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(54) Title: SMOKING ARTICLE HAVING HIDDEN INDICIA

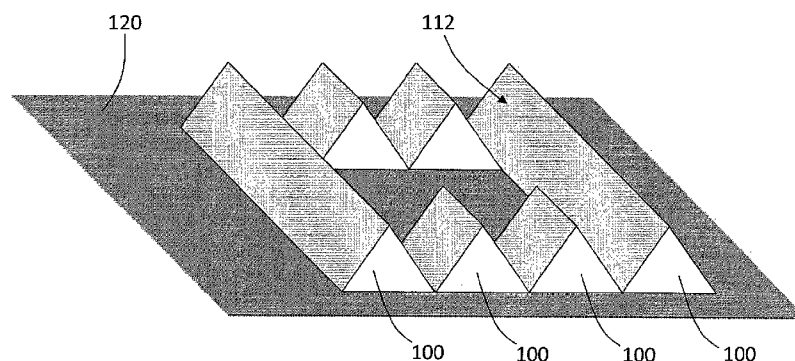


FIG. 5A

(57) Abstract: Smoking articles include a marking that includes an indicia that is hidden when viewed from certain angles and visually distinct when viewed from other angles. The marking may be provided on a wrapper, such as a plug wrap, a smokable material wrap, or a tipping paper wrap. The marking may include aligned embossed and printed features with a portion being misaligned. The marking may include a coloured adjacent or surrounding region into which the indicia may be hidden and from which it may appear, depending on the viewing angle. The marking may allow a consumer to identify the smoking article as genuine, as opposed to counterfeit.

