

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

(19) World Intellectual Property  
Organization  
International Bureau

(43) International Publication Date  
14 December 2023 (14.12.2023)



(10) International Publication Number  
**WO 2023/239778 A1**

(51) International Patent Classification:  
G02B 5/28 (2006.01) B23B 3/00 (2006.01)  
(21) International Application Number:  
PCT/US2023/024692  
(22) International Filing Date:  
07 June 2023 (07.06.2023)

(25) Filing Language: English  
(26) Publication Language: English

(30) Priority Data:  
63/349,652 07 June 2022 (07.06.2022) US  
18/329,661 06 June 2023 (06.06.2023) US

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(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.

(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).

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))

(54) Title: ASYMMETRIC PATTERNED REFLECTIVE COATING

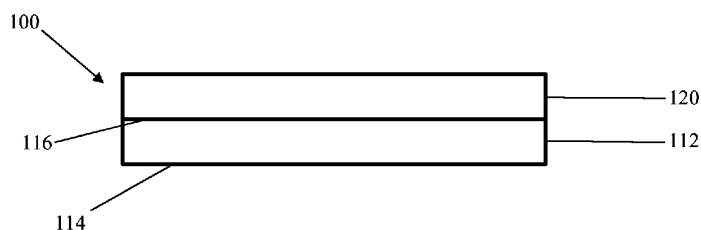


FIG. 2

(57) Abstract: A coated article includes: a substrate having a first side and a second side; and a patterned coating over at least a portion of the second side of the substrate. The patterned coating includes: a first dielectric layer over at least a portion of the second side of the substrate; an absorbing layer over a first portion of the first dielectric layer and including a first reflected aesthetic, and absent over a second portion of the first dielectric layer and including a second reflected aesthetic; and a second dielectric layer over at least a portion of the absorbing layer. A contrast between the first reflected aesthetic and the second reflected aesthetic forms a pattern. The contrast between the first reflected aesthetic and the second reflected aesthetic is greater when viewing the coated article from a first direction, compared to viewing the coated article from a second direction.



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