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(54) Title: PACKAGING ASSEMBLY HAVING A SENSORY INTERACTABLE ELEMENT

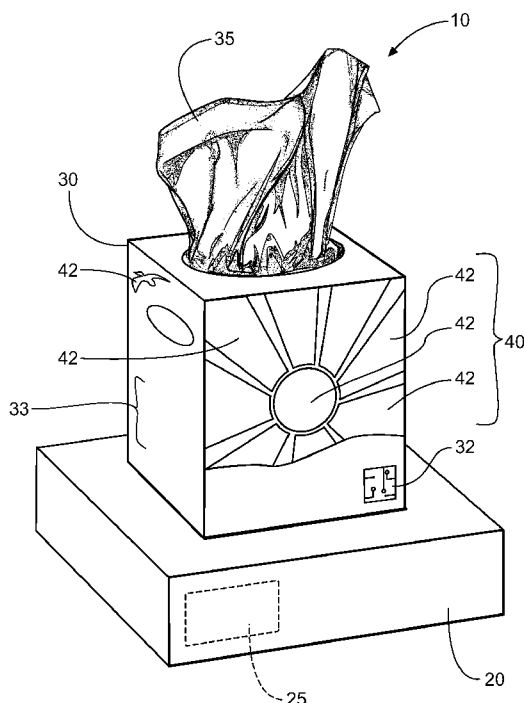


Fig. 1A

(57) Abstract: A sensory interactable packaging assembly (10) having a base (20) and a container (30). The base has a power supply (25). The container may contain a consumer product (35). The container is removably attachable to the base. The container has an outer surface and a sensory interactable element disposed on the outer surface and a control system having an output. The control system is in electrical communication with the sensory interactable element and the sensory interactable element is responsive to the output of the control system when the container is proximate to the base and the control system is in electrical communication with the power supply.



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