

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
09 November 2023 (09.11.2023)



(10) International Publication Number
WO 2023/215242 A1

(51) International Patent Classification:

G09F 27/00 (2006.01) G09F 11/02 (2006.01)
G09F 23/08 (2006.01) G09F 11/00 (2006.01)
G09F 23/06 (2006.01) G09F 23/00 (2006.01)
G09F 9/37 (2006.01) G06Q 30/0251 (2023.01)
G09F 19/02 (2006.01) A47G 19/22 (2006.01)
G09F 11/23 (2006.01) G07F 13/00 (2006.01)

(21) International Application Number:

PCT/US2023/020604

(22) International Filing Date:

01 May 2023 (01.05.2023)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

63/337,373 02 May 2022 (02.05.2022) US
17/853,135 29 June 2022 (29.06.2022) US

(71) Applicant: **UNIVERSAL CITY STUDIOS LLC**
[US/US]; 100 Universal City Plaza, Universal City, California 91608 (US).

(72) Inventors: **KRAUTHAMER, Akiva, Meir**; 1000 Universal Studios Plaza, Orlando, Florida 32819 (US). **JEROMIN, Aaron, Chandler**; 1000 Universal Studios Plaza, Orlando, Florida 32819 (US). **HUMPHREYS, Kimberly, Anne**; 1000 Universal Studios Plaza, Orlando, Florida 32819 (US). **MAJDALI, David, Gerard**; 1000 Universal Studios Plaza, Orlando, Florida 32819 (US).

(74) Agent: **POWELL, W., Allen et al.**; P.O. Box 692289, Houston, Texas 77269 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(54) Title: SYSTEMS AND METHODS FOR ADJUSTING AN IMAGE DISPLAYED VIA A FOOD AND/OR DRINK CONTAINER

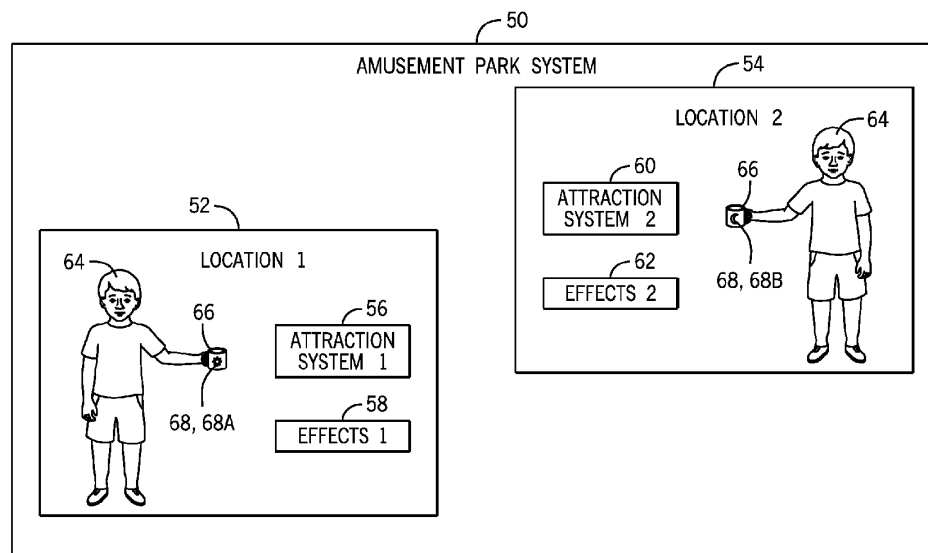


FIG. 1

(57) Abstract: A food and/or drink container (66) includes an enclosure forming a space configured to receive a food and/or drink, a display coupled to the enclosure, and a processor communicatively coupled to the display. The processor is configured to receive an indication of a current location (52, 54) of the food and/or drink container (66) and cause the display to output imagery (68, 68A, 68B) based on the current location (52, 54).

[Continued on next page]

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

Published:

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*