Abstract

The present application is directed to systems and methods for delivering information for a container. A base label may be adhered to the container, and at least a first, a second, and a third indicia displayed on the base label. A top label may cover at least a portion of the base label. The top label may be rotatable about the base label. The top label may have a transparent window allowing at least one of the first, second, or third indicia to be visible through the transparent window.
Scan To Get Your Medical History
Scan To Enter Our Contest
Scan to learn more about our products.
ADHERE BASE LABEL TO CONTAINER

DISPLAY AT LEAST A FIRST, SECOND, AND THIRD INDICIA ON AN OUTER SURFACE OF THE BASE LABEL

COVER AT LEAST A PORTION OF THE BASE LABEL WITH A ROTATING TOP LABEL

PLACE A TRANSPARENT WINDOW WITHIN A PORTION OF THE ROTATING TOP LABEL SUCH THAT AT LEAST ONE OF THE FIRST, SECOND OR THIRD INDICIA IS VISIBLE THROUGH THE TRANSPARENT WINDOW
MACHINE READABLE INFORMATION INTERFACE FOR A CONTAINER

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application claims priority to provisional U.S. Patent Application Ser. No. 61/521,048, filed on Aug. 8, 2011, titled “Rotating Label Containing Bar Codes, QR Codes or Other Graphical Codes that Provide Additional Information Once Scanned by a Smart Phone,” which is hereby incorporated by reference in its entirety.

FIELD OF THE INVENTION

The present application is directed generally to labels, and more specifically to labels for consumer product containers that function as an information delivery system.

BACKGROUND

Containers for consumer products have a limited amount of outer surface area for placement of labels on the container. This may pose a challenge to manufacturers of these consumer products to fit all of the information they want to deliver to the consumer, or are required by law to deliver to the consumer, in this limited area.

SUMMARY

The present application is directed to information delivery systems for a container. An exemplary information delivery system may comprise a base label adhered to the container. The base label may have a back surface and a front surface, with at least a first, a second, and a third indicia on the front surface. The information delivery system may further comprise a top label covering at least a portion of the front surface of the base label. The top label may be rotatable about the base label. In various embodiments, the top label may have a transparent window allowing at least one of the first, second, or third indicia to be visible through the transparent window.

According to additional exemplary embodiments, the present application may be directed to methods for delivering information associated with a container. An exemplary method may comprise adhering a base label having a back surface and a front surface to the container, and displaying at least a first, a second, and a third indicia on the front surface of the base label. At least a portion of the front surface of the base label may be covered by a rotating top label. A transparent window may be placed within the rotating top label, such that at least one of the first, second, or third indicia may be visible through the transparent window.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a front view of an exemplary label according to various embodiments.

FIG. 2 is a back view of an exemplary label according to various embodiments.

FIG. 3 is a front view of an exemplary label according to various embodiments.

FIG. 4 is a back view of an exemplary label according to various embodiments.

FIG. 5A illustrates a leading edge of an exemplary label affixed to a container according to various embodiments.

FIG. 5B illustrates an exemplary label secured about a container according to various embodiments.

FIG. 5B illustrates an exemplary label secured about a container according to various embodiments.

FIG. 6 illustrates an exemplary label secured about a container according to various embodiments.

FIG. 7 illustrates an exemplary base label secured about a container according to various embodiments.

FIG. 8 illustrates a leading edge of an exemplary top label affixed to an exemplary base label according to various embodiments.

FIG. 9 illustrates an exemplary top label affixed to an exemplary base label and partially wrapped about a container according to various embodiments.

FIG. 10 illustrates an exemplary top label with a window affixed to an exemplary base label and partially wrapped about a container according to various embodiments.

FIG. 11 illustrates an exemplary top label with a window secured about a container and a portion of a base label visible through the window according to various embodiments.

FIG. 12 is a front view of a base label according to various embodiments.

FIG. 13 is a front view of a top label according to various embodiments.

FIG. 14A illustrates an exemplary base label secured about a container according to various embodiments.

FIG. 14B illustrates an exemplary base label and top label secured about a container according to various embodiments.

FIG. 14C illustrates an exemplary base label and top label secured about a container according to various embodiments.

FIG. 14D illustrates an exemplary base label and top label secured about a container according to various embodiments.

FIG. 15 illustrates an electronic device scanning an indicia on the base label according to various embodiments.

FIG. 16 is an exemplary flow diagram of a method for delivering information associated with a container according to various embodiments.

DETAILED DESCRIPTION

The present application is directed to information delivery systems for a container and methods delivering information associated with a container. An exemplary information delivery system may comprise a base label adhered to the container. The base label may have a back surface and a front surface, with at least a first, a second, and a third indicia on the front surface. The information delivery system may further comprise a top label covering at least a portion of the front surface of the base label. The top label may be rotatable about the base label. In various embodiments, the top label may have a transparent window allowing at least one of the first, second, or third indicia to be visible through the transparent window.

FIG. 1 illustrates various embodiments of a front surface of a base label 100 for an object, such as a medication container, according to various embodiments. The base label 100 comprises a leading edge 102 and a trailing edge 104. While the leading edge 102 is oriented to the left and the trailing edge is oriented to the right as presented in FIG. 1, the orientation of the leading edge 102 and the trailing edge 104 could be reversed depending on which edge is first applied to the object. Both orientations are within the scope of the present disclosure. Base label front surface 108 may comprise writing or other indicia 106 thereon.

As used herein, the leading edge refers to the first edge to be affixed to the object and the trailing edge refers to the second edge to be affixed to the object or the overlapping leading edge. Depending on the orientation of the label and the object when the label is affixed to the object, either edge of the label
may be the leading edge. The orientations presented in the figures are for convenience and are not intended to be limiting in any way.

FIG. 2 illustrates various embodiments of a back surface 206 of the base label 100. In various embodiments, the base label back surface 206 comprises two strips of adhesive 202 and 204 on or immediately adjacent to the leading and trailing edges, 102 and 104, respectively. Base label leading edge adhesive 202 may have a boundary 208 defined as its limit on the base label back surface 206. Base label trailing edge adhesive 204 may also have a boundary 210. While FIG. 2 illustrates that the adhesive strips 202 and 204 are generally close to the base label leading and trailing edges 102 and 104, respectively, it is understood that the adhesive strips 202 and 204 may be continuous or discontinuous, and may extend across any portion of the base label back surface 206, including the entire base label back surface 206. In various embodiments, a length of the base label 100 may be selected to be slightly longer than a circumference of the object on which it is placed, such that the trailing edge 104 overlaps the leading edge 102, and the trailing edge 104 is affixed to the leading edge 102. In various embodiments, the length of the base label 100 may be selected to be approximately the same as the circumference of the object on which it is placed, such that the leading edge 102 and the trailing edge 104 do not overlap.

FIG. 3 illustrates various embodiments of a front surface 306 of a top label 300. Top label 300 comprises a leading edge 302 and a trailing edge 304, and indicia 308 may be imprinted on the top label front surface 306.

Various embodiments of a back surface 402 of the top label 300 are illustrated in FIG. 4. The top label back surface 402 may comprise various indicia 408 printed thereon, as well as two strips of adhesive 404 and 406 on or immediately adjacent to the leading and trailing edges, 302 and 304, respectively. Top label leading edge adhesive 404 may have a boundary 410 defined as its limit on the top label back surface 402. Top label trailing edge adhesive 406 may also have a boundary 412. While FIG. 4 illustrates that the adhesive strips 404 and 406 are generally close to the top label leading and trailing edges 302 and 304, respectively, it is understood that the adhesive strips 404 and 406 may be continuous or discontinuous, and may extend across any portion of the top label back surface 402, including the entire top label back surface 402. In various embodiments, the adhesive strips 404 and 406 are confined to areas near the leading and trailing edges 302 and 304, respectively, so as not to obscure or interfere with the top label back surface indicia 408.

The base label adhesive 202, 204 and the top label adhesive 404, 406 may be applied in a variety of patterns as can be appreciated by one skilled in the art. The adhesive 202, 204, 404, 406 may be applied in strips, dots, droplets, circles, rectangles, squares, triangles, lines, and the like, as well as combinations of patterns.

A length of the top label 300 may be selected to be slightly longer than a circumference of the object on which it is placed, such that the top label trailing edge 304 overlaps the top label leading edge 302, and the top label trailing edge 304 is affixed to the top label leading edge 302. In various embodiments, the length of the top label 300 may be selected to be approximately the same as the circumference of the object on which it is placed, such that both the leading edge 302 and the trailing edge 304 do not overlap and are affixed to the base label front surface 108.

FIG. 5A illustrates the application of the base label 100 to an exemplary container 500 according to various embodiments. The container 500 may be a glass or plastic bottle, or other type of container such as a metal can or a cardboard receptacle. The container may be round, rectangular, square, or any other shape known in the art. The term “container” is used here for convenience to describe exemplary embodiments. It is understood that the container may be any object, including non-containers. Container 500 may comprise a cap 502 removable secured to a body 504. Various embodiments of the body 504 may have an exterior surface 506 that comprises a upper label panel 508, a lower label panel 510, and a recessed surface 512 interposed between the upper label panel 508 and the lower label panel 510. As discussed below, the base label 100 may be applied to the container 500 at the recessed area 512 between the upper label panel 508 and the lower label panel 510.

In various embodiments, the top label 300 may be rotateable about the base label 100, as discussed below. In these embodiments, the upper label panel 508 and lower label panel 510 may function to restrict upward and downward movement of the top label 300 in relation to the container 500 such that the top label 300 generally remains in a position covering at least a portion of the base label 100.
surface 108 by the top label leading edge adhesive strip 404. With relative motion between the container 500 and the top label 300, the top label 300 may be wrapped around the container 500 with the top label trailing edge 304 now overlapping the top label leading edge 302 such that the top label leading edge adhesive strip 404 holds the top label leading edge 302 to the base label 100 while the top label trailing edge adhesive strip 406 holds the top label trailing edge 304 to the overlapped top label leading edge 302.

FIG. 9 illustrates the operation of the base label 100 and the top label 300 according to various embodiments. Beginning with the container 500 with the base label 100 and the top label 300 in place as shown, for example, in FIG. 6, the top label trailing edge 304 may be detached from the top label leading edge 302 and at least partially peeled back as shown in FIG. 9. The combination of the base label 100 and the top label 300 in this configuration increases the amount of surface area available for viewing by a consumer or user of the container 500. Prior to detaching the top label trailing edge 304, the consumer may view the top label front surface 306. Upon detaching the top label trailing edge 304, the consumer may now view the top label back surface 402 and the base label front surface 108 in addition to the top label front surface 306.

One of at least three types of adhesive may be used for the top label leading edge adhesive 404. A first type of adhesive is the permanent adhesive as described above for the base label 100. When a permanent adhesive is used for the top label leading edge adhesive 404, the top label leading edge generally cannot be detached without inflicting damage to one or both of the top label 300 or the base label 100. This may be desirable for various embodiments where the top label 300 is not intended to be removed from the container 500.

A second type of adhesive that may be used for the top label leading edge adhesive 404 is a releasable adhesive. A releasable adhesive is one that will release from a surface to which it is attached once a sufficient mechanical force is applied. A releasable adhesive may be used, for example, when the top label back surface 402 comprises a coupon for a subsequent purchase of a product. The releasable adhesive may allow the consumer to easily remove the top label 300 for later use. In various embodiments, the releasable adhesive may be a breakaway adhesive. A breakaway adhesive may have limited ability to withstand shear stresses. Shear stresses may cause the adhesive bond created between the label (e.g., top label 300) and the surface to which it is affixed (e.g., the base label 100 or container 500) to fail along the adhesive. In general, a releasable or breakaway adhesive may not re-attach to a surface once removed.

A third type of adhesive that may be used for the top label leading edge adhesive 404 is a reusable adhesive. A reusable adhesive may release from a surface to which it is attached once a sufficient mechanical force is applied, similar to the releasable adhesive described above. However, the reusable adhesive may be re-attached to a surface by applying pressure. A reusable adhesive may be desirable when the top label back surface 402 or the base label front surface 108 comprise information that may be needed only on occasion. Thus, the consumer or user may detach the top label 300 when the information is needed, then re-attach the top label 300.

In various embodiments, the top label trailing edge adhesive 406 may be a releasable adhesive or a reusable adhesive, depending on the intended use of the top label 300. As described above, if the surfaces 108, 402 comprise information that is intended to stay with the container, the top label trailing edge adhesive 406 may be a reusable adhesive. In contrast, if the top label 300 is intended to be removed from the container 500, a releasable adhesive may be desirable.

FIG. 10 illustrates various embodiments of the top label 300 comprising a window 1002. The window 1002 may comprise a void in the top label 300 such that a portion of the base label 100 may be visible through the window. In various embodiments, the window 1002 may have a transparent covering (not shown). In various other embodiments, the window may comprise a transparent section of the top label 300 itself rather than a void. FIG. 10 illustrates the top label 300 partially wrapped about a container 1000, and base label 100 already in place on the container 1000. As shown, the top label leading edge adhesive 404 maintains the top label 300 coupled to the base label 100. The top label 300 may then be moved from the position illustrated in FIG. 10 to the position illustrated in FIG. 11 to secure the top label 300 about the container 1000. Top label trailing edge adhesive 406 may couple to the top label leading edge 302 if the top label leading edge 302 and trailing edge 304 overlap; otherwise, the top label trailing edge adhesive 406 may be coupled to the base label front surface 108.

Once the top label 300 is in position on the container 1000 as illustrated in FIG. 11, at least a portion of the base label front surface indicia 106 may be visible through the window 1002. This may allow viewing of a first portion of the base label 100 without removing the top label 300. In various embodiments, the top label leading edge adhesive 404 may be a breakaway adhesive. Rotation of the top label 300 relative to the base label 100 may exert shear stresses on the breakaway adhesive, causing the adhesive bond affixing the top label leading edge 302 to the base label 100 to fail. The top label 300 may then be freely rotatable about the base label 100, and a second portion of the base label 100 may be visible when the top label 300 is rotated to a second position. The window 1002 may be rectangular as illustrated in FIGS. 10 and 11, or any other shape as needed for a particular application. For example, the window 1002 may be a slit that reveals an alphanumeric string on the base label 100. In various embodiments, the top label 300 may comprise more than one window 1002. Various embodiments in which the top label trailing edge adhesive 406 is a releasable or reusable adhesive may allow the top label 300 to be peeled back to reveal the top label back surface 402 and essentially the entire base label front surface 108 or to be removed from the container 1000, in addition to being rotatable.

One skilled in the art readily recognizes that labels may be applied to containers using a variety of methods and that there may be a variety of single-label and multi-label systems other than those described above. Any such application methods or label systems may be used with the present disclosure. The above descriptions are exemplary and not to be construed as limiting in any way. Examples of other application methods and label systems may be disclosed in U.S. Pat. Nos. 5,884,421, 6,086,697, 6,237,269, 6,402,872, 6,631,578, 6,649,007, 7,087,298, and 7,172,668.

FIGS. 12 and 13 illustrate a base label 100 and top label 300, respectively, that may comprise an information delivery system for a container 1405 (see FIG. 14) according to various embodiments. The base label indicia 106 may comprise a plurality of individual machine readable indicia 1205-1220. The top label 300 may comprise indicia 308 relaying product-related information, safety-related information, manufacturer-related information, and the like. In various embodiments, the top label may contain a transparent window 1002 as described previously (see FIG. 10).

The various embodiments of the base label 100 as illustrated in FIG. 12 may comprise a blank portion 1225 along the leading edge 102 that is essentially void of any base label indicia 106, as described previously, the trailing edge 104...
may overlap the leading edge 102 when the base label 100 is applied to the container 1405. The blank portion 1225 may provide a space for attachment of the trailing edge without obscuring any of the base label indicia 106.

In various embodiments, the machine readable indicia 1205-1220 may comprise any linear, 2-dimensional, or 3-dimensional indicia or code as known in the art that may be machine readable to cause an electronic device to execute a function when the machine readable indicia 1205-1220 is scanned by the electronic device. For example, the machine readable indicia 1205-1220 may comprise a High Capacity Color Barcode (HCCB) comprising a plurality of barcode shapes in combination with a plurality of colors per symbol. The machine readable indicia 1205 is comprised of triangular shapes, while the machine readable indicia 1210 is an HCCB code is comprised of circular shapes. According to various embodiments, the base label indicia 106 may also comprise a Quick Response (QR) Code 1215 or a linear barcode 1220.

In addition to the machine readable indicia 1205-1220 illustrated in FIG. 12, other indicia, codes, or symbols, whether linear, 2-dimensional, 3-dimensional, color, or monochrome, as are known in the art may also be used in various embodiments. For example, the base label indicia 106 may comprise any or any combination of:

- 3-DI, a 2-dimensional matrix of circular symbols;
- Army Tag, a 2-dimensional matrix of groups of hexagonal symbols;
- Aztec Code, a 2-dimensional square matrix of square symbols;
- Codablock, a 2-dimensional array of stacked linear codes;
- Code 1, a 2-dimensional matrix of horizontal and vertical bars;
- Code 16K, a 2-dimensional array of stacked linear codes;
- Code 49, a 2-dimensional array of stacked linear codes;
- ColorCode, a 2-dimensional color matrix of square symbols;
- CP Code, a 2-dimensional square matrix of square symbols;
- DataGlyphs, a 2-dimensional matrix of “/” and “|” marks;
- Data Matrix, a 2-dimensional square matrix of square symbols;
- Datastrip Code, a 2-dimensional matrix of square symbols;
- Dot Code A, a 2-dimensional square matrix of dots;
- hueCode, a 2-dimensional matrix of blocks of cells in varying shades of gray;
- MaxiCode, a 2-dimensional square matrix of interlocking hexagonal symbols;
- MiniCode, a 2-dimensional square matrix of square symbols;
- PDF 417, a 2-dimensional matrix of a combination of linear barcodes and square symbols;
- Snowflake Code, a 2-dimensional square matrix of dots;
- SuperCode, a 2-dimensional matrix of a combination of linear barcodes and square symbols;
- Ultracode, a color or monochrome 2-dimensional array matrix of variable length strips of pixel columns; and
- 3D Barcode, an embossed linear barcode of lines of varying height.

The base label indicia 106 described above represent a sampling of exemplary machine readable indicia currently available and are not to be construed as limiting in any manner. Other linear, 2-dimensional, and 3-dimensional codes, currently known or developed in the future, are within the scope of the present disclosure. Additionally, the base label indicia 106 may comprise any combination of machine readable indicia, as well as non-machine readable indicia.

FIGS. 14A-14D illustrate the base label 100 and top label 300 on a medicine container 1405 according to various embodiments. The base label 100 and the top label 300 may comprise an information delivery system that may be used, for example, on the medication container 1405 to provide additional functionality that may allow a consumer to obtain a wide variety of additional information about the product in the container 1405, the company that produced the product, medical history of the consumer, drug facts, drug interactions, games, contests, information on related products or services, or any other information. In FIG. 14A, the base label 100 is positioned on the container 1405, and the base label 100 may comprise a plurality of base label indicia 106 (all of a portion of which may be machine readable). FIG. 14B illustrates the top label 300 in place over the base label 100. As described previously, the top label 300 may be applied such that the top label 300 is rotatable around a circumference of the container 1405. In FIG. 14B, the top label 300 has been rotated in the direction of the arrow revealing at least one of the base label indicia 106 through the transparent window 1002 in the top label 300. Similarly, FIGS. 14C and 14D illustrate the top label 300 further rotated in the direction of the arrow, thus revealing a different base label indicia 106 through the transparent window 1002 of the top label 300. Although FIGS. 14B-14D illustrate a single base label indicia 106 visible through the transparent window 1002, two or more base label indicia 106 may simultaneously be visible through the transparent window 1002 in various embodiments.

The top label 300 may comprise a dual ply (or multi-ply) construction in which a ply in contact with the base label 100 is a material selected for low sliding friction characteristics. The low sliding friction characteristics may enhance the ease of rotating and sliding the top label 300 about the base label 100. In various embodiments, the top label 300 ply in contact with the base label 100 may be coated with a substance to impart the low sliding friction characteristics.

As described previously, the base label indicia 106 may comprise codes or symbols that are machine readable. According to various embodiments as illustrated in FIG. 15, the consumer may use any electronic device, such as a smartphone 1505, to read or scan the base label indicia 106. The smartphone 1505 may comprise an application that enables a reading or scanning function on the smartphone 1505. Once the smartphone 1505 (or other electronic device such as a tablet computer or scanner coupled to a computer) reads or scans the base label indicia 106, the base label indicia 106 may be configured to cause the smartphone 1505 to execute a function. In the embodiment of FIG. 15, the function executed by the smartphone 1505 may be to open a web browser program and direct the browser to a pre-designated website.

In the example of FIG. 15, the base label indicia 106 comprises the barcode 1220 and additional text indicating that information about additional products may be obtained by scanning the barcode 1220. Thus, in this embodiment the consumer has scanned the barcode 1220, and the barcode 1220 has caused the smartphone 1505 to open the web browser and directed the web browser to a pre-determined website corresponding to the additional products.

As readily recognized by one skilled in the art, the function executed by the smartphone 1505 may be any function capable of being executed on an electronic computing device. For example, the function may be to display product information, or display a scannable coupon on the smartphone 1505 that the consumer may redeem at a store or online. The product information and the scannable coupon may be related
to the product in the container 1405, or some other product or service. In various embodiments, the function may cause the smartphone 1505 to download an application onto the smartphone 1505, or cause an application to run or execute an application, such as launching an interactive game on the smartphone 1505. In various embodiments, the function executed may be to display medical information on the smartphone 1505, such as a medical history of the consumer, potential drug interactions, overdose information, and the like. Where the product in the container 1405 is a food ingredient, the function executed may be to display one or more recipes on the smartphone 1505 that call for the food ingredient. In still other embodiments, the function executed may cause the smartphone 1505 to take a photograph of the base label indicia 106. In some embodiments, the function executed may be to automatically register the consumer in a contest, or register the consumer to receive periodic updates about products or services.

FIG. 16 illustrates a general flow chart of various embodiments of a method 1600 for delivering information associated with a container. A base label 100 may be applied to a container 1405 (step 1605). The base label 100 may have a back surface 206 and a front surface 108. At least a first, a second, and a third indicia 106 may be displayed on the front surface 108 of the base label 100 (step 1610). Each of the first, second, and third indicia 106 may comprise a linear, 2-dimensional, or 3-dimensional machine readable indicia. At step 1615, at least a portion of the base label 100 may be covered with a rotating top label 300. In various embodiments, the base label 100 may be coupled to the container 1405 while the top label 300 is free to rotate about the base label 100. A transparent window 1002 may be placed within a portion of the rotating top label 300 at step 1620 such that at least one of the first, second, or third indicia 106 is visible through the transparent window 1002. As the top label 300 is rotated about the base label 100, the first, second, and third indicia 106 may alternately be visible through the transparent window 1002. In various embodiments, more than one of the indicia 106 may be visible through the transparent window 1002. For example, the first and second indicia 106 may simultaneously be visible through the transparent window 1002, or the second and third indicia 106 may simultaneously be visible through the transparent window 1002. In various other embodiments, the top label 300 may comprise multiple windows 1002 such that multiple indicia 106 may be visible simultaneously through the multiple windows 1002.

In various embodiments, the indicia 106 may be imprinted, embossed, or molded directly on an outer surface of the container 1405 in place of all or a portion of the base label 100. The imprinting or embossing may be carried out using any printing or image transfer method known in the art. In various embodiments, the printing or image transfer method may be an offset process in which an image is transferred from a plate to an intermediate carrier, then to the outer surface of the container 1405. The offset process may also involve lithographic techniques. Other printing or image transfer methods may comprise, for example, flexography, pad printing, relief printing, rotogravure, screen printing, and electrophotography. According to various embodiments, the indicia 106 may be digitally printed on the outer surface of the container 1405 using, for example, inkjet printing or laser printing. Chemical printing technologies, such as blueprint or diazo print may also be used in various embodiments.

Spatially relative terms such as “under”, “below”, “lower”, “over”, “upper”, and the like, are used for ease of description to explain the positioning of one element relative to a second element. These terms are intended to encompass different orientations of the device in addition to different orientations than those depicted in the figures. Further, terms such as “first”, “second”, and the like, are also used to describe various elements, regions, sections, etc. and are also not intended to be limiting. Like terms refer to like elements throughout the description.

As used herein, the terms “having”, “containing”, “including”, “comprising”, and the like are open ended terms that indicate the presence of stated elements or features, but do not preclude additional elements or features. The articles “a”, “an” and “the” are intended to include the plural as well as the singular, unless the context clearly indicates otherwise.

The present invention may be carried out in other specific ways than those herein set forth without departing from the scope and essential characteristics of the invention. The present embodiments are, therefore, to be considered in all respects as illustrative and not restrictive, and all changes coming within the meaning and equivalency range of the appended claims are intended to be embraced therein.

What is claimed is:

1. An information delivery system for a container, the system comprising:
   a base label adhered to the container, the base label having a back surface and a front surface;
   at least a first, a second, and a third indicia on the front surface of the base label;
   a rotating top label covering at least a portion of the front surface of the base label;
   a transparent window within a portion of the rotating top label, the transparent window allowing at least one of the first, the second, or the third indicia to be visible through the transparent window.

2. The system of claim 1, wherein the transparent window allows at least two of the first, the second, and the third indicia to be visible through the transparent window.

3. The system of claim 1, wherein at least one of the indicia is a machine readable indicia.

4. The system of claim 1, wherein at least one of the indicia is a bar code.

5. The system of claim 1, wherein at least one of the indicia is a quick response code.

6. The system of claim 3, further comprising an electronic device wherein the machine readable indicia is configured to cause the electronic device to execute a function when the machine readable indicia is scanned by the electronic device.

7. The system of claim 6, wherein the function is a display of a website on the electronic device.

8. The system of claim 6, wherein the function is a display of a scannable coupon on the electronic device.

9. The system of claim 6, wherein the function is a downloading of an application onto the electronic device.

10. The system of claim 6, wherein the function is a display of patient medical history or drug interaction information.

11. The system of claim 6, wherein the function is an automatic registration in a contest.

12. The system of claim 6, wherein the function is a launching of an interactive game on the electronic device.

13. The system of claim 4 further comprising an electronic device wherein the bar code is configured to cause the electronic device to execute a function when the bar code is photographed by the electronic device.

14. The system of claim 5, wherein the quick response code is configured to cause an electronic device to execute a function when the quick response code is photographed by the electronic device.

15. The system of claim 6, wherein the function is a display of product information.
16. The system of claim 15, wherein the product information includes promotional information about a related product.

17. The system of claim 15, wherein the product information includes a recipe for a product having the machine readable indicia scanned by the electronic device.

18. A method for delivering information associated with a container, the method comprising: adhering a base label to the container, the base label having a back surface and a front surface; displaying at least a first, a second, and a third indicia front surface of the base label; covering at least a portion of the front surface of the base label with a rotating top label; and placing a transparent window within a portion of the rotating top label, the transparent window allowing at least one of the first, second, or third indicia to be visible through the transparent window.

19. The method of claim 18, wherein the transparent window allows at least two of the first, second, and third indicia to be visible through the transparent window.

20. The method of claim 18, wherein at least one of the indicia is a machine readable indicia.

21. The method of claim 18, wherein at least one of the indicia is a bar code.

22. The method of claim 18, wherein at least one of the indicia is a quick response code.

23. The method of claim 20, further comprising an electronic device wherein the machine readable indicia is configured to cause the electronic device to execute a function when the machine readable indicia is scanned by the electronic device.

24. The method of claim 23, wherein the function is a display of a website on the electronic device.

25. The method of claim 23, wherein the function is a display of a scannable coupon on the electronic device.

26. The method of claim 23, wherein the function is a downloading of an application onto the electronic device.

27. The method of claim 23, wherein the function is a display of patient medical history or drug interaction information.

28. The method of claim 23, wherein the function is an automatic registration in a contest.

29. The method of claim 23, wherein the function is a launching of an interactive game on the electronic device.

30. The method of claim 21, further comprising an electronic device wherein the bar code is configured to cause the electronic device to execute a function when the bar code is photographed by the electronic device.

31. The method of claim 22 wherein the quick response code is configured to cause an electronic device to execute a function when the quick response code is photographed by the electronic device.

32. The method of claim 23, wherein the function is a display of product information.

33. The method of claim 32, wherein the product information includes promotional information about a related product.

34. The method of claim 32, wherein the product information includes a recipe for a product having a quick response code scanned by the electronic device.

35. An information delivery system for a container, the system comprising: at least a first, a second, and a third indicia on an outer surface of the container; a rotating label covering at least a portion of the outer surface of the container; and a transparent window within a portion of the rotating label, the transparent window allowing at least one of the first, second, or third indicia to be visible through the transparent window.

36. The system of claim 35, wherein at least one of the indicia is imprinted on the outer surface of the container.

37. The system of claim 35, wherein at least one of the indicia is embossed on the outer surface of the container.

38. The system of claim 35, wherein at least one of the indicia is molded on the outer surface of the container.

39. The system of claim 35, wherein the transparent window allows at least two of the first, second, or third indicia to be visible through the transparent window.

40. The system of claim 35, wherein at least one of the indicia is a machine readable indicia.

41. The system of claim 35, wherein at least one of the indicia is a bar code.

42. The system of claim 35, wherein at least one of the indicia is a quick response code.

43. The system of claim 40, further comprising an electronic device wherein the machine readable indicia is configured to cause the electronic device to execute a function when the machine readable indicia is scanned by the electronic device.

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