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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
22 April 2004 (22.04.2004)

PCT

(10) International Publication Number
WO 2004/033228 A1

(51) International Patent Classification[7]: B42D 15/00

(21) International Application Number:
PCT/US2003/031876

(22) International Filing Date: 8 October 2003 (08.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/416,843	8 October 2002 (08.10.2002)	US
10/356,387	31 January 2003 (31.01.2003)	US

(71) Applicant *(for all designated States except US)*: **VERIFICATION TECHNOLOGIES, INC.** [US/US]; 85 Westbrook Road, Centerbrook, CT 06409 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **VIG, Rakesh** [IN/US]; 15 Park Place, Durham, CT 06422 (US). **SELINFREUND, Richard** [US/US]; 1285 Moose Hill Road, Guilford, CT 06437 (US). **MILLER, Peter** [US/US]; 203 Crystal Avenue, New London, CT 06320 (US).

(74) Agent: **FERRARO, Neil, P.**; Wolf, Greenfield & Sacks, P.C., 600 Atlantic Avenue, Boston, MA 02210 (US).

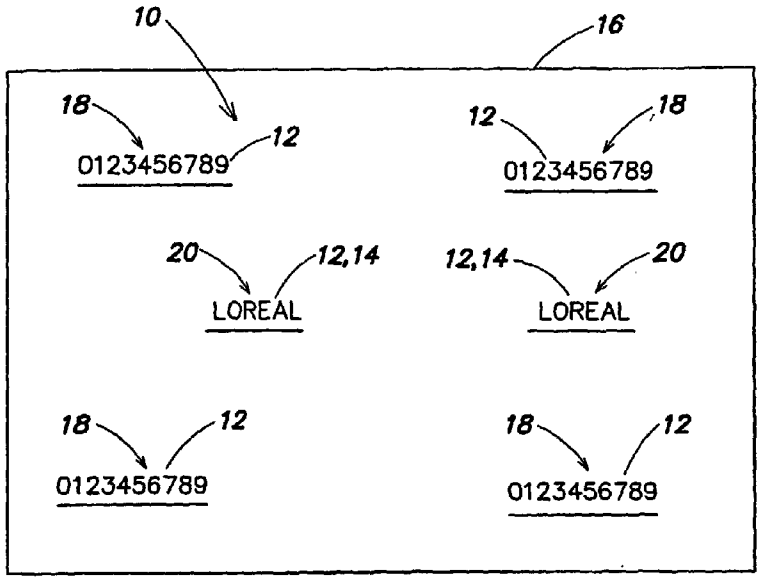
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

[Continued on next page]

(54) Title: AUTHENTICATION MARK FOR A PRODUCT OR PRODUCT PACKAGE



(57) Abstract: The invention relates to an authentication mark (10) for application to a product or product packaging that allows a consumer to at least partially determine whether the product or product packaging is authentic. The authentication mark (10) comprises a first image (110, 210) that a consumer can change between a first state and a second state. The mark (10) may also include a second image (24, 124), which may only be verified by using a detection device. The first (110, 210) and second images (24, 124), may be applied in one or more locations on the product or product packaging and may completely overlie or partially intersect one another or be on distinct portions of product or product package.

WO 2004/033228 A1

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.