

# PATENT SEARCH ANALYSIS

AMANDA MCCOMBS\_ PD340\_ ASSN #3

## MECHANICAL PRODUCT: KEURIG BREWER POTENTIAL PATENTABLE FEATURES



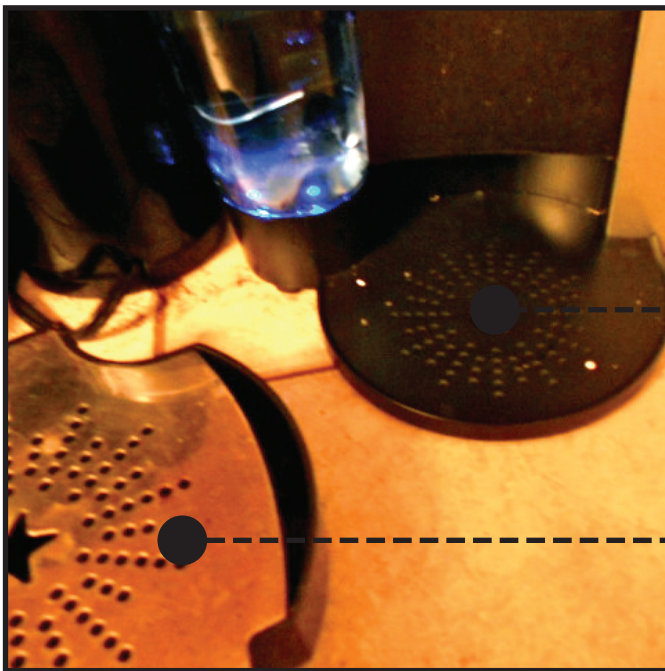
### UNIQUE COFFEE CONTAINER USED

- One of a kind coffee container allowing for simple use for a single user
- Innovative concept



### ELECTRONIC/INTERACTIVE USER FACE

- Innovative feature to personalize coffee for each user
- Chooses between 5 sizes of coffee for variations of strength
- Tells you when ready to brew
- If unable to brew, it states the reason
  - o Ex: Not Ready- Add Water



### REMOVABLE DRIP TRAY

- Allows for multiple cup sizes to be used with this machine
- Removable components allow for easy clean up



### DESIGN

- The unique shape of the vessel speaks to kitchen products in a modern form
- The physical design simplifies the process, making it easy for first time users
- The material choices work for each component of the machine

#### PATENT INFORMATION

PATENT NUMBER: US 2011/0020508 A1  
FILING DATE: SEP. 2, 2010  
INVENTOR NAME: CARL SANTOITEMMO  
ASSIGNEE: RISING PHOENIX CO.

#### TRADEMARK INFORMATION

SERIAL NUMBER: 78381620  
FILING DATE: 3/10/2004  
OWNER: Keurig, Incorporated  
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