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(71) Applicant: **THALER, Stephen L.** [US/US]; 1767 Waterfall Dr., St Charles, Missouri 63303 (US).

(72) Inventor: **DABUS, The invention was autonomously generated by an artificial intelligence;** 1767 Waterfall Dr, St Charles, Missouri 63303 (US).

(74) Agent: **ABBOTT, Ryan;** 11601 Wilshire Blvd #2080, Los Angel, CA 90024 (US).

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(54) Title: FOOD CONTAINER AND DEVICES AND METHODS FOR ATTRACTING ENHANCED ATTENTION

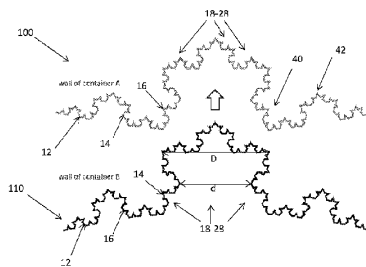


Fig. 2

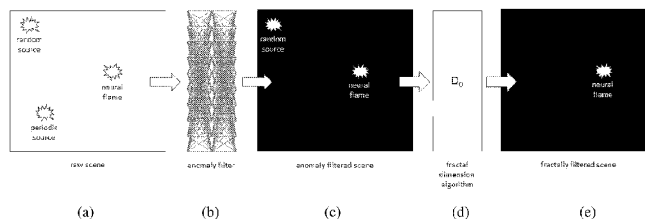


Fig. 15

(57) Abstract: A container (10) for use, for example, for beverages, has a wall (12) with an external surface (14) and an internal wall (16) of substantially uniform thickness. The wall (12) has a fractal profile which provides a series of fractal elements (18-28) on the interior and exterior surfaces (14-16), forming pits (40) and bulges (42) in the profile of the wall and in which a pit (40) as seen from one of the exterior or interior surfaces (12, 14) forms a bulge (42) on the other of the exterior or interior surfaces (12, 14). The profile enables multiple containers to be coupled together by inter-engagement of pits and bulges on corresponding ones of the containers. The profile also improves grip, as well as heat transfer into and out of the container. Devices for attracting enhanced attention include: an input signal of a lacunar pulse train having characteristics of a pulse frequency of approximately four Hertz and a pulse-train fractal dimension of approximately one-half; and at least one controllable light source configured to be pulsatingly operated by the input

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signal; wherein a neural flame emitted from at least one controllable light source as a result of the lacunar pulse train is adapted to serve as a uniquely-identifiable signal beacon over potentially-competing attention sources by selectively triggering human or artificial anomaly-detection filters, thereby attracting enhanced attention.