Title (en)
METHOD FOR PROTECTING AN IDENTIFICATION MARK

Title (de)
VERFAHREN ZUM SCHUTZ EINES WIEDERERKENNUNGSMERKMALS

Title (fr)
PROCÉDÉ POUR LA PROTECTION D'UNE CARACTÉRISTIQUE DE RECONNAISSANCE

Publication
EP 2764486 A1 20140813 (DE)

Application
EP 13783248 A 20130828

Priority
- DE 102012219258 A 20121022
- DE 102013200970 A 20130122
- DE 2013200141 W 20130828

Abstract (en)
[origin: WO2014063691A1] The invention relates to a method for protecting an identification mark, preferably on packaged goods, wherein the identification mark to be protected is applied as a first code to be protected on the goods and/or packaging and comprises or contains manufacturer's information concerning the article, origin, sales, logistics, ordering or destination, etc. and wherein a further, second code which acts as a reconstruction code in respect of the first code, is applied on the goods and/or on or in the packaging, wherein the second code implies a function that appeals to the customer and is expected by the customer, for example the option of submitting a complaint online, entitlement to participate in a draw, a competition or the like and wherein the two codes are assigned to each other and the data assigned to each other is directly linked by an algorithm and/or is stored in a database for retrieval such that, following damage or removal of the first code to be protected (and hence the identification mark to be protected) it is either possible to determine the code, or the absence or falsification of the second code leads to a response from the customer.

IPC 8 full level
G06Q 30/00 (2012.01)

CPC (source: EP)
G06Q 30/0185 (2013.01)

Citation (search report)
See references of WO 2014063691A1

Citation (examination)
- DE 102006019557 A1 20071213 - KARL KNAUER KG [DE]
- US 2005061878 A1 20050324 - BARENBURG RONALD [US], et al

Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)
DE 102013200970 A1 20140424; EP 2764486 A1 20140813; WO 2014063691 A1 20140501

DOCDB simple family (application)
DE 102013200970 A 20130122; DE 2013200141 W 20130828; EP 13783248 A 20130828