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Remarks:
Amended claims in accordance with Rule 137(2) EPC.

(54) Brand protection remote controlled label

(57) A method for protecting brand authenticity is provided with an electronic device constituted by a smart label displaying different images which are associated to the brand of the product. The brand owner can change the images with prefixed frequency by means of signals, received by the smart label. Different images in different time period identify clearly the brand, making it difficult to counterfeit the product.

If the signals are transmitted by cell phone, falsification is almost impossible. In this way there is a distinctive link between smart label and brand owner.

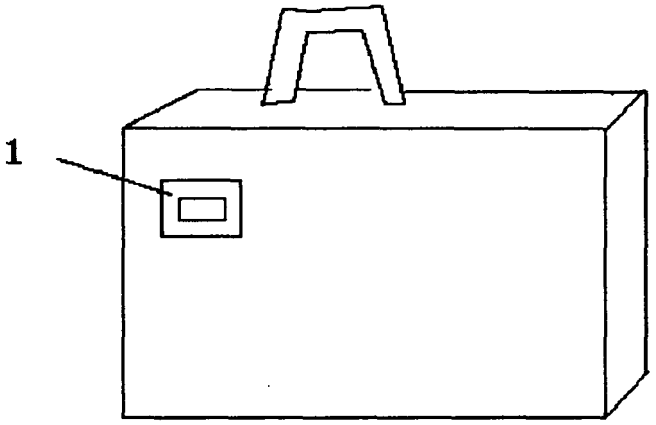

FIG. 2

EP 2 270 768 A1

Description

Technical Field

[0001] The present invention relates to brand protection using a smart electronic label displaying images. These ones change according brand owner dispositions transmitted via electronic signals.

Background Art

[0002] A relevant problem in the production or trade fields, is the brand falsification. Often goods such as, for example, suitcases, sunglasses, clothes, watches and so on are imitated and sell with an illegal use of the brand. Nowadays companies find protection by means of frequent product changes, legal actions or making it difficult to imitate their products. These efforts are very expensive and often not effective because counterfeiters can find freely all product components in the global market, particularly in countries with low legal protection. Besides costumers can buy the illegal copied product because of cheap price and because often it is very similar to the original one. Generally the buyers do not feel ashamed of showing the counterfeited products in public places only if it is difficult to recognise its authenticity. So companies lost market opportunity and the brand value.

[0003] US patent 6279170 "Active labels for garments" describes a label for a garment including a visual display. The label information may include a company name or logo that identifies the source of the garment, product information care instruction and manufacturer information.

[0004] The present invention seeks to provide an improved brand protection. The most important success factor of this invention is the fact that by means of it the counterfeited product is immediately recognized. The invention use the costumer shame of being recognized as a counterfeited product buyer to avoid trade of counterfeited goods.

Disclosure of Invention

[0005] According to the present invention there is provided a smart label with a remote control system able to receive and display information (images, logo etc.) according brand owner dispositions. The costumer buy a product provided with a smart label and eventually gives the cellular number to the seller with a formal disclaimer. The seller send costumer data and smart label code to the brand owner. In this way the product is univocally linked to its buyer and the brand owner can reach the smart label of the product, for example, by means of the costumer cellular telephone. So only the brand owner can change the logo or the images in the smart label, in a certain instant, sending a particular message. This one is receivable directly by the smart label or by means of the cell phone of the buyer. The images identify the brand owner to the public in a specific time period without doubt. These information can change with variable frequency in order to avoiding counterfeited labels. For example if the transmitted logo is a simple black symbol in green field, the counterfeiters can make a product with a similar label but when the brand owner decide to change the image (also only the green field in a red one) the counterfeited products are immediately recognized by the public. The change frequency make it not profitable for the counterfeiter the imitation of the present logo or images. When the new images are transmitted by the brand owner they are different from the counterfeits. Illegally copied products are immediately recognised by the public every time there is a change of images or logos. So imprudent costumer is subject to public shame.

[0006] In the hypothesis of using cell phone and if it is not on, it is possible to reach the smart label via, for example, SMS o MMS technology using a remote control system.

Brief Description of Drawings

[0007] Embodiment of the present invention will be described, by the way of example, with reference to the accompanying drawing in which:

[0008] Figure 1 is a cell phone with a radio signal, such as Bluetooth, with which to set a link with the smart label.

[0009] Figure 2 is, by the way of example, a suitcase in which there is an attached smart label.

[0010] Figure 3 is the smart label with a visual display (2), for example an electronic or textile display, and an internal device able to receive information from the cell phone (Fig. 1) or from another electronic transmission device. The received information change the image according to brand owner disposition.

Best Mode for Carrying Out the Invention

[0011] The use of smart labels controlled by a cell phone is the best way of carrying out the invention.

Mode(s) for Carrying Out the Invention

[0012] Another way of carrying out the invention is to use an electronic signal directly to the smart label using, by the way of example, the technology applied to radio controlled watch.

Industrial Applicability

[0013] The present invention is immediately applicable. All technologies are disposable in the market. The principal use is relative to brand protection. For example in the production of suitcases, bags, etcetera. The brand is the most important investment of a lot of industrial and commercial sectors. This invention permits also a new marketing strategy creating a distinctive link between brand owner and costumer. Companies can know the

buyer of their specific product and can make new and innovative marketing actions. Besides the brand will be a changing image. The expectation of people about changing images can be an added value to the brand. All companies that have a fraudulent use of their brand can have an interest in this invention.

Claims

1. An electronic device for displaying images comprising: a smart label (1) with a visual display (2) and a body (3); an electronic device into the body (3) able to receive signals; a microprocessor, or similar devices, in which to save and process transmitted information in order to displaying images.

2. An electronic device according to claim 1, wherein the said signals are transmitted by a cell phone. The information are first transmitted to the cell phone by the brand owner, directly or indirectly.

Amended claims in accordance with Rule 137(2) EPC.

1. An electronic device for displaying images comprising: a smart label (1), associated to a brand product, with a visual display (2) and a body (3); an electronic device into the body (3) able to receive signals; a microprocessor, or similar devices, in which to save and process transmitted information in order to displaying images; a calendar with days in which to change, in almost the same instance, the same images in other equal between one another images on every smart label of the same product.

2. An electronic device according to claim 1, wherein the said signals are transmitted to the label in the same described way but indirectly by means of the cell phone of the owner of the brand product with the attached label.

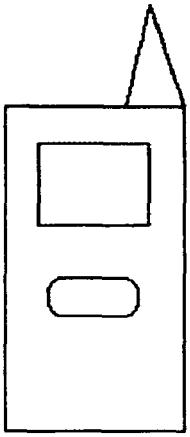

FIG. 1

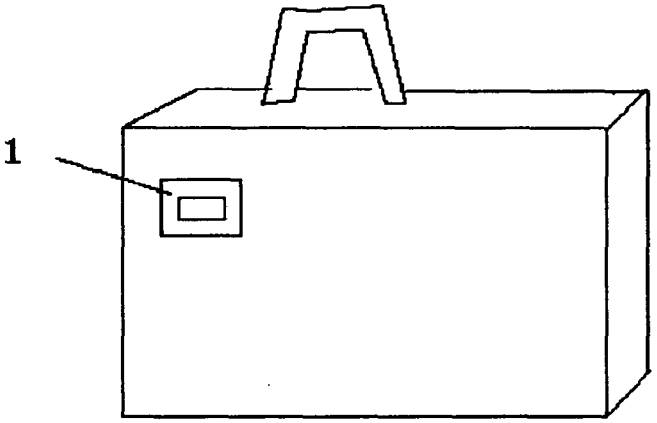

FIG. 2

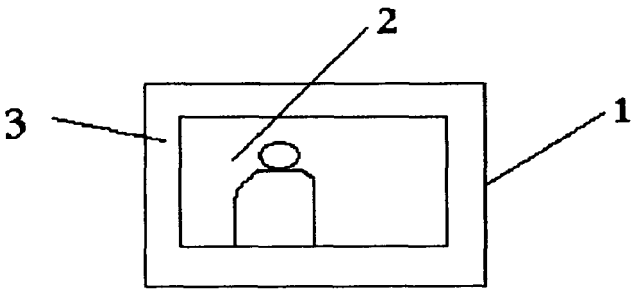

FIG. 3

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EUROPEAN SEARCH REPORT

Application Number
EP 09 42 5263

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 2007/051816 A1 (CHU VICTOR [US]) 8 March 2007 (2007-03-08) * abstract * * figures 1,2,4,7a-8d * * paragraphs [0002], [0005], [0032], [0033], [0036], [0042] - [0045] *	1,2	INV. G09F3/00 G09F3/02 G09F9/35
X	US 6 924 781 B1 (GELBMAN ALEXANDER [US]) 2 August 2005 (2005-08-02) * figures 1-6 * * column 4, line 29 - line 47 * * column 5, line 42 - line 57 * * column 6, line 62 - column 7, line 54 * * column 11, line 28 - column 12, line 9 * * column 21, lines 1-4 *	1,2	
X,D	US 6 279 170 B1 (CHU VICTOR [US]) 28 August 2001 (2001-08-28) * figures 1-3 * * column 1, lines 31-50 * * column 2, line 12 - line 20 * * column 2, line 54 - line 67 *	1	

TECHNICAL FIELDS SEARCHED (IPC)

G09F
G06K
G06Q

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
Munich	24 November 2009	Pierron, Christophe

CATEGORY OF CITED DOCUMENTS

X : particularly relevant if taken alone
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A : technological background
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EPO FORM 1503 03.82 (P04C01)

ANNEX TO THE EUROPEAN SEARCH REPORT ON EUROPEAN PATENT APPLICATION NO. EP 09 42 5263

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24-11-2009

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82

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