the bottom housing 620. The features 630 for receiving an optical disc may include, for example, a circular topology for receiving the optical disc and elevating the disc above the bottom most surface of the bottom housing 620. The bottom housing 620 further includes a feature for receiving the nipple and/or post 635.

FIG. 14 illustrates a top view of a housing 600 for a premium item consistent with the present invention. FIG. 14 more clearly illustrates an example of some structural feature 630 in the bottom housing 620 consistent with present invention. The housing 600 includes a top housing 615 and a nipple and/or post 635 for securing the top housing 615 to the bottom housing 620. The bottom housing 620 and the top housing are connected by a hinge 625. The bottom housing 620 includes a nipple and/or post 610 for affixing and/or attaching the housing 600 to a lid and/or container top. The bottom housing 620 further includes topological features 635 for receiving a premium item. In this particular illustration the topological features are raised concentric circles for receiving a optical disc. The raised concentric circles elevate the optical disc about the bottom most surface of the bottom housing 620. This is particularly advantageous when the contents of the cup and/or container to which the housing and lid are affixed are hot. The space between the optical disc and the bottom most surface of the bottom housing 620 allows ventilation and a temperature differential between the bottom most surface of the bottom housing 620 and the optical disc. The bottom housing 620 includes a feature 631 for receiving the nipple and/or post 635 of the top housing 615.

FIG. 15 illustrates a top view of a housing 700 and lid and/or container top 710 combination consistent with the present invention. Not all features of the housing 700 are shown. The housing 700 is affixed and/or attached to the lid and/or container top 710 by means of a divet and/or vertical channel 715. The housing 700 includes a nipple and/or post (not shown) that snaps into the divet and/or vertical channel 715. The housing 700 is affixed and/or post 710 to freely rotate 360 degrees about the vertical axis of the nipple and/or post. The housing may be rotated to completely cover the access opening 720 or to completely reveal the access opening 720 and to all points in between.

FIG. 16 illustrates a three quarters view of a housing 800 and lid and/or container top 810 combination consistent with the present invention. The lid and/or con-
container top 810 includes features 815 for affixing it to a cup and/or container. The lid and/or container top 810 includes vertical walls 820 that elevate the top most surface of the lid and/or container top 810 above the top of the cup and/or container (not shown). The lid further includes an access hole 825 for accessing the contents of the cup and/or container. The illustration also shows a spill trough 830 for catching excess material dispensed from the access hole 825.

A channel and/or track and/or groove 835 receives a post and/or nipple 840 from the housing 840. The channel and/or track and/or groove 835 allows the housing 800 to slide into a position that reveals the access hole 825 and into a position that hides and/or protects and/or seals the access hole 825.

[0049] FIG. 17 illustrates a three quarter exploded view of a housing 900 and lid and/or container top 910 combination. In this particular illustration the housing 900 consists of two separate pieces, a top housing 915 and a bottom housing 920. An optical disc 925 is secured between the top housing 915 and the bottom housing 920. The lid and/or container top 910 includes features 915 for affixing it to a cup and/or container. The lid and/or container top 910 includes vertical walls 820 that elevate the top most surface of the lid and/or container top 910 above the top of the cup and/or container (not shown). The lid further includes an access hole 825 for accessing the contents of the cup and/or container. The illustration also shows a spill trough 830 for catching excess material dispensed from the access hole 825. A channel and/or track and/or groove 835 receives a post and/or nipple 840 from the housing 900. The channel and/or track and/or groove 835 allows the housing 900 to slide into a position that reveals the access hole 825 and into a position that hides and/or protects and/or seals the access hole 825.

[0050] It should be noted that the description of the invention through FIGS. 1 through 17 are not meant to limit the scope of the invention to those illustrative examples and embodiments contained therein that are consistent with the present invention. It should be noted that the various features described in each illustration may be used in combination and be interchanged without departing from the invention. It should be further noted that the housing for the premium item need not entirely enclosed the premium item. In other instances the top housing may overlap the bottom housing thereby completely enclosing the premium item there between. Alternatively, the bottom housing may overlap the top housing thereby completely enclosing the premium item there between. Furthermore the point of attachment of the housing to the container lid need not be in the center or peripheral edge, but instead any place that permits the housing and the lid and/or container top to be in movable communication with each while allowing access (once the housing is moved relative to the lid and/or container top) to the access hole. Placement of the point of movable communication may be varied to adjust for the size of the access hole. Further, the present invention is not limited to cups and/or containers of any particular size and/or shape. Neither is the present invention limited to particular types of contents of a cup and/or container and includes, for example, liquids, noodles, dried fruits, solid food stuffs, yogurt, and other consumables.

[0051] The present invention and its various embodiments have been described in reference to the above and by way of the included figures. However, it is contemplated that the various embodiments and elements therein can be used in combination. Additionally, further ways in which the premium item can be attached to a lid and/or container top are contemplated by the present invention and include, for example, a premium item that is snapped to a lid and/or container top by means of a button member; a premium that is attached to a lid and/or container top by a hinge member; and a vertical track for raising and lowering the premium item vertically relative to the lid and/or container top. All manner of attaching a premium item in movable communication with a lid are contemplated by the present invention.

[0052] The present invention and its various embodiments have been described in reference to the above and by way of the included figures. However, it is contemplated that the premium item can have any shape or size. It is also contemplated that other materials than those listed above by way of example may replace the premium item. Moreover, it is contemplated that the track and/or groove and/or channel design can be of other types than straight as shown by way of illustration in the figures. The track and/or groove and/or channel does not have to be horizontal but can instead be vertical. Further, it is contemplated that the access hole need not be located on the perimeter of the lid. Additionally, the lid and/or container top and premium item do not have to be parallel to each other. Further, the surface of the lid does not have to be horizontal and can include a pitch. Alternatively, the premium item can be at a pitch relative to lid and/or container surface.

[0053] Persons skilled in the art will recognize that there may be different devices, mechanism, and methods of operation which are with in the spirit and scope of the invention herein disclosed. Also, it should be understood that the drawings, while useful for illustrating the invention, are not intended to be necessarily to scale. The dimension and relative sizes and locations of the various parts shown can be varied, depending upon the particular cup being used, without departing from the scope of the invention. To the extent that drawings imply dimensions and relative size positions, the drawings should be regarded as illustrative only and not limiting the invention to particular dimensions, sizes, positions, and location of parts.

What is claimed is:

1. A lid and/or container top comprising:
   a substantially horizontal member for enclosing contents of a cup and/or container, said substantially horizontal member comprising a top surface and a bottom surface, wherein said bottom surface faces the contents of the cup and/or container;
   a topological feature on said top surface, said topological feature capable of receiving at least one of a plug, post, and nipple;
   at least one topological feature on said bottom surface, said topological feature on said bottom surface capable of receiving a lip of the cup and/or container;
   a platter, said platter comprising one of a plug, post, and nipple; wherein said plug, post, and nipple of said platter movably resides in said topological feature on said top surface;
   a premium item in communication with said platter; and
   an access opening traversing said substantially horizontal member;
2. The lid and/or container top according to claim 1, wherein said premium item is an optical storage medium.

3. The lid and/or container top according to claim 1, wherein said topological feature on said top surface is one of a channel, groove, track and divet.

4. The lid and/or container top according to claim 1, further comprising a housing, said housing attaches to said platter thereby enclosing said premium item between said platter and said housing.

5. The lid and/or container top according to claim 1, wherein said platter comprises a top housing and a bottom housing joined by a hinge.

6. The lid and/or container top according to claim 1, wherein said platter is rotatable about the center axis of said one of plug, post, and nipple relative to said substantially horizontal member.

7. The lid and/or container top according to claim 1, wherein said top surface of substantially horizontal member is between -90 degrees and 90 degrees relative to the cup and/or container lip.

8. A lid and/or container top comprising:

    a substantially horizontal member for enclosing contents of a cup and/or container, said substantially horizontal member comprising a top surface and a bottom surface, wherein said bottom surface faces the contents of the cup and/or container;

    at least one of a channel, groove, track, and divet in said top surface;

    a housing for a premium item, said housing comprising one of a post, plug, and nipple, said one of a post, plug, and nipple configured to movably fit into said at least one channel, groove, track and divet in said top surface;

    a premium item; and

    an access opening traversing said substantially horizontal member.

9. The lid and/or container top according to claim 8, wherein said housing comprises a top portion and a bottom portion.

10. The lid and/or container top according to claim 9, wherein said top portion and said bottom portion are connected by a hinge.

11. The lid and/or container top according to claim 9, wherein said top portion contains said one post, plug, and nipple.

12. The lid and/or container top according to claim 11, wherein said one post, plug, and nipple of said top portion traverses said premium item and said bottom portion.

13. The lid and/or container top according to claim 9, wherein said bottom portion contains said one post, plug, and nipple.

14. The lid and/or container top according to claim 13, wherein said top portion snaps to said bottom portion thereby enclosing said premium item.

15. The lid and/or container top according to claim 8, wherein said housing comprises a second one of plug, post, and nipple.

16. The lid and/or container top according to claim 15, wherein said second one plug, post, and nipple is on the opposite side of the housing relative to said first one plug, post, and nipple.

17. The lid and/or container top according to claim 16, wherein said second one plug, post, and nipple is on the upper surface of the housing.

18. The lid and/or container top according to claim 17, wherein said second one plug, post, and nipple is used to secure said premium item to said housing.

19. The lid and/or container top according to claim 18, further comprising a second housing member, said top housing member removably affixed to said housing member to secure said premium item between said first housing member and said second housing member.

20. The lid and/or container top according to claim 8, wherein said top surface of said substantially horizontal member is between -90 degrees and 90 degrees relative to the cup and/or container lip.

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