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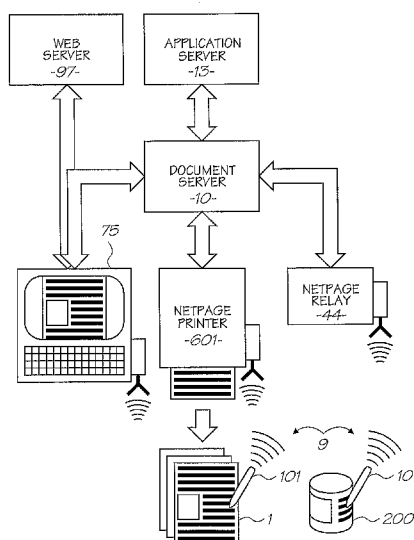
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(54) Title: PRODUCT ITEM HAVING CODED DATA IDENTIFYING A LAYOUT



(57) Abstract: An object comprising first coded data disposed on or in a surface thereof is provided. The first coded data identifies a plurality of locations on the surface and a layout of at least one interactive element associated with the surface. The coded data may be printed by analog printing processes.