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(54) **DUAL PURPOSE GIFT WRAPPING AND CONSUMER PACKAGING KIT**

(52) **U.S. Cl.**

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(21) Appl. No.: **16/031,884**

(57) **ABSTRACT**

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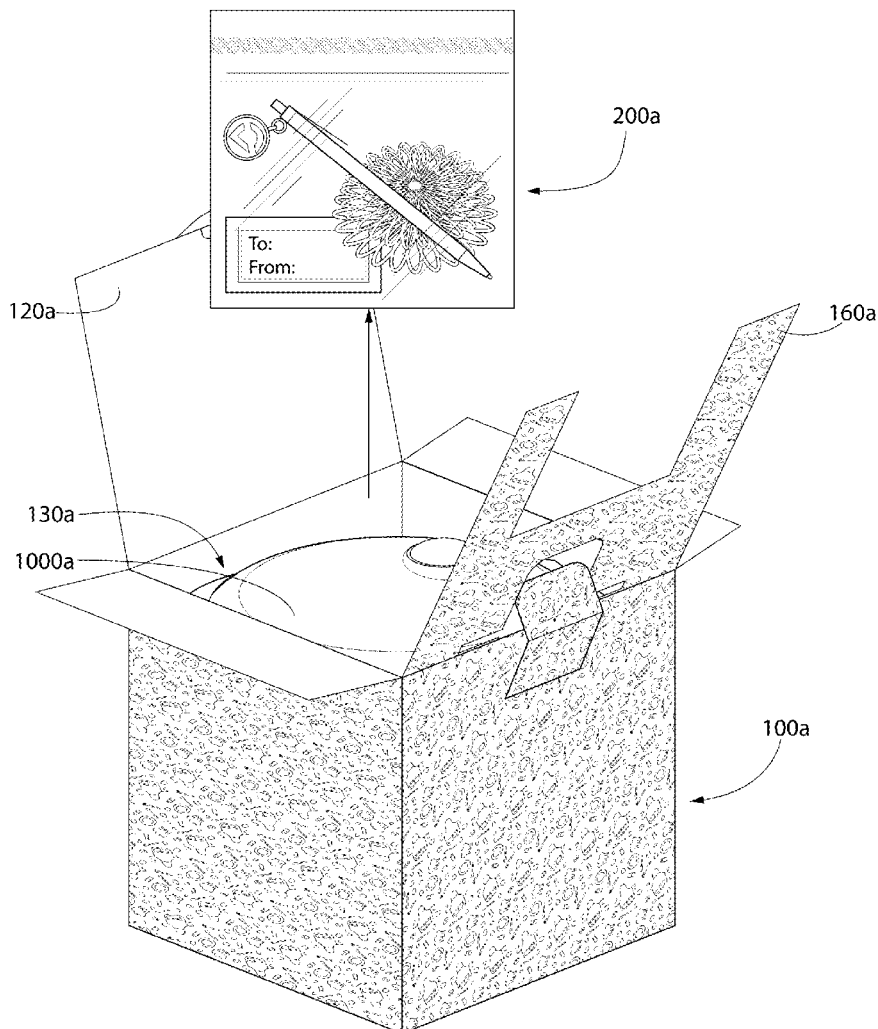
(60) Provisional application No. 62/530,556, filed on Jul. 10, 2017, provisional application No. 62/548,219, filed on Aug. 21, 2017.

Publication Classification

(51) **Int. Cl.**

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<i>A47F 3/14</i>	(2006.01)

Described herein is a packaged article comprising a dual-purpose packaging system comprising: an outer container having an exposed outer surface comprising visible indicia indicative of the article, the outer container being closed to form a first internal cavity; an inner container having an exposed outer surface that is free of any visible indicia indicative of the article, the inner container being closed to form a second internal cavity, the inner container disposed within the first internal cavity of the outer container; and a gift marking kit contained within the first internal cavity between the inner container and the outer container; wherein the article disposed in the second internal cavity of the inner container.



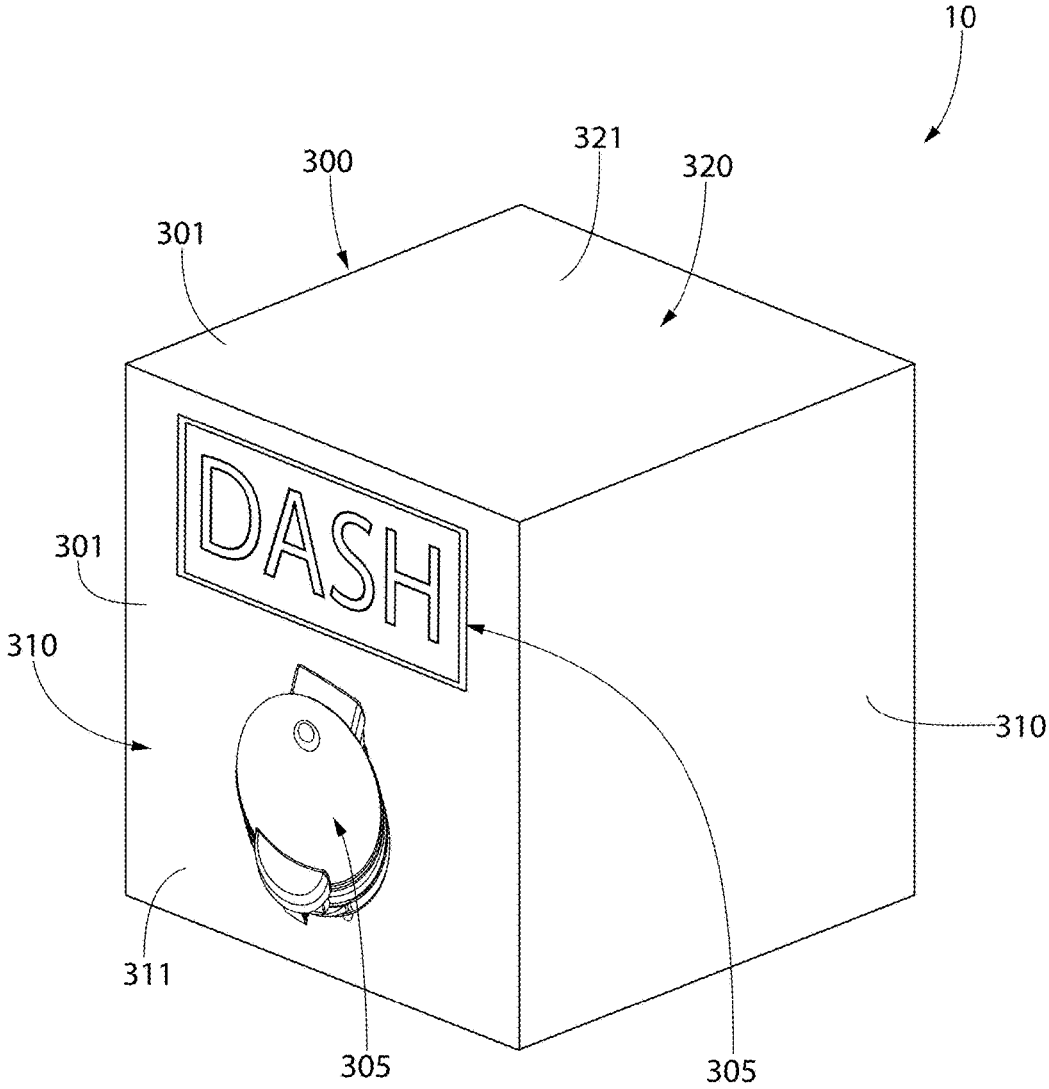


FIG. 1

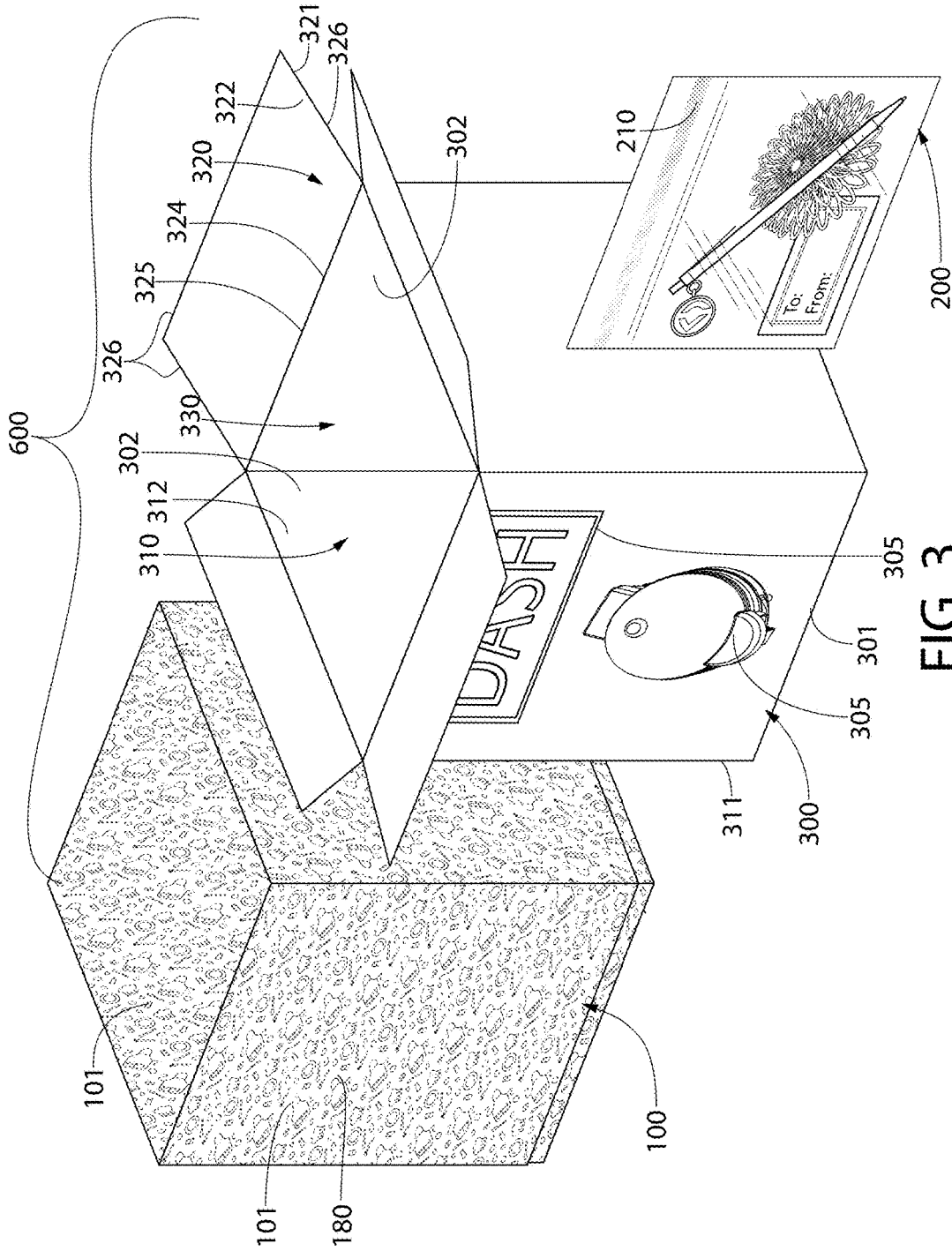


FIG. 3

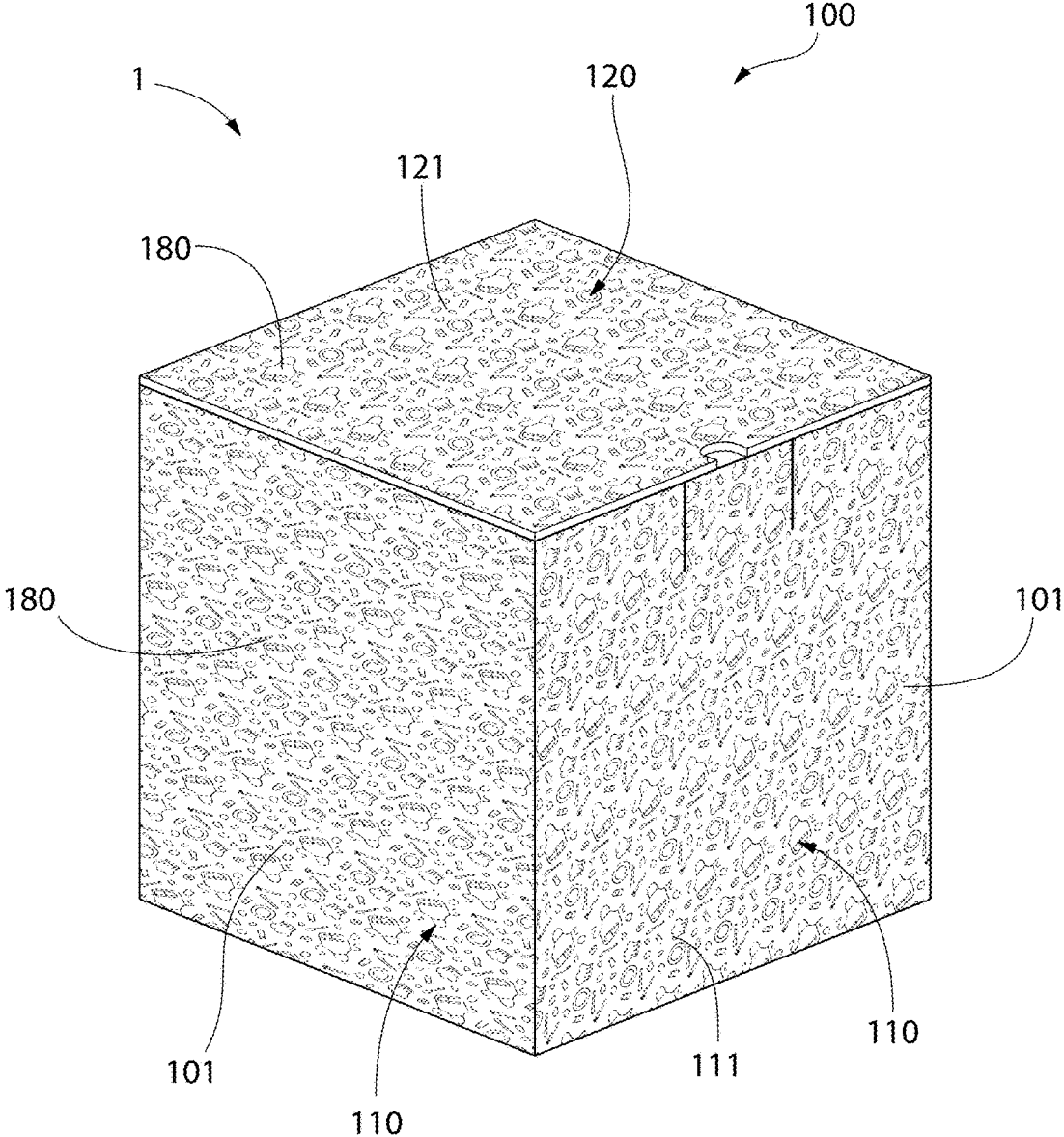


FIG. 4

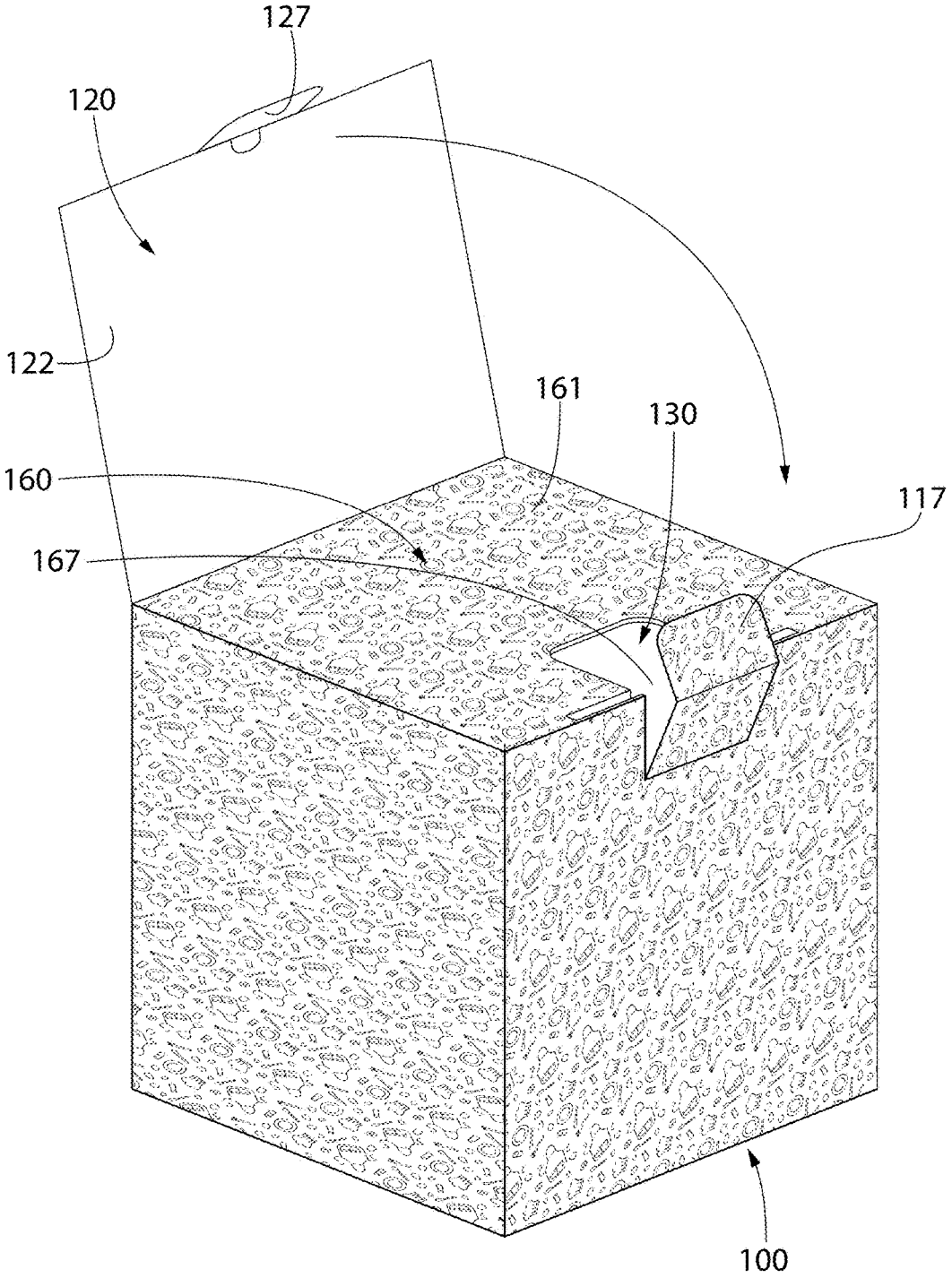


FIG. 6

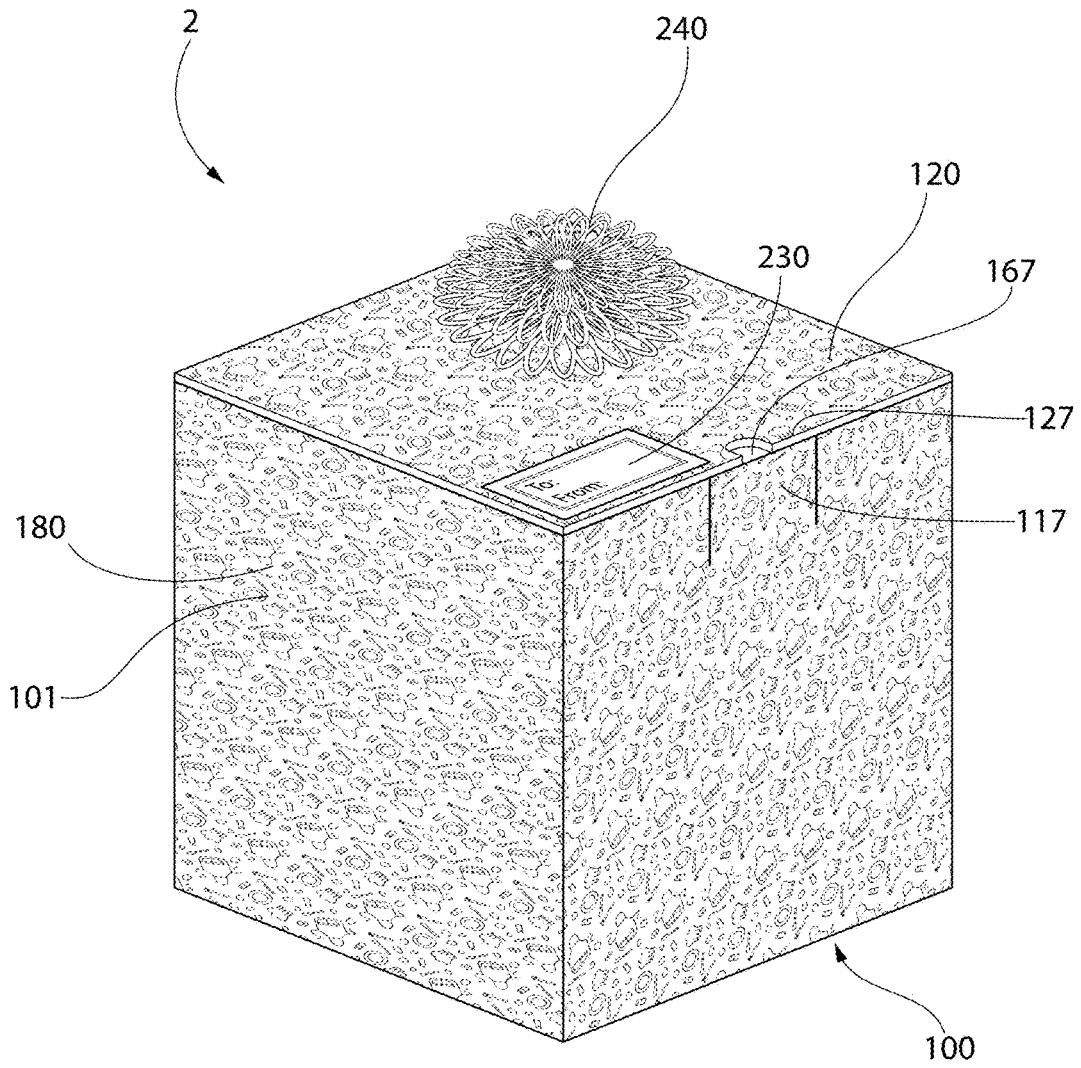


FIG. 7

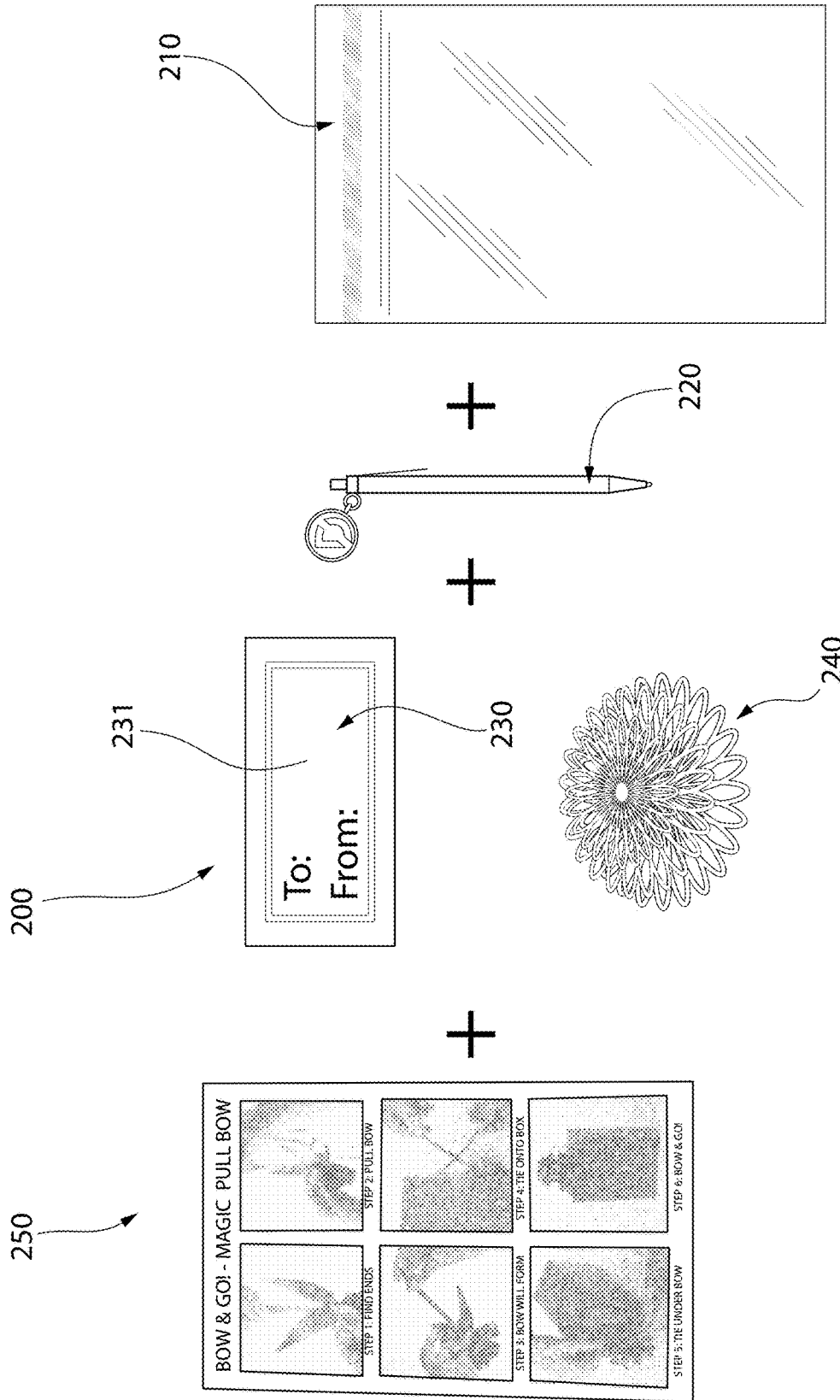


FIG. 8

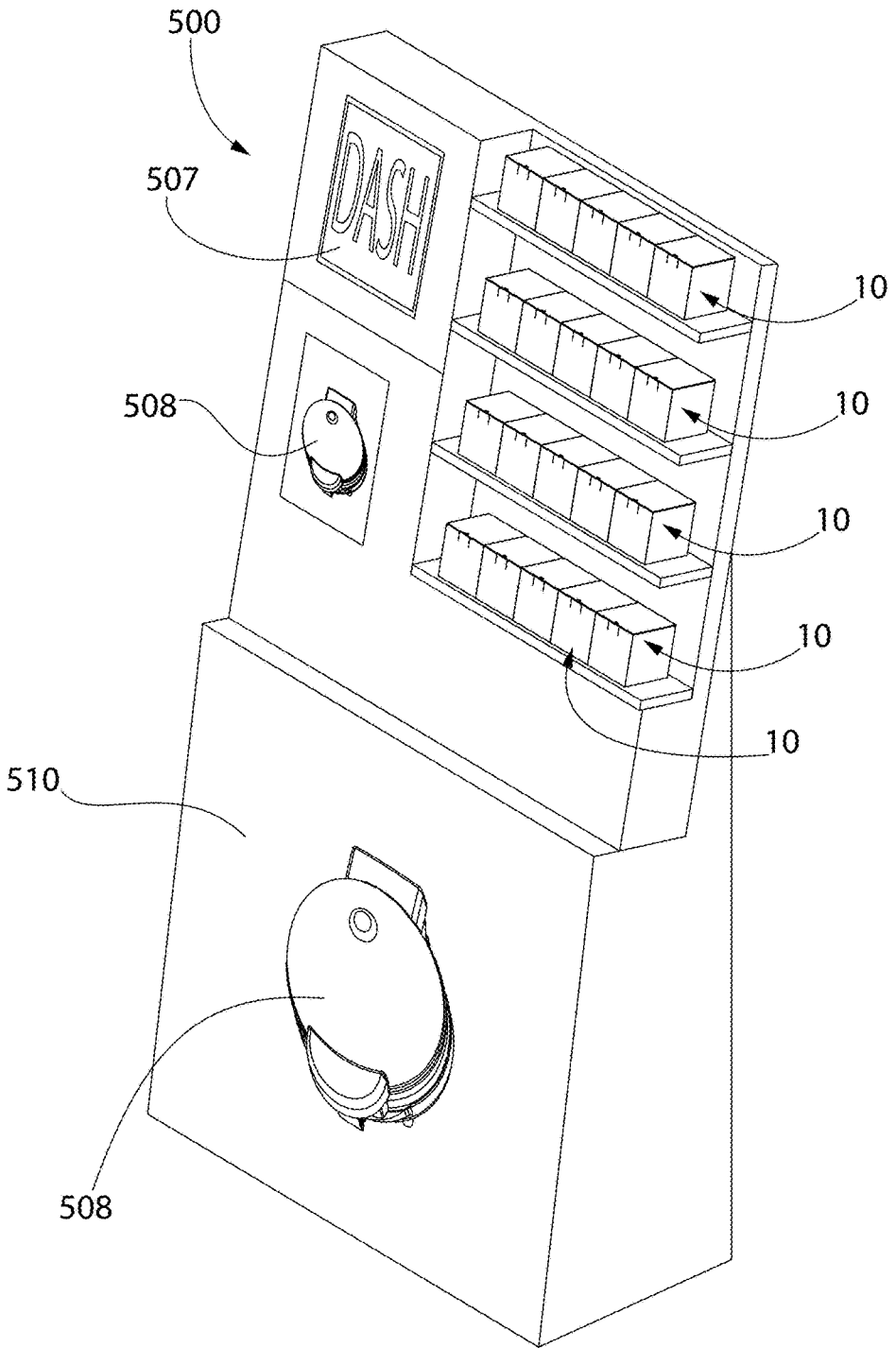


FIG. 9

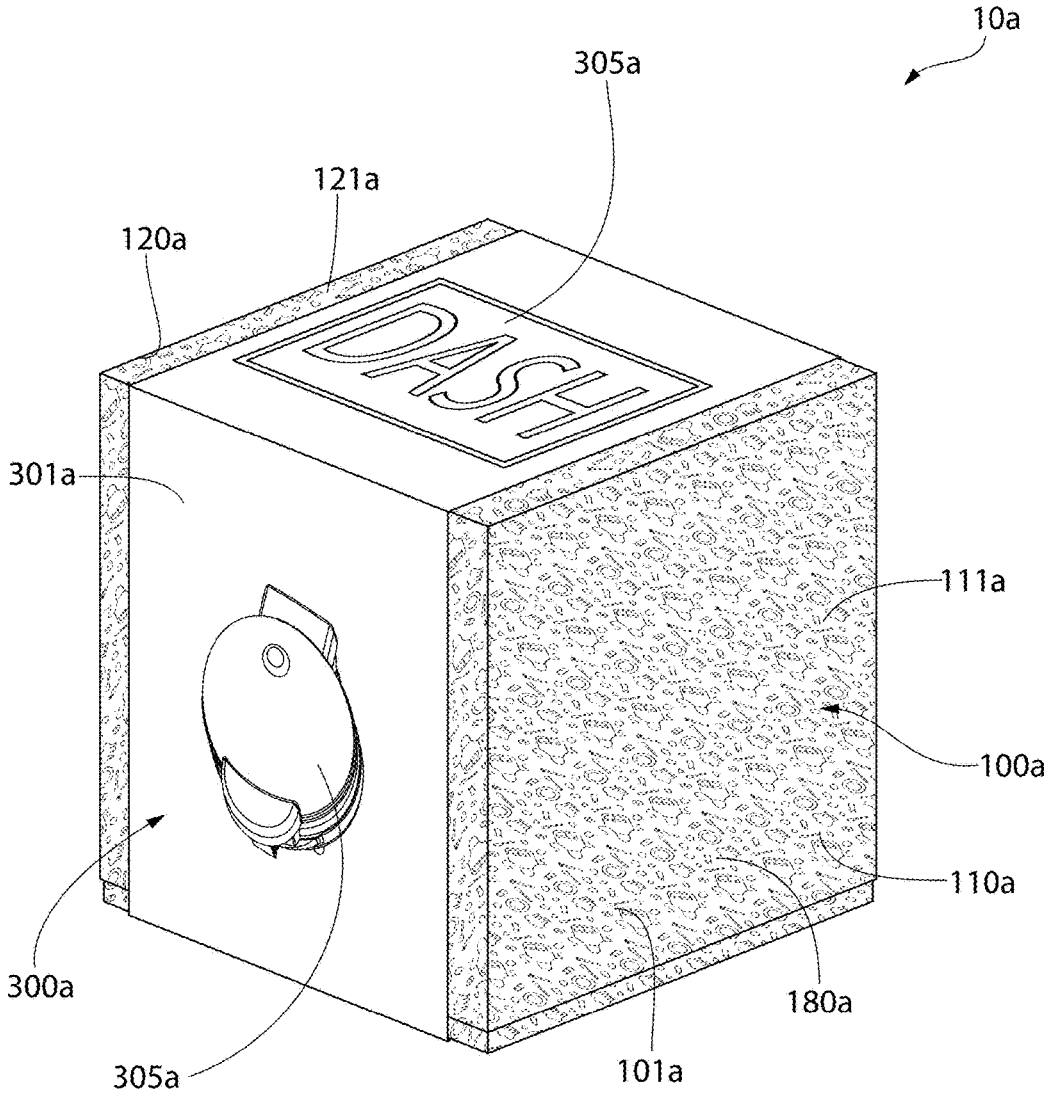


FIG. 10

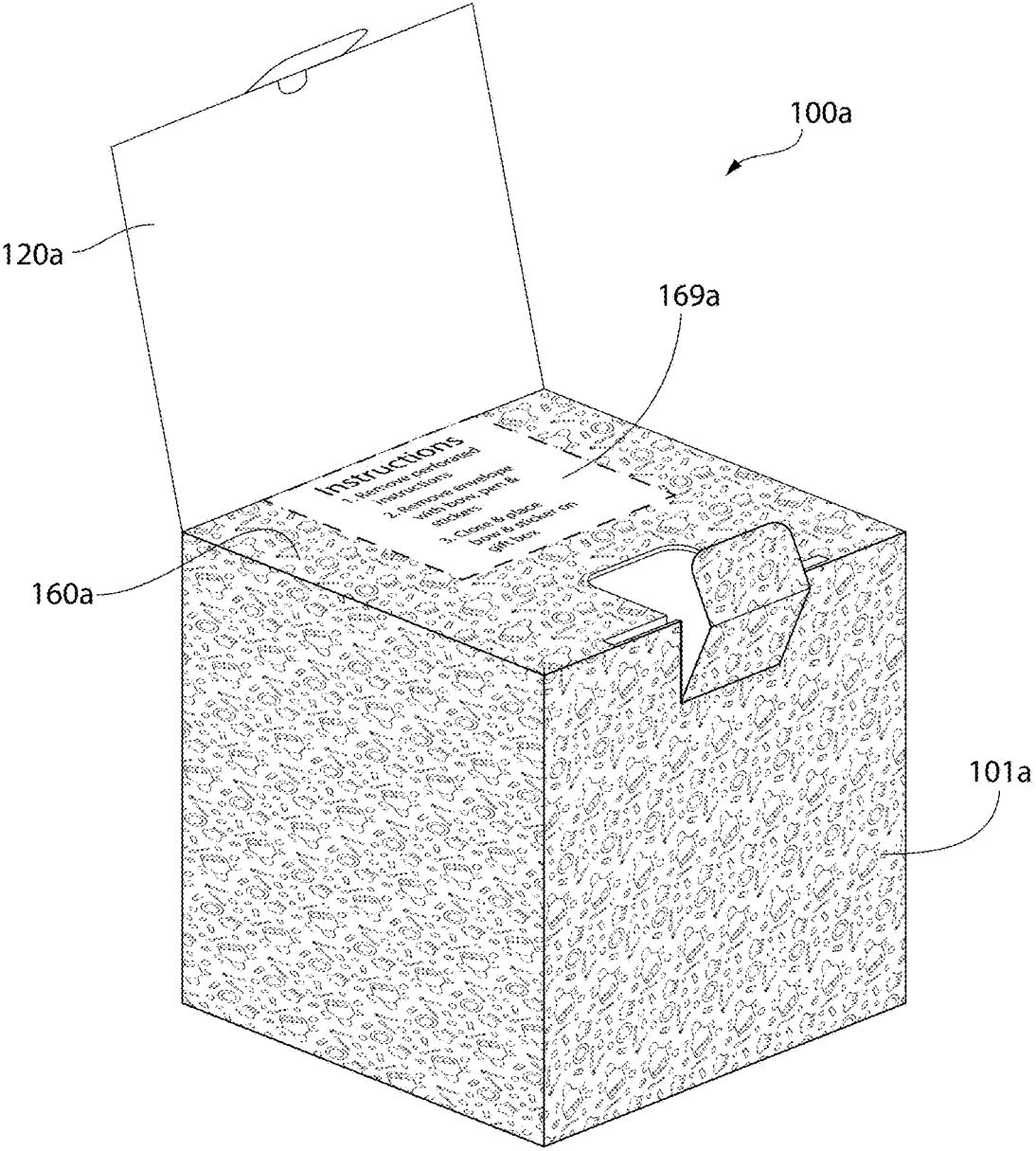


FIG. 11

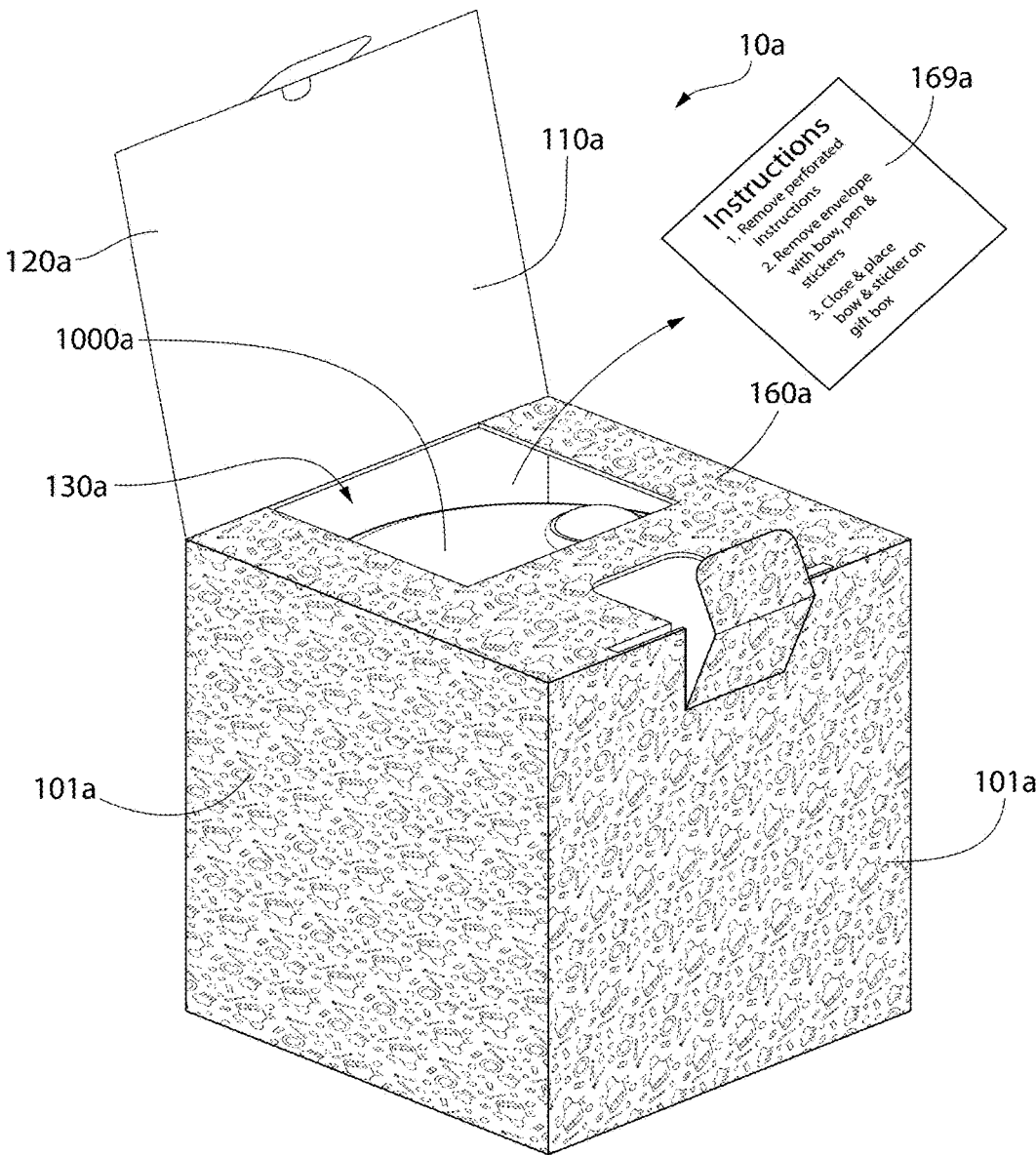


FIG. 12

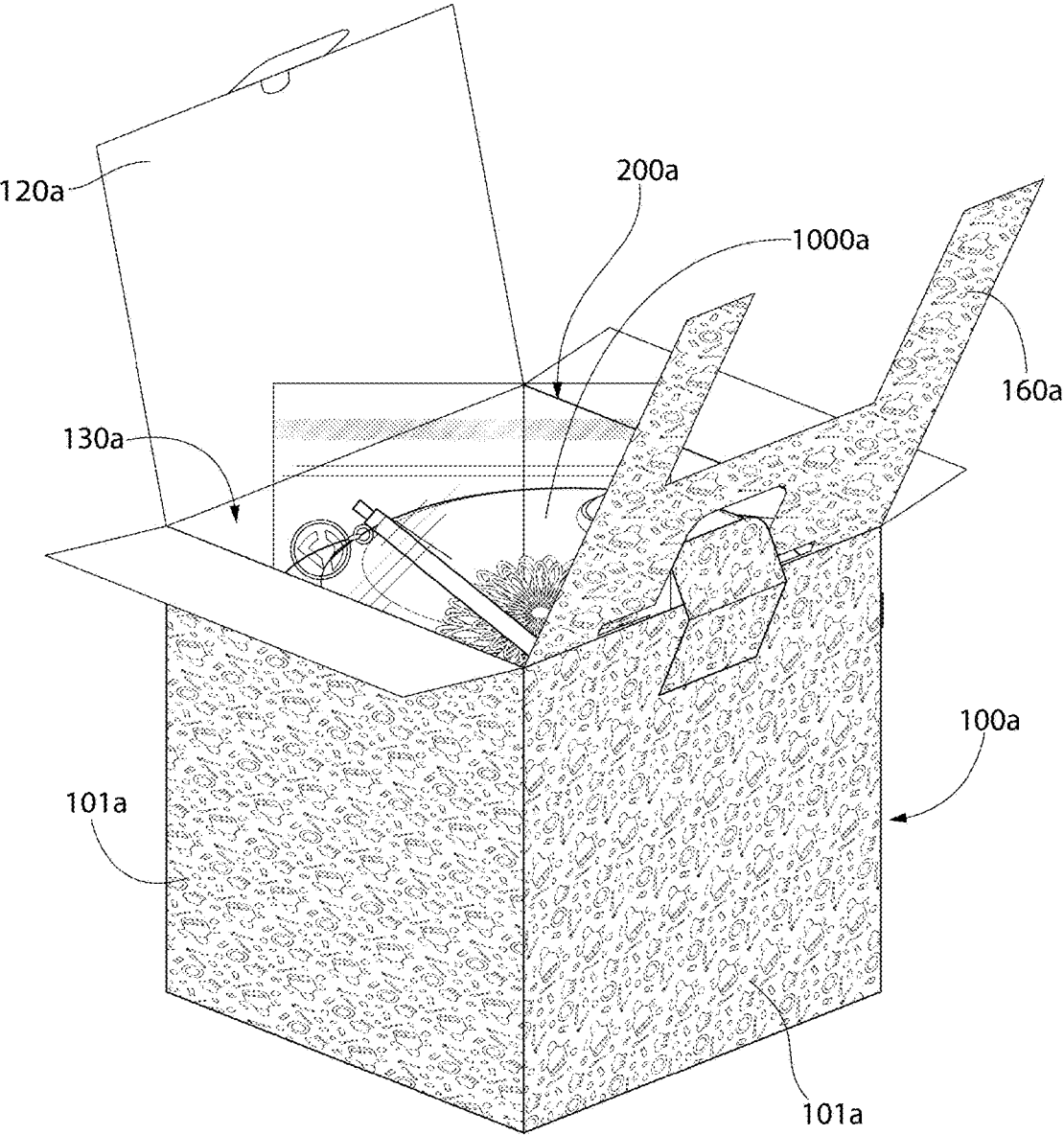


FIG. 13

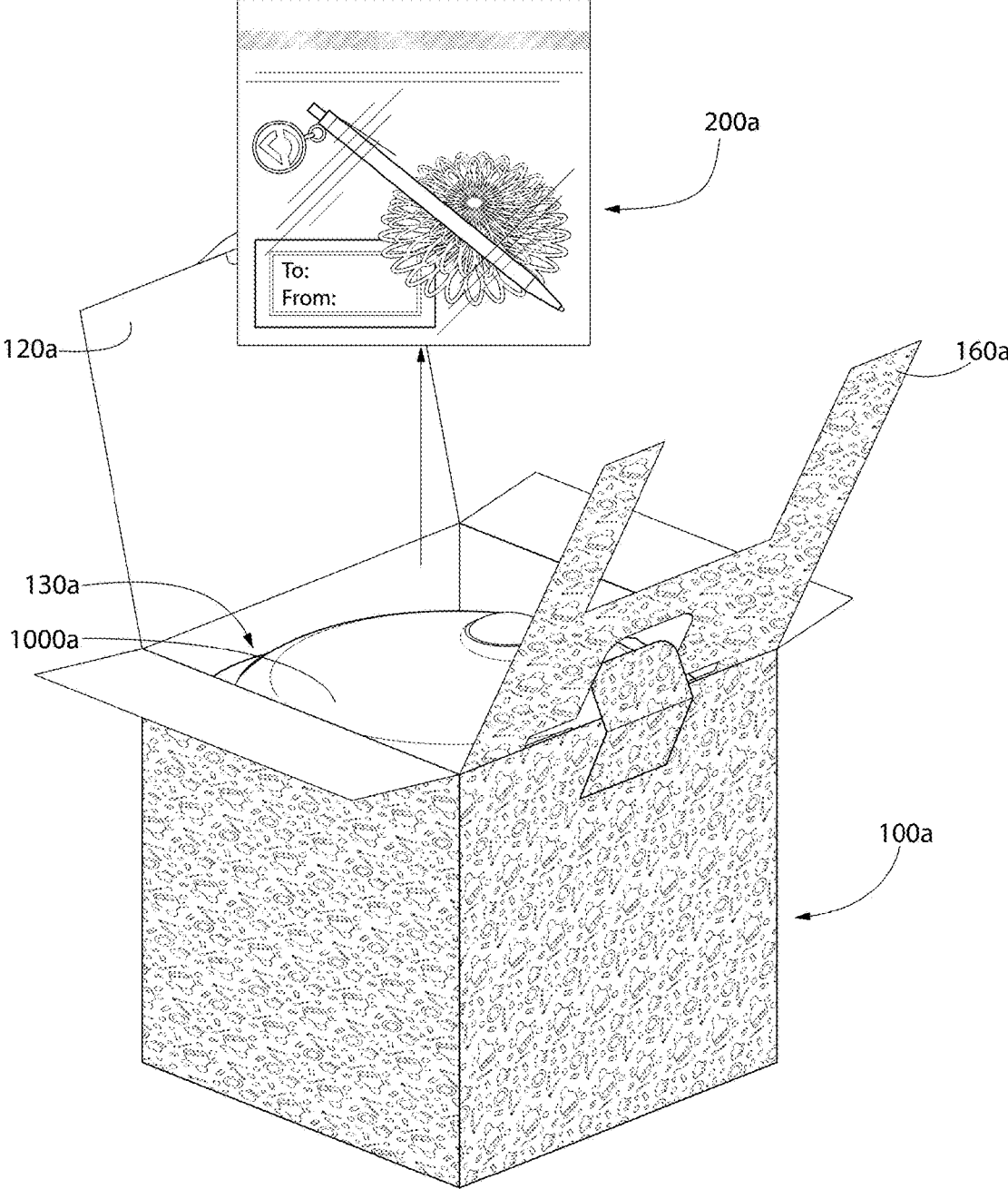


FIG. 14

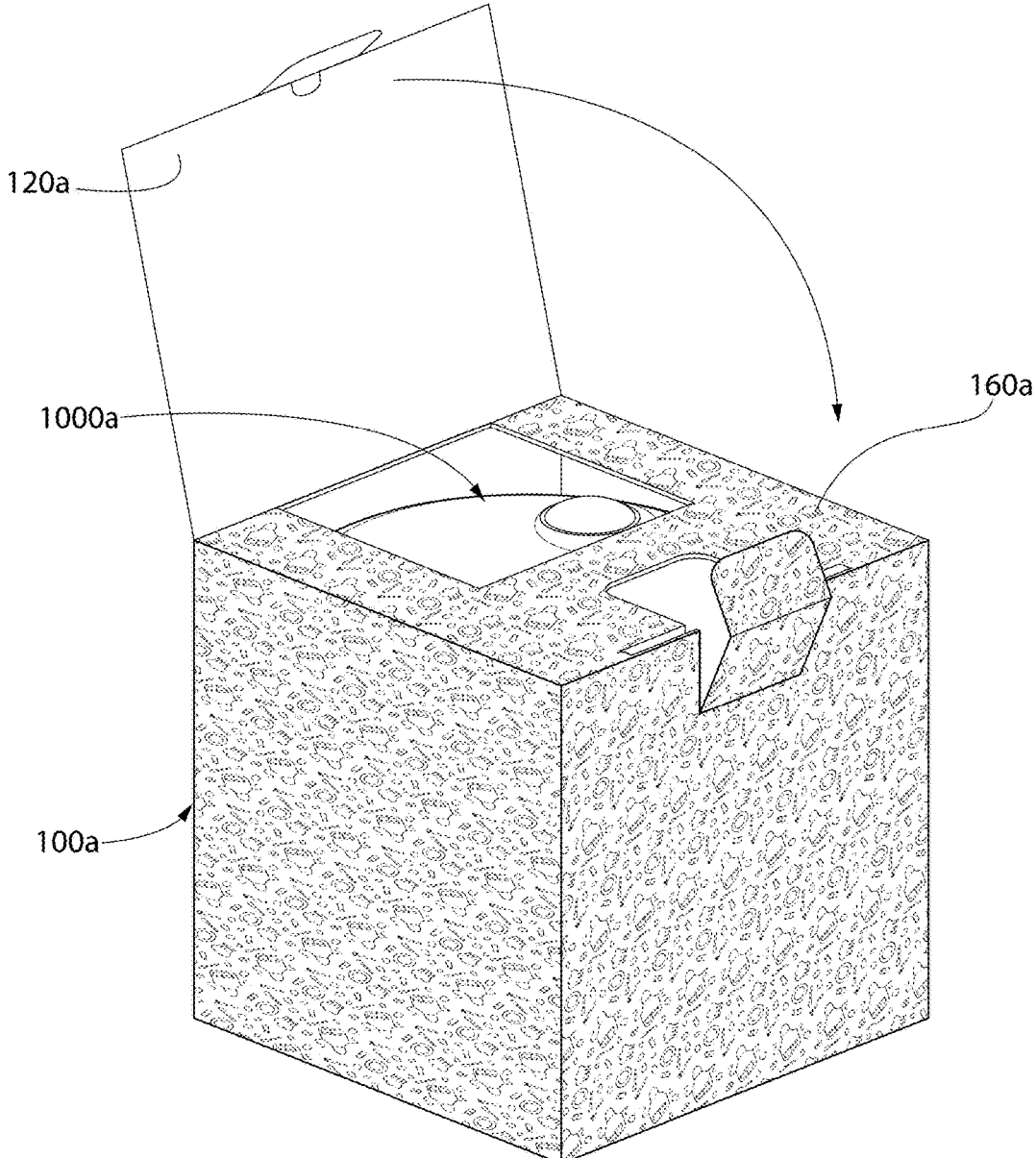


FIG. 15

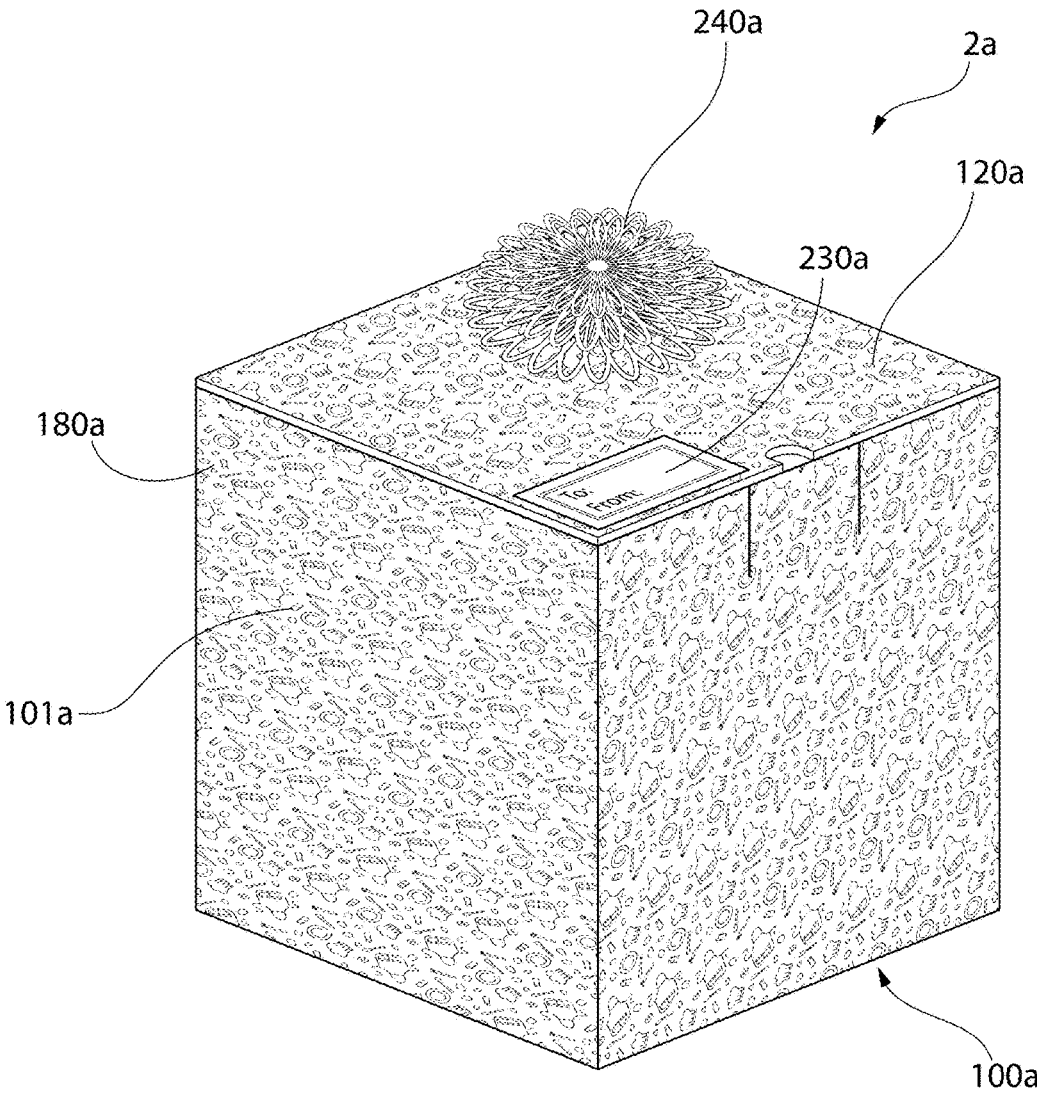


FIG. 16

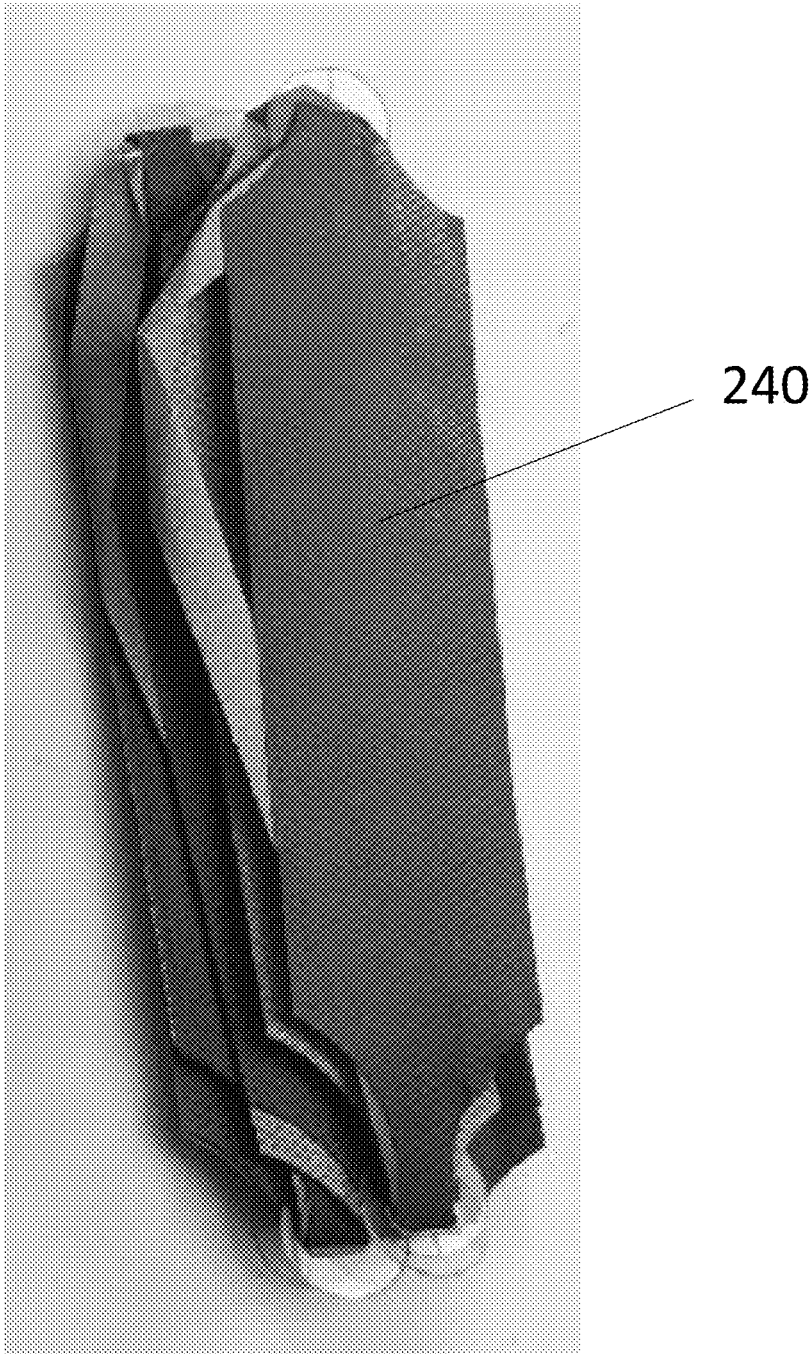


FIG. 17

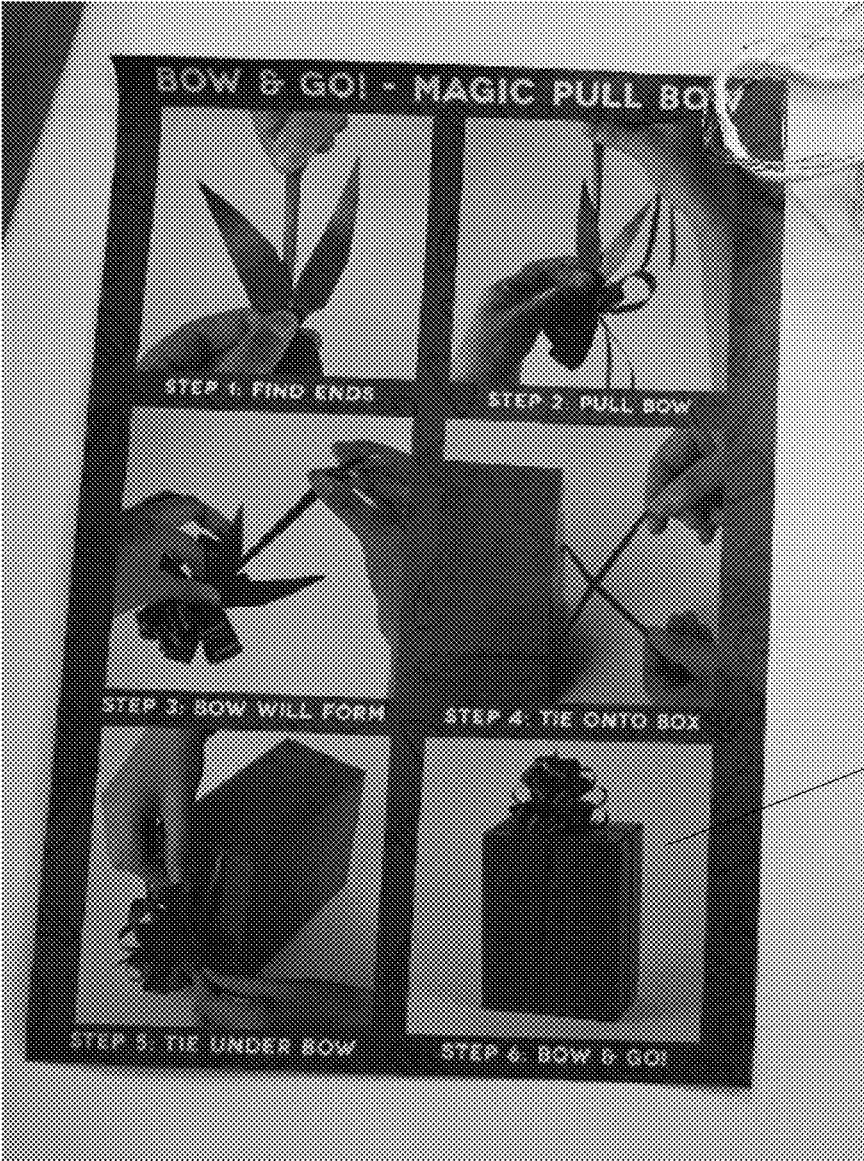


FIG. 18

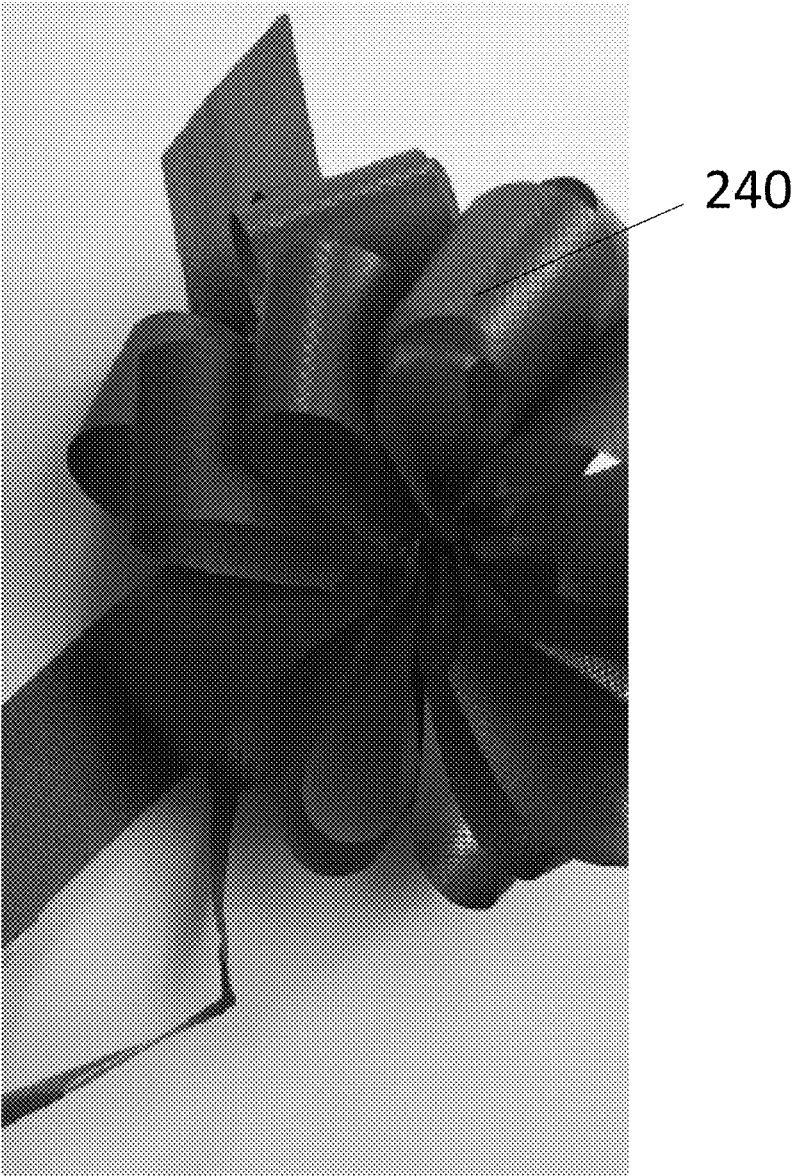


FIG. 19

DUAL PURPOSE GIFT WRAPPING AND CONSUMER PACKAGING KIT

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. Provisional Application No. 62/530,556, filed on Jul. 10, 2017 as well as U.S. Provisional Application No. 62/548,219, filed on Aug. 21, 2017. The disclosures of the above applications are incorporated herein by reference.

BACKGROUND

[0002] Previous methods of gift wrapping require the use of paper based material that must be cut for the gift and then taped so the paper will not unfold and unwrap. The process can take time, requires additional tools (e.g., ruler, scissors), and the folded a is not guaranteed to leave an aesthetically pleasing gift-wrap if the user is inexperienced or lacks dexterity. Additionally, excess paper is wasted as it does not become part of the wrapping job. Thus, there exists a need for a new gift wrapping that does not suffer the setbacks of these previous methods of gift wrapping.

BRIEF SUMMARY

[0003] The present invention includes a packaged article comprising a dual-purpose packaging system comprising: an outer container having an exposed outer surface comprising visible indicia indicative of the article, the outer container being closed to form a first internal cavity; an inner container having an exposed outer surface that is free of any visible indicia indicative of the article, the inner container being closed to form a second internal cavity, the inner container disposed within the first internal cavity of the outer container; and a gift marking kit contained within the first internal cavity between the inner container and the outer container; wherein the article disposed in the second internal cavity of the inner container.

[0004] Other embodiments of the present invention include a packaged article comprising: a dual-purpose packaging system comprising: an outer container having an exposed outer surface comprising visible indicia indicative of the article that includes graphical images of the article, text relating to the article, and a brand indicator, the outer container being closed to form a first internal cavity; an inner container having an exposed outer surface that is free of any graphical images of the article and text relating to the article, the inner container being closed to form a second internal cavity, the inner container disposed within the first internal cavity of the outer container; and a gift marking kit contained within the first internal cavity between the inner container and the outer container; wherein the article disposed in the second internal cavity of the inner container.

[0005] Other embodiments of the present invention include a packaged article comprising: a dual-purpose packaging system comprising: an outer box having an exposed outer surface comprising visible indicia indicative of the article that includes graphical images of the article, text relating to the article, and a brand indicator, the outer container being closed to form a first internal cavity; a blind inner box, the blind box being closed to form a second internal cavity, the blind box disposed within the first internal cavity of the outer box so that a clearance exists between the outer surface of the blind box and an inner

surface of the outer box; and a gift marking kit located within the clearance between the blind box and the outer box, the gift making kit comprising a flexible bag containing a pull bow in a flattened state, a gift tag, and instructions for applying the gift marking kit to the inner container to form a gift package; and wherein the article disposed in the second internal cavity of the inner container.

[0006] Other embodiments of the present invention include a gift marking kit comprising a flexible bag; a ribbon in a first state having a first height; a gift tag; and a writing instrument; wherein the flattened ribbon, the gift tag and the writing instrument are contained within the flexible bag, and the flattened ribbon can be altered from the first state into a second state, where the ribbon has a second height in the second state that is at least three times greater than the first height.

[0007] Further areas of applicability of the present invention will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating the preferred embodiment of the invention, are intended for purposes of illustration only and are not intended to limit the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] The present invention will become more fully understood from the detailed description and the accompanying drawings, wherein:

[0009] FIG. 1 is a perspective view of a packaged article according to one embodiment;

[0010] FIG. 2 is a perspective view of the packaged article of FIG. 1 in an opened state;

[0011] FIG. 3 is a perspective of the separate components of the packaged article of the present invention;

[0012] FIG. 4 is a perspective view of an inner container of the packaged article in a closed-state according to the present invention;

[0013] FIG. 5 is a perspective view of the inner container in an open-state according to the present invention;

[0014] FIG. 6 is a perspective view of the inner container transitioning from the open-state to the closed-state;

[0015] FIG. 7 is a perspective view of the inner container in a gift-wrapped state according to the present invention;

[0016] FIG. 8 is a gift marking kit according to one embodiment of the present invention;

[0017] FIG. 9 is a point of sale display kit comprising a plurality of the packaged article of the present invention;

[0018] FIG. 10 is a perspective view of a packaged article according to an alternative embodiment;

[0019] FIG. 11 is a perspective view of an inner container according to an alternative embodiment of the present invention;

[0020] FIG. 12 is a perspective view of the inner container according to an alternative embodiment of the present invention;

[0021] FIG. 13 is a perspective view of the inner container according to an alternative embodiment of the present invention;

[0022] FIG. 14 is a perspective view of the inner container according to an alternative embodiment of the present invention;

[0023] FIG. 15 is a perspective view of the inner container according to an alternative embodiment of the present invention;

[0024] FIG. 16 is a perspective view of the inner container in a gift-wrapped state according to an alternative embodiment of the present invention;

[0025] FIG. 17 is a bow that forms part of a gift marking kit of the present invention, whereby the bow is in a flattened state;

[0026] FIG. 18 is an instruction sheet that forms part of a gift marking kit of the present invention; and

[0027] FIG. 19 is the bow that forms part of a gift marking kit of the present invention, whereby the bow is in an altered state.

DETAILED DESCRIPTION

[0028] The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, its application, or uses.

[0029] As used throughout, ranges are used as shorthand for describing each and every value that is within the range. Any value within the range can be selected as the terminus of the range. In addition, all references cited herein are hereby incorporated by referenced in their entireties. In the event of a conflict in a definition in the present disclosure and that of a cited reference, the present disclosure controls.

[0030] Unless otherwise specified, all percentages and amounts expressed herein and elsewhere in the specification should be understood to refer to percentages by weight. The amounts given are based on the active weight of the material.

[0031] The description of illustrative embodiments according to principles of the present invention is intended to be read in connection with the accompanying drawings, which are to be considered part of the entire written description. In the description of embodiments of the invention disclosed herein, any reference to direction or orientation is merely intended for convenience of description and is not intended in any way to limit the scope of the present invention. Relative terms such as “lower,” “upper,” “horizontal,” “vertical,” “above,” “below,” “up,” “down,” “top,” and “bottom” as well as derivatives thereof (e.g., “horizontally,” “downwardly,” “upwardly,” etc.) should be construed to refer to the orientation as then described or as shown in the drawing under discussion. These relative terms are for convenience of description only and do not require that the apparatus be constructed or operated in a particular orientation unless explicitly indicated as such.

[0032] Terms such as “attached,” “affixed,” “connected,” “coupled,” “interconnected,” and similar refer to a relationship wherein structures are secured or attached to one another either directly or indirectly through intervening structures, as well as both movable or rigid attachments or relationships, unless expressly described otherwise. Moreover, the features and benefits of the invention are illustrated by reference to the exemplified embodiments. Accordingly, the invention expressly should not be limited to such exemplary embodiments illustrating some possible non-limiting combination of features that may exist alone or in other combinations of features; the scope of the invention being defined by the claims appended hereto.

[0033] Unless otherwise specified, all percentages and amounts expressed herein and elsewhere in the specification should be understood to refer to percentages by weight. The amounts given are based on the active weight of the material. According to the present application, the term “about” means $\pm 5\%$ of the reference value. According to the

present application, the term “substantially free” less than about 0.1 wt. % based on the total of the referenced value.

[0034] Referring now to FIGS. 1-3 and 9, the present invention includes a packaged article 10 that can be sold as an off-the-shelf consumer item or at a point of sale display 500 that comprises a plurality of the packaged articles 10. The packaged article 10 is an all-inclusive gift and system for wrapping and presenting an article 1000 to another. In a non-limiting example, the packaged article 10 may be suitable for presenting the article 1000 as a gift to another—as described further herein. The phrase “off-the-shelf consumer item” refers to consumer good that is ready to be displayed for sale in consumer setting (i.e., a store), whereby the consumer may purchase the good.

[0035] The point of sale system 500 of the present invention may comprise a point of sale display 510 (also referred to as a “display”) and at least one of the packaged articles 10—preferably a plurality of the packaged articles 10. The packaged articles 10 may be placed on a shelf or support surface present of the sale display 510.

[0036] The outer container 300 may comprise a first box having an outer surface 301 that is opposite an inner surface 302. According to the present invention the term “outer box” may be used interchangeably with “first box.” The box may be formed from a single sheet of cellulosic or plastic material, cut to shape and folded into a box shape and bonded by adhesive or tape at the seams. The outer container 300 may comprise a plurality of walls 310 and a lid 320 that close to collectively define a first internal cavity 330. Each of the plurality of walls 310 may comprise an outer surface 311 that are opposite an inner surface 312. The outer surface 311 of each wall 310 may form a portion of the outer surface 301 of the outer container 300.

[0037] The inner surface 312 of each wall 310 may form a portion of the inner surface 302 of the outer container 300. The inner surface 312 of each wall 310 may face the first internal cavity 330. The lid 320 may comprise an outer surface 321 that is opposite an inner surface 322. The outer surface 321 of the lid 320 may form a portion of the outer surface 301 of the outer container 300. The inner surface 322 of the lid 320 may form a portion of the inner surface 302 of the outer container 300.

[0038] The lid 320 may comprise an attachment edge 324 that is connected to one of the walls 310. The interface between the attachment edge 324 of the lid 320 and the corresponding wall 310 may extend along an attachment seam 325, whereby the lid 320 may rotate relative to the wall 310 about the attachment seam 325, thereby transitioning between an open state (as shown in FIG. 3) and a closed state (as shown in FIG. 1).

[0039] The lid 320 may further comprise one or more free edges 326 that are not connected to walls 310, thereby allowing the lid 320 to rotate freely about the attachment seam 325. The lid 320 may extend continuously to a wall 310 across the attachment edge 324 and attachment seam 325. One or more of the free edges 326 may comprise a locking geometry that is configured to reversibly mate with a top edge of one or more walls 310 and/or the locking geometry of another free edge 326 of the lid 320.

[0040] In a non-limiting example, the free edge 326 may comprise a tab and the top edge of corresponding the wall 310 may comprise a slot configured to receive the tab, thereby temporarily interlocking the free edge 326 of the lid 320 to the wall 310—thereby temporarily securing the lid

320 in the closed state. In other embodiments, the free edge **326** may comprise a slot and the top edge of corresponding the wall **310** may comprise a tab that is configured to be inserted into the slot of the free edge **326**, thereby temporarily interlocking the top edge of the wall **310** and the free edge **326** of the lid **320**—thereby temporarily securing the lid **320** in the closed state.

[0041] As demonstrated by FIG. 1, in the closed state, outer surface **301** of the outer container **300** may completely conceal the gift wrapping kit **200** and the inner container **100** that are disposed within the first internal cavity of the outer container **300** when viewing the outer surface **301** of the outer container **300** with the naked eye. In other embodiments, in the closed state, outer surface **301** of the outer container **300** may only partially conceal the gift wrapping kit **200** and/or the inner container **100** that are disposed within the first internal cavity of the outer container **300** when viewing the outer surface **301** of the outer container **300** with the naked eye such that the gift wrapping kit **200** and/or the inner container **100** are partially visible when viewing the outer surface **301** of the outer container **300** with the naked eye.

[0042] The outer container **300** may comprise a first visible indicia **305** present on the outer surface **301** of the outer container **300**. The first visible indicia **305** may be indicative of the article **1000** disposed within the inner container **100** of the packaged article **10**. The phrase “indicative of the article” refers to the first visible indicia **305** being discernable to the naked eye of a user and not requiring machine or computer aided help to decipher what article **1000** is disposed within the inner container **100**.

[0043] In a non-limiting embodiment, the first visible indicia **305** is free of QR codes and/or bar codes. In some embodiments, the outer surface **301** of the outer container **300** may comprise QR codes or bar codes—but such QR codes and/or bar codes are not the first visible indicia **305**.

[0044] In a non-limiting embodiment, the first visible indicia **305** may comprise graphical images **305**, text relating to the article **305**, and combinations thereof. In a non-limiting example, the graphical image **305** may be a logo or a photographic and/or drawing reproduction of the article **1000**. In a non-limiting example, the text **305** may be a logo or product line of consumer products relating to the article **1000**. In a non-limiting example, the graphical image **305** may be that of a kitchen appliance—such as a waffle or sandwich iron. The first visible indicia **305** on the exposed outer surface **301** of the outer container **300** may comprise comprises graphical images of the article **1000** and text relating to the article **1000**.

[0045] As discussed, the present invention may include a point of sale system **500** that comprises one or more packaged articles **10** being placed on a shelf or support surface present of the sale display **510**. The display **510** may comprise a logo **507** of a brand (also referred to as a “brand indicator”) or an image/electronic display of a consumer product or line of consumer products **508** provide an indication as to what may be concealed by the gift-wrapping kit **10**. In such embodiments, the display **510** may comprise at least one of the logo **507** and/or the brand or product line **508** such that the packaged article **10** does not need to include the first visible indicia **305**.

[0046] In other embodiments, the present invention may further include a point of sale system **500** comprising one or more packaged articles **10** being used with the display **510**,

whereby the display has a logo **507** and/or consumer product indicia **508**, and the packaged article **10** may also comprise the first visible indicia **305**.

[0047] The packaged article **10** of the present invention may comprise a dual-purpose packaging system **600** that comprises an inner container **100**, a gift marking kit **200**, and an outer container **300**. The packaged article **10** may further comprise an article **1000**. As discussed further herein, the packaged article **10** may have the article **1000** being disposed within the inner container **100**, and the inner container **100** being disposed within the outer container **300**, whereby the gift marking kit **200** is disposed between the inner container **100** and the outer container **300**. In an alternative embodiment, the packaged article **10** may comprise both the article **1000** and the gift marking kit **200** being disposed within the inner container **100**, and the inner container being disposed within the outer container **300**.

[0048] The outer container **300** may be formed from a cellulosic material (e.g., paper, cardboard), a plastic material, and combinations thereof. In a non-limiting example, the cellulosic material of the outer container **300** may be formed from a non-corrugated paper. Each of the walls **310** and lid **320** may have a first thickness as measured by the distance between the corresponding outer surface **311**, **321** and the inner surface **312**, **322**.

[0049] The first visible indicia **305** may be present on the outer surface **311** of one or more walls **310**. The first visible indicia **305** may be present on the outer surface **321** of the lid **320**. The first visible indicia **305** may be a foil, applied by printing, lamination, or the like.

[0050] Referring now to FIGS. 4-6, the inner container **100** may form a second box having an outer surface **101** that is opposite an inner surface **102**. According to the present invention the term “inner box” may be used interchangeably with “second box.” The box may be formed from a single sheet of cellulosic or plastic material, cut to shape and folded into a box shape and bonded by adhesive or tape at the seams.

[0051] The inner container **100** may comprise a plurality of walls **110** and a lid **120** that close to collectively define a second internal cavity **130**. Each of the plurality of walls **110** may comprise an outer surface **111** that are opposite an inner surface **112**. The outer surface **111** of each wall **110** may form at least a portion of the outer surface **101** of the inner container **100**. The inner surface **112** of each wall **110** may form at least a portion of the inner surface **102** of the inner container **100**. The inner surface **112** of each wall **110** may face the second internal cavity **130**.

[0052] The lid **120** may comprise an outer surface **121** that is opposite an inner surface **122**. The outer surface **121** of the lid **120** may form at least a portion of the outer surface **101** of the inner container **100**. The inner surface **122** of the lid **120** may form at least a portion of the inner surface **102** of the inner container **100**. As discussed further herein, the first container **100** may further comprise a concealment flap **160** that is located between the first internal cavity **130** and the lid **120**.

[0053] The lid **120** may comprise an attachment edge **124** that is connected to one of the walls **110** of the inner container **100**. The interface between the attachment edge **124** of the lid **120** and the corresponding wall **110** may extend along an attachment seam **125**, whereby the lid **120** may rotate relative to the wall **110** about the attachment seam **125**, thereby transitioning between an open state (as

shown in FIG. 5) and a closed state (as shown in FIG. 4). The lid 120 may further comprise one or more free edges 126 that are not connected to walls 110 of the inner container 100, thereby allowing the lid 120 to rotate freely about the attachment seam 125. The lid 120 may extend continuously to a wall 110 across the attachment edge 124 and attachment seam 125.

[0054] One or more of the free edges 126 may comprise a locking geometry 127 that is configured to reversibly mate with a corresponding locking geometry 117 of a top edge of one or more walls 110 of the inner container 100.

[0055] In a non-limiting example, the locking geometry 127 of the free edge 126 may comprise a tab 128 and the corresponding locking geometry 117 of the top edge of the wall 110 may comprise a slot 119 configured to receive the tab 128, thereby temporarily interlocking the free edge 126 of the lid 120 to the wall 110—thereby temporarily securing the lid 120 in the closed state. In other embodiments, the free edge 126 may comprise a slot (not pictured) and the top edge of corresponding wall 110 may comprise a tab 118 that is configured to be inserted into the slot of the free edge 126 of the lid 120 of the inner container 100, thereby temporarily interlocking the wall 110 and the free edge 126 of the lid 120—thereby temporarily securing the lid 120 in the closed state.

[0056] The inner container 100 may further comprise a concealment flap 160 that is located between the second internal cavity 130 and the lid 120 of the inner container 120. As discussed further herein, the concealment flap 160 may be configured to mask any openings extending from the second internal cavity 130 to the outer surface 101 of the inner container 100 that would otherwise be unblocked without the concealment flap 160, whereby ensuring the product 1000 is properly masked when the inner container 100 is in a closed state.

[0057] The concealment flap 160 may comprise an outer surface 161 that is opposite an inner surface 162. The concealment flap 160 may comprise an attachment edge 164 that is connected to one of the upper portions of the walls 110 of the inner container 100. The interface between the attachment edge 164 of the concealment flap 160 and the corresponding wall 110 may extend along an attachment seam, whereby the concealment flap 160 may rotate relative to the wall 110 about the attachment seam of the concealment flap 160, thereby transitioning between an open state (as shown in FIG. 5) and a closed state (as shown in FIG. 6).

[0058] The attachment seam of the concealment flap 160 may be located opposite the attachment seam 124 of the lid 120 on opposite sides of the second internal cavity 130. The concealment flap 160 may further comprise one or more free edges 166 that are not connected to walls 110 of the inner container 100, thereby allowing the concealment flap 160 to rotate freely about the attachment seam of the concealment flap 160. The concealment flap 160 may extend continuously to an upper portion of the wall 110 across the attachment edge 164 and attachment seam of the concealment flap 160.

[0059] The concealment flap 160 may further comprise interlocking geometry 167 that is configured to receive and/or mate with the locking geometry 127 of the lid 120. In a non-limiting example the interlocking geometry 167 of the concealment flap 160 may include a through hole extending from the outer surface 161 to the inner surface 162 of the

concealment flap 160, whereby the through hole is sized to receive the tab 128 of the lid 120, thereby locking the lid 120 into the closed state.

[0060] As demonstrated by FIGS. 4-6, the packaged article 10 may comprise the article 1000 being disposed within the second internal cavity 130, whereby in the closed state, outer surface 101 of the inner container 100 may completely conceal the article 1000 when viewing the outer surface 101 of the inner container 100 in the closed state with the naked eye.

[0061] The inner container 100 may serve to conceal the article 1000 to give a surprise when giving the article 1000 as a gift. The outer surface of the inner container 100 may comprise a second visible indicia 180 indicative of the inner container 100 concealing a gift or present contained within the chamber 120. Stated otherwise, the second visible indicia 180 may indicate the inner container 100 contains a gift without indicating what is the specific article 1000 contained therein.

[0062] The second visible indicia 180 is different from the first visible indicia 305. In some embodiments, the outer surface 101 of the inner container 100 is free of the first visible indicia 305 indicative of the article 1000. The inner container 100 may be referred to as a “blind inner box” in that it hides the identity of the article 1000 contained within the second internal cavity 130 of the inner container 100.

[0063] Non-limiting examples of the second visible indicia 180 include repeating decorative patterns, text, various colors, and combinations thereof. A non-limiting example of second visible indicia 180 that is text may include the phrase “Happy Birthday,” “Merry Christmas,” “Happy Hanukkah,” or the like. A non-limiting example of second visible indicia 180 that is a repeating pattern may include lines, geometric shapes, candles, clothing, cake, cooking ware, gift boxes, holiday icons (e.g., Christmas Tree, Menorah, Santa Clause, or the like), as well as combinations thereof.

[0064] The second visible indicia 180 may be on an outer surface 101 of a single wall 110 or a combination of two or more walls 110. The second visible indicia 180 may at least be on the outer surface 121 of the lid 110 of the inner container 100. The second visible indicia 180 preset on the exposed outer surface 101 of the inner container 100 may comprise a patterned print or a solid color print.

[0065] The inner container 100 may be formed from a cellulosic material (e.g., paper, cardboard), a plastic material, and combinations thereof. In a non-limiting example, the cellulosic material of the inner container 100 may be formed from a corrugated paper. Each of the walls 110 and lid 120 may have a second thickness as measured by the distance between the corresponding outer surface 111, 121 and the inner surface 112, 122. The first thickness may be the same as the second thickness. In other embodiments, the first thickness and the second thickness may be different. In some embodiments, the first thickness may be less than the second thickness.

[0066] According to some embodiments of the present invention, the inner container 100 and the outer container 200 may be substantially the same size and shape so that the inner container 100 provides structural rigidity to the outer container 300.

[0067] The outer container 300 may occupy a first outer volume as defined by a first outer length, a first outer width, and a first outer height as measured at the outer surfaces 301 of the outer container 300. The first internal cavity 330 of the

first container **300** may occupy a first inner volume as defined by a first inner length, a first inner width, and a first inner height as measured at the inner surfaces **302** of the outer container **300**.

[0068] The inner container **100** may occupy a second outer volume as defined by a second outer length, a second outer width, and a second outer height as measured at the outer surfaces **101** of the inner container **100**. The second internal cavity **130** of the second container **100** may occupy a second inner volume as defined by a second inner length, a second inner width, and a second inner height as measured at the inner surfaces **102** of the inner container **100**.

[0069] The second outer length of the inner container **100** may range from about 90% to about 99.9% of the first inner length of the outer container **300**—including all percentages and sub-ranges there-between. The second outer width of the inner container **100** may range from about 90% to about 99.9% of the first inner width of the outer container **300**—including all percentages and sub-ranges there-between. The second outer height of the inner container **100** may range from about 90% to about 99.9% of the first inner height of the outer container **300**—including all percentages and sub-ranges there-between.

[0070] The first outer volume is greater than the second outer volume. The first inner volume is greater than the second outer volume. The second outer volume may range from about 90% to about 99.% of the first inner volume—including all percentages and sub-ranges there-between.

[0071] The gift-marking kit **200** may occupy a third outer volume as measured at the outer surface **211** of the envelope **210** when the envelope is filled with at least a label **230** and decorative element **240**—as discussed further herein. The third volume may be less than or equal to the difference between the first inner volume of the outer container **300** and the second outer volume of the inner container **100**. The gift-marking kit **200** may have a kit thickness as measured between opposing outer surfaces **211** of the envelope **210** when the envelope is filled with at least a label **230** and decorative element **240**, whereby the kit thickness is less than the second height of the bow **240**.

[0072] The packaged article **10** may comprise a clearance that exists between the outer surface **101** of the inner container **100** and an inner surface **302** of the outer container **300**. The clearance may be less than 2 cm. In a preferred embodiment, the clearance may be less than 1 cm. The kit thickness may be less than or equal to the clearance.

[0073] The second visible indicia **180** may be present on the outer surface **111** of one or more walls **110**. The second visible indicia **180** may be present on the outer surface **121** of the lid **120**. The second visible indicia **180** may be applied by printing, lamination, or the like. The second visible indicia **180** may be applied as a foil layer.

[0074] The inner container **100** may comprise an inner surface **102** that is formed from cellulosic material—such as cardboard. According to this embodiment, the outer surface **101** of the inner container **100** may be formed from a decorative layer that comprises a print layer, a lamination layer, and/or foil layer that forms the second visible indicia **180**. In some embodiments, the outer surface **101** of the inner container **100** may be formed from a decorative layer that is not a cellulosic layer.

[0075] Referring now to FIGS. **4** and **7**, the inner container **100** may be converted from a first state **1** (also referred to as an “unwrapped state”) to a second state **2** (also referred to as

a “gift wrapped state”) using the gift marking kit **200**. In the first state **1**, the inner container **100** may be present disposed within first internal cavity **330** of the outer container **300** along with the gift-marking kit **200** as the off-the-shelf consumer item prior to end-sale.

[0076] Referring now to FIG. **8**, transitioning the inner container **100** from the first state **1** to the second state **2** requires removing the gift marking kit **200** from the outer container **300**. The gift marking kit **200** may comprise an envelope **210** and one or more of the following components: a writing instrument **220**; a label **230**; a decorative element **240**; and/or instructions **250**. Non-limiting examples of the decorative element **240** include a ribbon, a bow, or the like, as well as combinations thereof. The bow may be referred to as a “gift bow”—which exhibits characteristics indicative of a gift-giving aesthetics.

[0077] The envelope **210** may be a flexible bag having an outer surface **211** opposite an inner surface—whereby the writing instrument **220**, the label **230**, the decorative element **240**, and the instructions are adjacent the inner surface **211** of the envelope **210**. The flexible bag may be formed of plastic material (e.g., cellophane), or natural materials (e.g., paper). The flexible bag may be clear, semi-transparent, or opaque. In one embodiment, the flexible bag is substantially clear, thereby allowing the user to see the contents of the gift-marking kit **200** contained within the envelope **210**.

[0078] The bow **240** may be supplied as part of the gift marking kit **200** be being disposed inside of the envelope **210** in a flattened state—as demonstrated by FIG. **17**. In the flattened state, the bow **240** may have a first height. Once removed from the envelope **210**, the bow **240** may be altered into a formed state, whereby the bow has a second height—as demonstrated by FIG. **19**. The second height may be greater than the first height. The bow **240** may be already

[0079] In a non-limiting embodiment, the bow **240** may be altered between the flattened state and the altered state as demonstrated by U.S. Pat. No. 4,585,676, hereby incorporated by reference in its entirety. Bows **240** may be commercially available as the Magic Pull Bow.

[0080] The writing instrument **220** may be a pencil, pen, marker, or the like. The writing instrument **220** may be specifically selected such that a user can make unique marks on the label **230**. The label **230** may be referred to as a “gift tag.” The label **230** may comprise pre-applied text—such as “To:” and “From:” or text such as “Happy Birthday” or the like. The label **230** may comprise a blank portion **231** that is suitable for marking with writing instrument.

[0081] In a non-limiting example, the blank portion **231** may be marked in ink and/or graphite by the writing instrument **220**. The writing instrument **220**, the label **230**, and/or the decorative element **240** may be contained within the envelope **210**, whereby the envelope **210** is sealed. In the first state **1**, the gift marking kit **200** may be contained within the first internal cavity **330** of the outer container **330**.

[0082] The gift marking kit **200** may further comprise instructions **250** that provide either text, visual indicia (i.e., diagrams), or both explaining how to convert the bow **240** from the flattened state to the altered state. The instructions **250** may also provide either text and/or visual indicia (i.e., diagrams) that explain how to attach the bow **240** and/or the label **230** to the outer surface **101** of the inner container **100**.

[0083] In the first state, **1** the gift marking kit **200** may comprise the writing instrument **220**, the label **230**, the decorative element **240**, and instructions **250** contained

within the envelope 210, whereby the envelope 210 is sealed and the sealed envelope 210 is contained within the first internal cavity 330 of the outer container 300 but external the second internal cavity 130 of the inner container 100, whereby the product 1000 is disposed within the second internal cavity 130. Specifically, in the first state 1 the gift marking kit 200 may be located between the inner surface 302 of the outer container 300 and the outer surface 101 of the inner container 100 while the article 1000 is disposed within the second internal cavity 130. In such embodiments, the lid 120 of the inner container 100 is closed to conceal the product 1000 from external the inner container 100 and the lid 320 of the outer container 300 is closed to at least partially conceal the inner container 100 from external the outer container 300 in the surrounding external environment.

[0084] In the first state 1 the gift marking kit 200 may simultaneously contact the inner surface 302 of the outer container 300 and the outer surface 101 of the inner container 100 while the article 1000 is disposed within the second internal cavity 130. Although not pictured, other embodiments of the gift-marking kit 200 include the instrument 220, the label 230, and/or the decorative element 240 without the envelope 210. In such embodiments, the gift wrapping kit 10 in the first state 1 may include the writing instrument 220, the label 230, and/or the decorative element 240 located inside of first internal cavity 330 formed by the outer container 300 without being sealed within the envelope 210.

[0085] Once removed from the outer container 300, the contents of the gift marking kit 200 may be removed from the envelope 210. Using the instructions 250, the inner container 100 may transition into the gift-wrapped state 2 by ensuring that the lid 120 and concealment flap 160 are properly closed and placing at least one of the label 230 and/or decorative element 240 on the outer surface 101 of the inner container 100—specifically the outer surface 111 of one or more walls 110 and/or the outer surface 121 of the lid 120. Additionally, the instructions 250 may indicate how to transition the ribbon from the flattened state to the formed state—thereby forming the second state 2. In the second state 2, the gift-wrapped article is ready to be gifted.

[0086] Referring now to FIGS. 10-16, a packaged article 10a is illustrated in accordance with another embodiment of the present invention. The packaged article 10a is similar to the packaged article 10 except as described herein below. The description of the packaged article 10 above generally applies to the packaged article 10a described below except with regard to the differences specifically noted below. A similar numbering scheme will be used for the packaged article 10a as with the packaged article 10 except that the a-suffix will be used.

[0087] According to this alternative embodiment, the outer container 300a may be in the form of a sleeve that only partially surrounds the inner container 100a. The sleeve 300a may further one or more first visible indicia 305a present on the outer surface 301.

[0088] According to this embodiment, the gift marking kit 200a may be disposed inside of the second internal cavity 130a of the inner container 100a. During the wrapping transition, after the sleeve 300 is removed from the inner container 100, the lid 120a and concealment flap 160a of the inner container 100a may be opened to provide access to the

gift marking kit 200a. The gift marking kit 200a may then be removed from the second internal cavity 130a of the inner container 100a.

[0089] According to some embodiments, the concealment flap 160a may comprise the instructions 169a (as compared to being disposed within the envelope 210). According to this embodiment, the instructions 169a may be removed from the concealment flap 160a along perforated lines. In other embodiments, the instructions 250 may be disposed within the envelope 210.

[0090] The instructions 169a may include a variety of steps that indicate how to place the inner container into the gift wrapped state 1a. In a non-limiting embodiment, the steps may include (1) removing the perforated wrapping instructions 169a from the concealment tab 160a; (2) remove the gift marking kit 200 from the second internal cavity 130a; and (3) close the concealment flap 160a and/or lid 120a and place the label 230a and/or decorative element 240a on the outer surface 111a of the wall 110a and/or the outer surface 121a of the lid 120a of the inner container 120a. The label 230a and/or decorative element 240a may be placed on one or more of the outer surfaces 101a of the inner container before or after the lid 120a and/or concealed flap 160a are closed.

[0091] With the lid 120a closed, the label 230a and/or decorative element 240a on at least one outer surface 101a of a wall 110a, and the article 1000a hidden inside of the second internal cavity 130a of the inner container 100a, the inner container 100a is in the second state 2a—i.e., the gift wrapped state 2a.

What is claimed is:

1. A packaged article comprising:
 - a dual-purpose packaging system comprising:
 - an outer container having an exposed outer surface comprising visible indicia indicative of the article, the outer container being closed to form a first internal cavity;
 - an inner container having an exposed outer surface that is free of any visible indicia indicative of the article, the inner container being closed to form a second internal cavity, the inner container disposed within the first internal cavity of the outer container; and
 - a gift marking kit contained within the first internal cavity between the inner container and the outer container;
 wherein the article disposed in the second internal cavity of the inner container.
 2. The packaged article according to claim 1 wherein the gift marking kit comprises a gift bow.
 3. The packaged article according to claim 2 wherein the gift bow is a pull bow that can be altered from a flattened state to a formed state, the gift bow provided in the flattened state in the gift marking kit.
 4. The packaged article according to claim 3 wherein the gift making kit further comprises a gift tag and instructions for applying the gift marking kit to the inner container to form a gift package.
 5. The packaged article according to claim 4 wherein the gift making kit further comprises a flexible bag; and wherein the gift bow, the gift tag, and the instructions are provided in the flexible bag.
 6. The packaged article according to claim 1 wherein the outer container comprises a first box and the inner container comprises a second box.

7. The packaged article according to claim 6 wherein the first box is formed of a cardboard having a first thickness and the second box is formed of a cardboard having a second thickness, the second thickness being greater than the first thickness.

8. The packaged article according to claim 1 wherein the inner container and the outer container are substantially the same size and shape so that the inner container provides structural rigidity to the outer container.

9. The packaged article according to claim 1 wherein a clearance exists between the outer surface of the inner container and an inner surface of the outer container, wherein the clearance is less than 1 cm; and wherein the gift wrapping kit is located within the clearance.

10. The packaged article according to claim 1 wherein visible indicia on the exposed outer surface of the outer container comprises graphical images of the article and text relating to the article.

11. The packaged article according to claim 10 wherein the exposed outer surface of the inner container comprises a patterned print or a solid color print.

12. A packaged article comprising:

a dual-purpose packaging system comprising:

an outer container having an exposed outer surface comprising visible indicia indicative of the article that includes graphical images of the article, text relating to the article, and a brand indicator, the outer container being closed to form a first internal cavity;

an inner container having an exposed outer surface that is free of any graphical images of the article and text relating to the article, the inner container being closed to form a second internal cavity, the inner container disposed within the first internal cavity of the outer container; and

a gift marking kit contained within the first internal cavity between the inner container and the outer container;

wherein the article disposed in the second internal cavity of the inner container.

13. The packaged article according to claim 12 wherein the gift marking kit comprises a gift bow.

14. The packaged article according to claim 13 wherein the gift bow is a pull bow that can be altered from a flattened state to a formed state, the gift bow provided in the flattened state in the gift marking kit.

15. The packaged article according to claim 14 wherein the gift making kit further comprises a gift tag and instructions for applying the gift marking kit to the inner container to form a gift package.

16. The packaged article according to claim 15 wherein the gift making kit further comprises a flexible bag; and wherein the gift bow, the gift tag, and the instructions are provided in the flexible bag.

17. The packaged article according to claim 12 wherein the inner container comprises a first box and the outer container comprises a second box.

18. The packaged article according to claim 17 wherein the first box is formed of a cardboard having a first thickness and the second box is formed of a cardboard having a second thickness, the first thickness being greater than the second thickness.

19. The packaged article according to claim 12 wherein the inner container and the outer container are substantially

the same size and shape so that the inner box provides structural rigidity to the outer container.

20. The packaged article according to claim 12 wherein a clearance exists between the outer surface of the inner container and an inner surface of the outer container, wherein the clearance is less than 1 cm; and wherein the gift wrapping kit is located within the clearance.

21. The packaged article according to claim 12 wherein visible indicia on the exposed outer surface of the outer container comprises graphical images of the article and text relating to the article.

22. The packaged article according to claim 21 wherein the exposed outer surface of the inner container comprises a patterned print or a solid color print.

23. A packaged article comprising:

a dual-purpose packaging system comprising:

an outer box having an exposed outer surface comprising visible indicia indicative of the article that includes graphical images of the article, text relating to the article, and a brand indicator, the outer container being closed to form a first internal cavity;

a blind inner box, the blind box being closed to form a second internal cavity, the blind box disposed within the first internal cavity of the outer box so that a clearance exists between the outer surface of the blind box and an inner surface of the outer box; and

a gift marking kit located within the clearance between the blind box and the outer box, the gift making kit comprising a flexible bag containing a pull bow in a flattened state, a gift tag, and instructions for applying the gift marking kit to the inner container to form a gift package; and

the article disposed in the second internal cavity of the inner container.

24. The packaged article according to claim 23 wherein the gift marking kit comprises a gift bow.

25. The packaged article according to claim 24 wherein the gift bow is a pull bow that can be altered from a flattened state to a formed state, the gift bow provided in the flattened state in the gift marking kit.

26. The packaged article according to claim 25 wherein the gift making kit further comprises a gift tag and instructions for applying the gift marking kit to the inner container to form a gift package.

27. The packaged article according to claim 26 wherein the gift making kit further comprises a flexible bag; and wherein the gift bow, the gift tag, and the instructions are provided in the flexible bag.

28. The packaged article according to claim 23 wherein the blind box is formed of a cardboard having a first thickness and the outer box is formed of a cardboard having a second thickness, the first thickness being greater than the second thickness.

29. The packaged article according to claim 23 wherein the blind box and the outer box are substantially the same size and shape so that the blind box provides structural rigidity to the outer box.

30. The packaged article according to claim 23 wherein a clearance exists between the outer surface of the blind box and an inner surface of the outer box, wherein the clearance is less than 1 cm; and wherein the gift wrapping kit is located within the clearance.

31. The packaged article according to claim **23** wherein visible indicia on the exposed outer surface of the outer box comprises graphical images of the article and text relating to the article.

32. The packaged article according to claim **32** wherein the exposed outer surface of the blind box comprises a patterned print or a solid color print.

33. A gift wrapping kit comprising:

a flexible bag;

a ribbon in a first state having a first height;

a gift tag; and

a writing instrument;

wherein the flattened ribbon, the gift tag and the writing instrument are contained within the flexible bag, and the flattened ribbon can be altered from the first state into a second state, where the ribbon has a second height in the second state that is at least three times greater than the first height.

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