

ESCOBAR - URIBE ASOCIADOS

A B O G A D O S

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2964/P.

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO DIVISION DE NUEVAS CREACIONES

E. S. D.

Ref.: Expediente No. 06-031.934
Solicitud de Patente a nombre de
McNeil-PPC, Inc.

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO

Rad: 06-031934- -00001-0000

Fec: 2006-05-24 14:37:49 Dep. 2020 NUECREACIONES

Tra. 2 PATENTES

Eve. 1 REGDEPOSITO

Act 444 RESPUESTAREQUE Folio: 55

Yo, JIMENA ESCOBAR URIBE, identificada como aparece al pie de mi firma, domiciliada en la Carrera 11 A No. 94-76, of. 305, obrando como apoderada de la sociedad McNeil-PPC, Inc., domiciliada en Skillman, New Jersey, Estados Unidos de América, solicitante de la patente de la referencia, en respuesta al oficio No. 4555, notificado por fijación en lista el día 27 de abril de 2006, atentamente me permito presentar:

1. Copia certificada de la solicitud de patente número 11/096,086 presentada en Estados Unidos de América el día 31 de marzo de 2005, con la debida traducción de lo pertinente.
2. Artes finales en tamaño 12 x 12 centímetros (por duplicado) de la figura característica.
3. Documento (1) en que consta la cesión del derecho a la patente otorgado por los inventores a favor de mi mandante.

Sobre el particular, es importante resaltar que de conformidad con las normas legales vigentes, artículo 1 de la Resolución 210 de 2001, expedida por el Superintendente de Industria y Comercio y artículo 2 de la Convención de la Haya, el documento en inglés que se pretenda aportar como parte de los trámites de propiedad industrial ante la Superintendencia de Industria y Comercio no requieren traducción. Por otro lado, la legalización consular y/o diplomática de los documentos expedidos en el extranjero no es necesaria. Por lo tanto, el documento de cesión anexo a este memorial es válidamente presentado en idioma inglés y con la correspondiente Apostilla.

Espero con esto haber dado cabal cumplimiento a lo solicitado por ese despacho y de conformidad con lo indicado en los artículos 3º, inciso 3; 35, inciso 2 y 59, inciso 2 del CCA, al analizar este memorial, atentamente ruego se traten todas las cuestiones planteadas con motivo del mismo.

Señor Superintendente,


JIMENA ESCOBAR URIBE
C.C.39.779.452 de Usaquén
T.P. 68228
Cód. 5376

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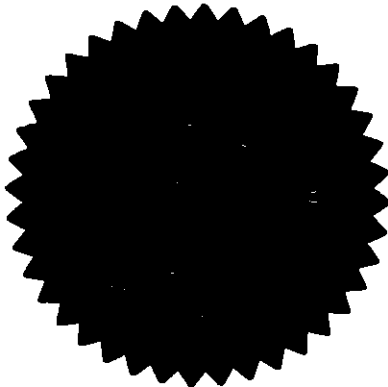
APOSTILLE

(CONVENTION DE LA HAYE DU 5 OCTOBRE 1961)

1. COUNTRY: UNITED STATES OF AMERICA
2. THIS PUBLIC DOCUMENT HAS BEEN SIGNED BY:
CHRISTINA A CLICKNER
3. ACTING IN THE CAPACITY OF:
NOTARY PUBLIC OF NEW JERSEY
4. BEARS THE SEAL/STAMP OF:
CHRISTINA A CLICKNER, NOTARY

CERTIFIED

5. AT TRENTON, NEW JERSEY
6. THE 11TH DAY OF MAY 2006
7. BY: Bradley I. Abelow, NEW JERSEY TREASURER
8. NO. A259619
9. SEAL/STAMP:
10. SIGNATURE



Bradley Abelow

52 3

CERTIFICATION

I hereby certify that I have compared the attached document with the original, and that such said document is a true copy of the original Assignment document as filed in the U. S. Patent Office in connection with USSN 11/096,086 filed MARCH 31, 2005.



Christina A. Clickner
(Notary Public of New Jersey)
My Commission Expires:
March 2, 2010

A S S I G N M E N T

Serial No. 11/096,086
Filed March 31, 2005

WHEREAS, Elaine M. Gannon, Annemarie Devine Joseph and H. Michael Moscherosch, residing at 120 Bloomfield Street, Apt. 4, Hoboken, NJ 07030; 1914 Wesley Avenue, Evanston, IL 60201; and 106 East Oakland Avenue, Doylestown, PA 19801 respectively (hereinafter called "Assignors"), have made certain new and useful inventions or discoveries relating to

BODY ATTACHABLE SANITARY PROTECTION ARTICLE
INCLUDING TACTILE PLACEMENT AID

For which an application for a United States Patent was filed on March 31, 2005, Application No. 11/096,086.

WHEREAS, McNeil-PPC, Inc., a corporation of the State of New Jersey, having its principal place of business at 199 Grandview Road, Skillman, New Jersey 08558 (hereinafter called "Assignee"), is desirous of acquiring Assignors' entire right, title, and interest therein:

NOW, THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar and other valuable considerations, the receipt of which is hereby acknowledged, Assignors have sold, assigned, and transferred, and do hereby sell, assign and transfer unto said Assignee their entire right, title and interest in and to all said inventions and discoveries disclosed in said application whose identification above by serial number and filing date, when available is hereby authorized, and in and to said application, all substitutions, divisions, and continuations thereof, and in and to all Letters Patent, United States and foreign, that may be granted for said inventions and discoveries, and in and to all extensions, renewals, and reissues thereof, the same to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment and sale had not been made;

And Assignors hereby authorize and request the Commissioner of Patents of the United States to issue said Letters Patent in accordance with this Assignment;

And for the consideration aforesaid, Assignors covenant and agree with said Assignee that he has a full and

unencumbered title to the inventions and discoveries above described and hereby assigned, which title they warrant unto said Assignee, its successors and assigns;

And for the consideration aforesaid, Assignors further covenant and agree that they will, whenever requested, but without cost to them promptly communicate to said Assignee or its representatives any facts known to them relating to said inventions and discoveries, testify in any interference or legal proceedings involving said inventions and discoveries, and execute any additional papers that may be necessary to enable said Assignee or its representatives, successors, nominees, or assigns to secure full and complete protection for the said inventions and discoveries or that may be necessary to vest in said Assignee the complete title to the said inventions and discoveries and patents hereby conveyed and to enable it to record said title.

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IN TESTIMONY WHEREOF, Assignors have hereunto set her hands and
seal this day of , 2005.

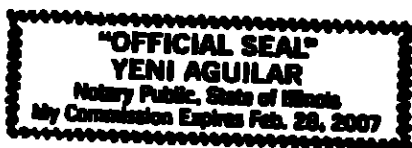
[Signature] 6/3/05 (L.S.)
ANNEMARIE DEVINE JOSEPH

STATE OF IL)

) ss.

COUNTY OF COOK)

BE IT REMEMBERED, That on this 3RD day of June,
2005, before me, a Notary Public, personally appeared ANNEMARIE
DEVINE JOSEPH, who I am satisfied is the person named in and who
executed the foregoing instrument in my presence, and I having
first made known to her the contents thereof, she did
acknowledge that she signed, sealed, and delivered the same as
her voluntary act and deed for the uses and purposes therein
expressed.



[Signature]
Notary Public

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X

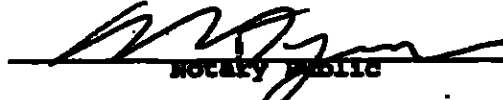
IN TESTIMONY WHEREOF, Assignors have hereunto set her hands and seal this 20th day of JUNE, 2005.



ELAINE M. GANNON (L.S.)

STATE OF NJ)
COUNTY OF ~~SOMERSET~~) ss.

BE IT REMEMBERED, That on this 20th day of June, 2005, before me, a Notary Public, personally appeared ELAINE M. GANNON, who I am satisfied is the person named in and who executed the foregoing instrument in my presence, and I having first made known to her the contents thereof, she did acknowledge that she signed, sealed, and delivered the same as her voluntary act and deed for the uses and purposes therein expressed.



Notary Public

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IN TESTIMONY WHEREOF, Assignors have hereunto set his hands and seal this 20th day of June, 2005.

H. Michael Moscherosh (L.S.)
H. MICHAEL MOSCHEROSH
C H 6/20/05

STATE OF NY)
COUNTY OF Saratoga) ss.

BE IT REMEMBERED, That on this 20th day of June, 2005, before me, a Notary Public, personally appeared H. MICHAEL MOSCHEROSH, who I am satisfied is the person named in and who executed the foregoing instrument in my presence, and I having first made known to him the contents thereof, he did acknowledge that he signed, sealed, and delivered the same as his voluntary act and deed for the uses and purposes therein expressed.

[Signature]
Notary Public

MICHAEL TYERICH
Notary Public of New Jersey
My Commission Expires Oct. 22, 2008

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**ESTADOS UNIDOS DE AMERICA
A TODOS AQUELLOS A QUIENES EL PRESENTE LLEGUE:**

**DEPARTAMENTO DE COMERCIO DE LOS ESTADOS UNIDOS
Oficina de Patentes y Marcas de los Estados Unidos**

12 de abril de 2006

La presente es para certificar que el anexo es una copia fiel de los registros de la Oficina de Patentes y Marcas de los Estados Unidos, de los documentos de la solicitud de patente identificada más adelante, que cumplieron con los requerimientos para concederse una fecha de presentación de acuerdo con 35 USC 111.

Número de Solicitud: 11/096,086

Fecha de Presentación: 31 de marzo de 2005

**EL CÓDIGO DEL PAÍS Y EL NÚMERO DE SU SOLICITUD DE
PRIORIDAD, PARA SER USADA EN LA PRESENTACIÓN
EXTRANJERA BAJO EL CONVENIO DE PARÍS ES US11/096,086.**

Por la autoridad de
Bajo el Secretario de Comercio para la Propiedad Intelectual y el Director de la
Oficina de Patentes y Marcas de los Estados Unidos de América

(fdo) M.K. Carter
Oficial Certificador
Sello oficial de la Oficina de Patentes y Marcas de los
Estados Unidos de América



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

April 12, 2006

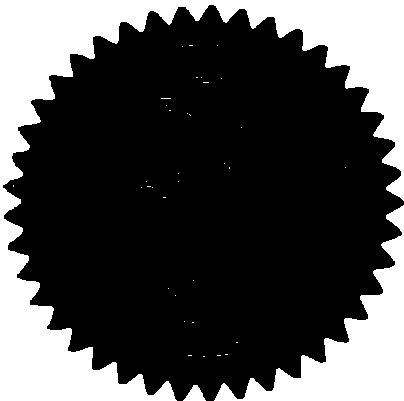
THIS IS TO CERTIFY THAT ANNEXED HERETO IS A TRUE COPY FROM THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE OF THOSE PAPERS OF THE BELOW IDENTIFIED PATENT APPLICATION THAT MET THE REQUIREMENTS TO BE GRANTED A FILING DATE UNDER 35 USC 111.

APPLICATION NUMBER: 11/096,086

FILING DATE: March 31, 2005

THE COUNTRY CODE AND NUMBER OF YOUR PRIORITY APPLICATION, TO BE USED FOR FILING ABROAD UNDER THE PARIS CONVENTION, IS US11/096,086

**By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**




M. K. CARTER
Certifying Officer

17581 U.S. PTO

UTILITY PATENT APPLICATION TRANSMITTAL (only for new nonprovisional applications under 37 CFR 1.53(b))		Attorney Docket No.	PPC-5183-USNP
		First Inventor	Elaine M. Gannon
		Title	BODY ATTACHABLE SANITARY PROTECTION ARTICLE INCLUDING TACTILE PLACEMENT AID
		Express Mail Label No.	EL 980327489 US
APPLICATION ELEMENTS See MPEP Chapter 600 concerning utility patent application contents.		ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	
1. ☒ Fee Transmittal Form (e.g., PTO/SB/17) (submit an original and a duplicate for fee processing) 2. ☐ Applicant claims small entity status. 3. ☒ Specification [Total Pages 29] (Preferred arrangement set forth below) - Descriptive Title of the Invention - Cross Reference to Related Applications - Statement Regarding Fed sponsored R&D - Reference to sequence listing, a table, or a computer program listing appendix - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings (if filed) - Detailed Description - Claim(s) - Abstract of the Disclosure 4. ☒ Drawing(s) (35 USC 113) [Total Sheets 4] 5. Oath or Declaration [Total Pages] a. ☐ Newly executed (original or copy) b. ☐ Copy from a prior application (37 CFR 1.83(d)) (for continuation/divisional with Box 18 completed) i. ☐ DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.83(d)(2) and 1.33(b). 6. ☐ Application Data Sheet. See 37 CFR 1.78		7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) 8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary) a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on: i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ paper c. ☐ Statement verifying identity of above copies ACCOMPANYING APPLICATION PARTS 9. ☐ Assignment Papers (cover sheet & document(s)) 10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney (when there is an assignee) 11. ☐ English Translation Document (if applicable) 12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations 13. ☐ Preliminary Amendment 14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized) 15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed) 16. ☐ Request and Certifications under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent. 17. ☐ Other	
18. ☐ If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.78: ☐ Continuation ☐ Divisional ☐ Continuation-in-Part (CIP) of prior application No.: , filed . Prior application information: Examiner Group Art Unit: For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.			
19. CORRESPONDENCE ADDRESS ☒ Customer Number or Bar Code Label 000027777 or ☐ Correspondence Address below Name: Philip S. Johnson, Esq. Address: Johnson & Johnson One Johnson & Johnson Plaza New Brunswick, NJ 08933-7003 USA			
20. TELEPHONE CONTACT Please direct all telephone calls or telefaxes to Paul J. Higgins at: Telephone: (732) 524-1728 Fax: (732) 524-2808			
21. SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED			
NAME	Paul J. Higgins		Reg. No. 44,152
SIGNATURE	/Paul J. Higgins/		
DATE	March 31, 2005		

112041 U.S. PTO
11/096086

033105

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17581 U.S. PTO

FEE TRANSMITTAL	<i>Complete if Known</i>	
	Application Number	Unassigned
	Filing Date	March 31, 2005
	First Named Inventor	Elaine M. Gannon
	Group Art Unit	Unassigned
	Attorney Docket Number	PPC-5163-USNP

FEE CALCULATION

CLAIMS AS FILED

(1)	(2)	(3)	(4)	(5)
FOR:	NUMBER FILED	NUMBER EXTRA	RATE	BASIC FEE \$300.00
TOTAL CLAIMS	23 - 20 =	3	x 50.00	\$ 150.00
INDEPENDENT CLAIMS	4 - 3 =	1	x 200.00	\$ 200.00
SEARCH FEE	NA	NA	NA	\$ 500.00
EXAMINATION FEE	NA	NA	NA	\$ 200.00
APPLICATION SIZE FEE If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.104.	0 - 100 =		x 5.00 (for each additional sheet over 100)	\$
MULTIPLE DEPENDENT CLAIMS ☒		N/A	\$360.00	
			TOTAL FEES	\$ 1,350.00

METHOD OF PAYMENT

- ☒ Please charge Deposit Account No. 10-0750/PPC-5163-USNP/PJH in the amount of \$1,350.00. Three copies of this sheet are enclosed.
- ☒ The Commissioner is hereby authorized to charge any additional fees which may be required in connection with the filing of this communication, or credit any overpayment, to Account No. 10-0750/PPC-5163-USNP/PJH. Three copies of this sheet are enclosed.

SUBMITTED BY:			<i>Complete if applicable</i>
Typed or Printed Name	Paul J. Higgins		Reg. No. 44,152
Signature	/Paul J. Higgins/	Date: March 31, 2005	Deposit Account No. 10-0750

62 +3

Serial No. _____	Docket No. <u>PA-5163-UNB. PJH</u>
Application of: <u>Glaine Gannon</u>	Mailing: <u>March 31, 2005</u>
Subject: <u>Poly Attachable Sanitary Protection Article</u> <u>including Tactile Placement Aid</u>	
THE FOLLOWING HAS BEEN RECEIVED IN THE U.S. PATENT OFFICE ON THE DATE STAMPED HEREON:	
☐ Provisional ☒ Nonprovisional ☐ CPA ☐ RCE ☐ CIP ☐ Divisional ☐ Design ☐ PCT	
☐ Continuation ☐ Other _____	
☐ Oath or Declaration	
☐ Assignment	Express Mail Certificate
☐ Fee Transmittal	<u>EL 9603 27469 US</u>
☒ Change to Deposit Account 10-0750	☒ Specification <u>29</u> pgs
☐ Priority Document	☒ Claims <u>23</u>
☐ Data Sheet	☒ Drawings <u>4</u> sheets
☐ IDS-Form 1449	☐ Preliminary Amendment
☐ Extension of Time	☐ Sequence Listings/Diagrams
☐ PTO 1380 (PCT)	☐ Biological Deposit Declaration
	☒ Other <u>transmittal sheet</u>

BEST AVAILABLE COPY

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DOCKET NO. PPC-5163-USNP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Elaine M. Gannon

For : BODY ATTACHABLE SANITARY PROTECTION ARTICLE
INCLUDING TACTILE PLACEMENT AID

Express Mail Certificate

"Express Mail" mailing number: EL 960327469 US

Date of Deposit: March 31, 2005

I hereby certify that this complete application, including specification pages, claims, and informal drawings is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

A Combined Declaration and Power of Attorney will be submitted to the United States Patent and Trademark Office upon receipt of the U.S. Serial Number for this patent application.

Laurie A. Phillips

(Typed or printed name of person mailing paper or fee)

/Laurie A. Phillips/

(Signature of person mailing paper or fee)

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**BODY ATTACHABLE SANITARY PROTECTION ARTICLE INCLUDING
TACTILE PLACEMENT AID**

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FIELD OF THE INVENTION

The present invention relates to a body attachable sanitary protection article, such as a sanitary napkin, and in particular a body attachable sanitary protection article including a tactile placement aid.

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BACKGROUND OF THE INVENTION

Various absorbent articles configured to be arranged adjacent the body to absorb body fluids such as menses, urine and the like are well known. With respect to feminine hygiene, napkins and liners have been developed for external use about the pudendal region of a female.

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Securement of a sanitary napkin or liner during use is normally accomplished by attaching the sanitary garment by pressure sensitive adhesive to the wearer's undergarment. Napkins having wings or flaps that fold over the edges of the garment and are attached to the underside of the garment using an adhesive are also known.

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The prior art also teaches sanitary protection articles that are intended to be secured directly to the body by an adhesive arranged on a body-facing surface of the article. For example, GB2284767A purports to disclose an absorbent article including an absorbent and an adhesive arranged adjacent the absorbent, the adhesive being designed to contact the wearer's body during use. U.S. Patent No. 6,213,993 purports to disclose a self-adhering absorbent article including a liquid permeable cover, an absorbent core, a

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liquid impermeable baffle, and a bodyside adhesive arranged on the cover for securing the article to the body.

A problem with body-attachable sanitary articles of the type described above is that it is difficult for the user to arrange the article in the proper location against the body.

5 In particular, user's often have difficulty aligning the product over the vaginal opening since they must place the article against the body on a substantially non-visual basis due to the anatomical location where the article must be adhered to the body. This problem often results in the article being adhered to the body at an improper location which results in a reduction in overall performance of the product. Further, the improper placement of
10 the article may result in failure of the product during use thereby causing fluid leakage .

In view of the above there is a need for an improved body attachable sanitary article that overcomes the drawbacks and shortcomings of the articles disclosed in the prior art.

SUMMARY OF THE INVENTION

According to a first aspect of the invention, the present invention relates to a body-attachable absorbent article including a body facing surface; a garment facing surface; an adhesive arranged on the body facing surface for securing the article to the body; and a tactile placement aid that is tactilely perceptible to a user from the garment facing surface of the article.

According to a second aspect of the invention, the present invention relates to a body-attachable absorbent article including a cover layer; a barrier layer; an adhesive applied to a body facing side of the cover layer for securing the article to the body; a tactile placement aid that is tactilely perceptible to a user from the garment facing surface of said article, the tactile placement aid being arranged at a location adapted to be aligned with an vaginal opening of a user.

According to a third aspect of the invention, the present invention relates to a body-attachable absorbent article including a cover layer; a barrier layer, wherein the barrier is structured and arranged so that a portion thereof extends beyond a terminal edge of the cover layer; an adhesive for securing the article to the body, the adhesive applied to a body facing side of the portion of the barrier that extends beyond the terminal edge of the cover; a tactile placement aid that is tactilely perceptible to a user from the garment facing surface of the article, said tactile placement aid being arranged at a location adapted to be aligned with a vaginal opening of a user.

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According to a fourth aspect of the invention, the present invention relates to a method of applying a body-attachable absorbent article to the body, including the steps of:

- tactilely locating a tactile placement aid on a body-attachable absorbent article;
- 5 tactilely aligning the tactile placement aid with a vaginal opening of a user; and
- adhering the body-attachable absorbent article against a body of the user so that said tactile placement aid is aligned with said vaginal opening of said user.

BRIEF DESCRIPTION OF THE DRAWINGS

Examples of embodiments of the present invention will now be described with

5 reference to the drawings, in which:

Fig. 1 is a perspective view from a garment facing side of body attachable sanitary napkin according to a first embodiment of the present invention with the release member thereof partially removed;

Fig. 2 is a perspective view from a body-facing side of the body attachable
10 sanitary napkin shown in Fig. 1 with the release member thereof partially removed;

Fig. 3 is an sectional view of the sanitary napkin shown in Fig. 1 taken along line 3-3 in Fig. 1;

Fig. 4 is an exploded perspective view of the body attachable sanitary napkin shown in Fig. 1;

15 Fig. 5 is a perspective view from a body facing side of a body attachable sanitary napkin according to a second embodiment of the present invention with the release member thereof partially removed;

Fig. 6 is a perspective view of the sanitary napkin shown in Fig. 1 illustrating a user tactilely locating the placement aid of the sanitary napkin;

20 Fig. 7 is a perspective view from a garment facing side of a body attachable sanitary napkin according to a third embodiment of the present invention;

Fig. 8 is a detailed view of the sanitary napkin in Fig. 7 showing a portion of the tactile placement aid thereof;

Fig. 9 is a perspective view from a garment facing side of a body attachable sanitary napkin according to a fourth embodiment of the present invention with the release member thereof partially removed; and

Fig. 10 is an exploded perspective view of the sanitary napkin in Fig. 9.

DETAILED DESCRIPTION OF THE INVENTION

Specific embodiments of the present invention will be described in detail below

5 with reference to the cited figures wherein similar or identical components have been identified with the same or similar identifying numbers. The present disclosure refers to a few specific embodiments of the invention however other embodiments within the scope of the invention will be apparent to those skilled in the art.

Referring to FIGS. 1-4, there is shown a first embodiment of the present
10 invention, a feminine sanitary napkin 20. The sanitary napkin 20 has a main body 22 with a first transverse side 26 defining a front portion thereof and a second transverse side 28 defining a rear portion thereof. The main body also has two longitudinal sides, namely a longitudinal side 30 and a longitudinal side 32. The main body further includes a body facing surface 25 and a garment facing surface 27.

15 As depicted in FIG. 4, the main body 22 is of a laminate construction and preferably comprises a fluid-permeable cover layer 42, an absorbent system 44 and a fluid-impervious barrier layer 50. The absorbent system 44 may comprise a single layer of material or may comprise multiple layers. For example, the absorbent system may comprise a single layer core or it may include a transfer layer and a core.

20 In the embodiment of the invention shown in Figs. 1-3, an adhesive 33 for securing the napkin 20 to the body of a user is applied to the body facing surface 45 of the cover 42.

The napkin 20 further includes a tactile placement aid generally identified by the numeral 60. In the particular embodiment of the invention shown in Figs. 1-4, the
25 placement aid 60 includes a plurality of concentric circles 62 arranged about a central

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circular land area 66. The concentric circles 62 and land area 66 may be formed by embossing the article with a pair of embossing rolls having a pattern corresponding in shape to the concentric circles 62 and central circular land area 66. Other techniques for forming the tactile placement aid 60 will also be apparent to those skilled in the art.

5 As best seen in Figs. 1 and 3, the concentric circles 62 are formed during the embossing process such that the concentric circles 62 and the central circular land area 66 extend outward relative to the non-embossed planar outer portions 64 of the barrier 50. In this manner, each concentric circle 62 and the central circular land area 66 is tactilely distinguishable to a user from the non-embossed portions 64 of the barrier 50. Each of
10 the concentric circles 62 and the central circular land area 66 preferably extend out a distance "d" relative to the non-embossed planar portions 64 of the barrier 50. Preferably the distance "d" is at least .25 mm, more preferably at least .50 mm, and most preferably at least 1.0 mm. In this manner the user can tactilely distinguish the tactile placement aid 60 from the non-embossed regions of the article. In a preferred embodiment of the
15 invention, the concentric circles 62 and central circular land area 66 are formed such that the geometric center of the central circular land area 66, and thus the geometric center of the tactile placement aid 60, is arranged at a location on the napkin 20 intended to be placed over the vaginal opening. In other words, the placement aid 60 is structured and arranged such that the geometric center thereof is located at a location on the napkin 20
20 intended to be aligned with the vaginal opening.

The adhesive 33 used in the article according to the present invention is preferably an adhesive based upon block copolymers, preferably, those which may include linear or radial co-polymer structures having the formula $(A-B)_x$ wherein block A

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is a polyvinylarene block, block B is a poly(monoalkenyl) block, x denotes the number of polymeric arms, and wherein x is an integer greater than or equal to one. Suitable block A polyvinylarenes include, but are not limited to Polystyrene, Polyalpha-methylstyrene, Polyvinyltoluene, and combinations thereof. Suitable Block B poly(monoalkenyl) blocks include, but are not limited to conjugated diene elastomers such as for example polybutadiene or polyisoprene or most preferably hydrogenated elastomers such as ethylene-butylene or ethylene-propylene or polyisobutylene, or combinations thereof, specifically, adhesives consisting of styrene-ethylene-butylene-styrene (SEBS) block copolymer and mineral oils, paraffinic or naphthenic process oils, and optionally a suitable tackifying resins include natural and modified resins; glycerol and pentaerythritol esters of natural and modified resins; polyterpene resins; copolymers and terpolymers of natural terpenes; phenolic modified terpene resins and the hydrogenated derivatives thereof; aliphatic petroleum resins and the hydrogenated derivatives thereof; aromatic petroleum resin and the hydrogenated derivatives thereof; and aliphatic/aromatic petroleum resins and the hydrogenated derivatives thereof, and combinations thereof

The adhesive 33 may be of the type described in US Patent No. 6,191,189 to Cinelli et al. In particular, the adhesive may comprise:

from 0.5 to 20%, preferably 5% to 15%, by weight of a macromolecular polymeric substance or a mixture of such substances soluble or swellable in the below mentioned plasticiser(s). As not limiting examples such macromolecular or polymeric substances can be natural and/or synthetic such as natural gums or derivatives such as natural gums and gelatins, their derivatives and alginates; polyacrylics; polyvinyl alcohol; polyethylene oxide; polyvinylpyrrolidone (PVP) or polyvinylethers, their copolymers and

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derivatives; cellulose derivatives; Block Copolymer Thermoplastic Elastomers and preferably Styrenic Block Copolymers and more preferably the hydrogenated grades Styrol/Ethylene-Butylene/Styrol (SEBS), Styrene/Isoprene/Styrene (SIS), and Styrol/Ethylene-Propylene/Styrol (SEPS);

5 from 45 to 99.5% by weight, preferably from 51 to 99.5% by weight, of a plasticising substance or a mixture of plasticising substances, which are liquid at room temperature. As non-limiting examples the plasticiser can be water, various alcohols (like in particular glycerol), glycols and their ethers, polyglycols, liquid polybutenes, esters such phthalates, adipates, stearates, palmitates, sebacates, or myristates, natural or
10 synthetic oils such as vegetable oils, mineral oils, or combinations thereof;

from 0% to 50% by weight of the composition, preferably from 0 to 600% by weight of the macromolecular polymeric substance of a tackifying resin whose main scope is to tailor the Tg especially in systems based on synthetic polymers;

from 0 to 10% and more preferably from 0 to 5% by weight of substances for
15 facilitating and stabilising the gel and the gel forming process both of hydrophilic or hydrophobic liquid plasticisers. These may be for oily systems, e.g. the fatty acids of C₈ to C₂₂, their metallic salts and their polyoxo-derivatives; lanolin derivatives; silica; bentonite, montmorillonite and their derivatives; polyamides, waxes or mixtures thereof.

The adhesive may also be of the type described in US Patent No. 6,213,993 to
20 Zacharias et al.. In particular the adhesive may comprise:

a rubber-based adhesive such as styrenebutadiene, polyisobutylene, polybutadiene and polyisoprene; a water soluble adhesive such as polyvinyl alcohol, polyvinyl acetate, and methyl cellulose; a hot melt adhesive such as block copolymers of styrene-butadiene-

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styrene, styrene-isoprene-styrene, styrene-ethylenepropylene-styrene, styrene-ethylenebutylene-styrene and tetrablock copolymers such as styrene-ethylenepropylene-styrene-ethylenepropylene. Incorporated with the adhesives can be suitable tackifying resins and, if appropriate, oils.

5 Other adhesive types here include anhydrous gels consisting of 2-hydroxyethyl methacrylate polymer, polyethylene glycol and optionally water as taught in U.S. Patent No. 4,303,066 and polyurethane gels, as disclosed in U.S. Patent No. 4,661,099, or silicone gels including commercial products such as Silgel 612 from Wacker Silicones (Adrian, MI) or SSA-9700 Soft Skin Adhesives Dow-Corning (Midland, MI).

10 The adhesive 33 is covered prior to use by a removable release member 47. The release member 47 may comprise a single layer structure or may comprise a laminate structure. For example, the release member may consist of a POLY SLIK® brand paper, available from Loparex Inc., Willowbrook, IL. The internal surface of the release member 47 is provided with a release coating 53 to facilitate the removal of the release member 47 prior to use. The release member 47 is arranged such that prior to the removal of the release member 47, the coating 53 is in abutting face to face relationship with the adhesive 33. The release coating may 53 be a material based on polydimethylsiloxane chemistries, generically referred to as "silicones".

20 The method of applying the napkin 20 of the present invention to the body will now be described with reference to Figs. 1, 2 and 6. Prior to adhering the napkin 20 to the body, the user first removes from the body facing surface 45 of the cover 42 the removable release member 47, as shown in Figs. 1 and 2. Then, as shown in Fig. 6, the user tactilely locates the geometric center of the placement aid 60 and tactilely aligns the

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center of the placement aid 60 with the vaginal opening (not shown). After the placement aid 60 is aligned with the vaginal opening, the user then applies pressure to the garment facing surface 27 of the article so that the body facing surface 25 of the napkin 20 is pressed firmly against the body to thereby adhere the napkin 20 to the body. By using the
5 above described method, the user can insure that the napkin 20 is arranged in the proper location without having to visually align the product.

A second embodiment of the present invention, a sanitary napkin 20b, is shown in Fig. 5. In the sanitary napkin 20b the barrier layer 50 is dimensioned so a portion 61 thereof extends outward relative to a terminal edge 63 of the cover 42. The adhesive 33
10 for attaching the article to the body is applied to a body facing surface 65 of the barrier portion 61. The napkin 20b is provided with a removable release member 47 to cover the adhesive 33 prior to use. As shown in Fig. 5 the release member 47 may be shaped such that it extends over the entire top surface of the cover 42 and barrier portion 61.

Alternatively, the removable release member 47 may have a substantially oval shape (not
15 shown) such that the release member 47 corresponds in shape to the barrier portion 61 and has a central open area (i.e. a central oval shaped through hole) that corresponds to the shape of the cover 42. The remaining structure of the embodiment of the invention 20b shown in Fig. 5 is the same as the embodiment described above with respect to Figs. 1-4.

20 A third embodiment of the present invention, a sanitary napkin 20c, is shown in Figs. 7 and 8. In the sanitary napkin 20c the tactile placement aid 60 is formed by a plurality of raised elements or protuberances 70. A detailed view of the raised elements

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70 is provided in Fig. 8. The raised elements 70 may be formed, for example, from a non-contact adhesive applied to the garment facing surface 27 of the article

The raised elements 70 may be applied onto the substrate by any means known in the art, such as control coating, control fiberization, pattern coating, gravure coating, rotary screen printing, and spray coating. Equipment for coating the substrates is commercially available. One example is the DYNAFIBER, available through Nordson Company. Another example is the ITW, available through Omega Company. When applying raised elements 70 through a melt process, the time it takes to cool the applied coating affects the height of the raised elements. If the coating is not cooled quickly enough, the coating may penetrate the substrate to the extent that no raised element 70 is formed. To overcome this problem, an air knife that utilizes air, which may be chilled, may be utilized to quickly cool the applied coating and prevent tailing. The angle of contact between the air and the applied coating may also affect the height of the raised elements 70. The air typically contacts the coating at an angle of from about 10 to about 80°. The raised elements 70 may be of any shape including, but not limited to, lines, waves, interconnected patterns, circular dots, hexagons, hearts, diamonds, rectangles, stars, triangles and the like. The density, height, and diameter of the raised elements may vary so long as the elements can be easily tactilely perceived by the user. Preferably the raised elements 70 have a height of at least .25 mm, more preferably at least .50 mm, and most preferably at least 1.0 mm

The raised elements 70 are made of any suitable material that is easily tactilely perceptible to the user. Suitable materials include, but are not limited to, hot melt coatings, natural rubber, synthetic rubber, polyolefins, such as polyethylene and

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polypropylene, ethylene vinyl acetate, and thermoplastic elastomers. Colorants or pigments may be combined with the coating materials.

Suitable hot melt coatings for generating raised elements include HL-7471 W from H. B. Fuller Co., St. Paul, Minn., and REXTAC amorphous polyolefins, available
5 through Huntsman Chemical. For example, hot melt coatings containing from about 15% to about 100% olefin polymer or a block copolymer, from about 0% to about 60% tackifying resin, and from about 0% to about 50% wax may be useful. Suitable olefin polymers include polymers:

- 10 a) wherein the olefin polymer is a homopolymer of ethylene, propylene, n-butene, butylene or isobutylene, with a melt flow index from 0.5 to 2500, such as Ateva® polymers from AT plastics; Escorene® and Vistanex® polymers from Exxon Chemical, Duraflex® polymers from Shell Chemical, Epolene® polymers from Eastman Chemical, and Vestoplast® polymers from Creanova;
- 15 b) wherein the olefin polymer is a copolymer of ethylene and a co-monomer, such as vinyl acetate, acrylic acid, methacrylic acid, ethyl acrylate, methyl acrylate, n-butyl acrylate vinyl silane or maleic anhydride, such as Ateva® polymers from AT plastics, Elvax® polymers from DuPont, Escorene® and Optema® polymers from Exxon Chemical, and Primacor® polymers from Dow Chemical; and
- 20 c) wherein the olefin polymer is a terpolymer of ethylene and co-monomers, such as vinyl acetate, acrylic acid, methacrylic acid, ethyl acrylate, methyl acrylate, n-butyl acrylate vinyl silane or maleic anhydride, such as Ateva® polymers from AT plastics, Nucrel® polymers from DuPont, and Escor® polymers from Exxon Chemical.

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Suitable block copolymers include block copolymers having a linear or a radial structure such that the structure $(A-B)_x$ where A consists essentially of a polyvinylarene block, and B consists essentially of poly(monoalkenyl) block, and x denotes the number of polymeric arms, where x is greater than or equal to one are also useful. Block B may be selected from conjugated diene elastomers such as polybutadiene or polyisoprene and hydrogenated elastomers such as ethylene-butylene or ethylene-propylene. Suitable examples of these types of polymers include Kraton® elastomers from Shell Chemical Company, Vector® elastomers from Dexco, Solprene® elastomers from Enichem Elastomers and Stereon® from elastomers Firestone Tire & Rubber Co. When the hot melt coatings contain block copolymers, it is preferable for the coating to contain from about 15% to about 50% block copolymer.

Suitable tackifying resins include any compatible resin or mixture thereof selected from the group consisting of a) natural and modified rosins; b) glycerol and pentaerythritol esters of natural and modified rosins; c) polyterpene resins; d) copolymers and terpolymers of natural terpenes; e) phenolic modified terpene resins and the hydrogenated derivatives thereof; f) aliphatic petroleum resins and the hydrogenated derivatives thereof; g) aromatic petroleum resin and the hydrogenated derivatives thereof; and h) aliphatic/aromatic petroleum resins and the hydrogenated derivatives thereof, such as Foral® resin, Staybelite® resin, Poly-pale® resin, Permalyn® resin, Pentalyn® resin, Adtac® resin, Piccopale® resin, Piccotac® resin, Hercotac® resin, Regalrez® resin, and Piccolyte® resin from Hercules, Escorez® resin from Exxon Chemical, Wingtack® resin from Goodyear Tire & Rubber Co., Arkon® resin from Arakawa Chemicals, Zonatac®

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resin, Zonarez® resin and Zonester® resin from Arizona Chemical and Nevtec® resin from Neville Chemical Company.

Suitable waxes include, but are not limited to, paraffins, Fischer-tropsch, and microcrystalline waxes, and combinations thereof. Suitable microcrystalline waxes include, but are not limited to, BE SQUARE 175 microwax, available from Bareco Division, Petrolite Corporation, and M-5165 from Moore & Munger, Shelton, Conn. Suitable polyethylene waxes include, but are not limited to, H- 101 from Exxon Chemical, Houston, Tex. Suitable Fischer-Tropsch waxes include, but are not limited to, Paraflint Wax from Schumann Sasol, Hamburg, Germany.

10 As shown in Fig. 7, the protuberances 70 collectively define a geometric shape, in the case of the specific example shown in Fig. 7, a circle. Preferably the protuberances 70 are arranged such that the geometric center 71 of the shape defined by the protuberances 70 is located at a location on the article adapted to be aligned with a vaginal opening of a user. The remaining structure of the embodiment of the invention 15 20c shown in Figs. 7-8 is the same as the embodiment described above with respect to Figs. 1-4.

Still another embodiment of the present invention, a sanitary napkin 20d, is shown in Figs. 9-10. In the sanitary napkin 20d the tactile placement aid 60 is formed from at least one additional layer of material applied to the outer surface 69 of the barrier 50. In 20 the specific embodiment shown in Figs. 9-10 the tactile placement aid 60 comprises a first ring 72 of material, a second concentric ring 74 of material, and a central circular land area 75. The material used to form the first ring 72, second ring 74, and the central circular land area 75 may be a non-woven material, film material or other materials used

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in sanitary protection articles. The material first ring 72, second ring 74, and the central circular land area 75 may, for example, be applied to the outer surface 69 of the barrier using an adhesive or other known methods. The material used to form the tactile placement aid 60 preferably has a thickness of at least .25 mm, more preferably at least .50 mm, and most preferably at least 1.0 mm. In a preferred embodiment of the invention, the concentric rings 72 and 74 and central circular land area 75 are formed such that the geometric center of the central circular land area 75, and thus the geometric center of the tactile placement aid 60, is arranged at a location on the napkin 20d intended to be placed over the vaginal opening. In other words, the placement aid 60 is structured and arranged such that the geometric center thereof is located at a location on the napkin 20d intended to be aligned with the vaginal opening.

Although various embodiments of the tactile placement aid 60 have been described above other embodiments are possible as long as the tactile placement aid is tactilely perceptible to a user from a garment facing side of the article.

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Main Body—Cover Layer

The cover layer 42 may be a relatively low density, bulky, high-loft non-woven web material. The cover layer 42 may be composed of only one type of fiber, such as polyester or polypropylene or it may include a mixture of more than one fiber. The cover may be composed of bi-component or conjugate fibers having a low melting point component and a high melting point component. The fibers may be selected from a variety of natural and synthetic materials such as nylon, polyester, rayon (in combination

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with other fibers), cotton, acrylic fiber and the like and combinations thereof. Preferably, the cover layer 42 has a basis weight in the range of about 10 gsm to about 75 gsm.

Bi-component fibers may be made up of a polyester layer and a polyethylene sheath. The use of appropriate bi-component materials results in a fusible non-woven fabric. Examples of such fusible fabrics are described in U.S. Pat. No. 4,555,430 issued Nov. 26, 1985 to Chicopee. Using a fusible fabric increases the ease with which the cover layer may be mounted to the absorbent layer and/or to the barrier layer.

10 The cover layer 42 preferably has a relatively high degree of wettability, although the individual fibers comprising the cover may not be particularly hydrophilic. The cover material should also contain a great number of relatively large pores. This is because the cover layer 42 is intended to take-up body fluid rapidly and transport it away from the body and the point of deposition. Therefore, the cover layer contributes little to the time taken for the napkin to absorb a given quantity of liquid (penetration time).

Advantageously, the fibers which make up the cover layer 42 should not lose their physical properties when they are wetted, in other words they should not collapse or lose their resiliency when subjected to water or body fluid. The cover layer 42 may be treated to allow fluid to pass through it readily. The cover layer 42 also functions to transfer the fluid quickly to the other layers of the absorbent system 44. Thus, the cover layer 42 is advantageously wettable, hydrophilic and porous. When composed of synthetic hydrophobic fibers such as polyester or bi-component fibers, the cover layer 42 may be treated with a surfactant to impart the desired degree of wettability.

In one preferred embodiment of the present invention the cover is made from a

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spunlace nonwoven material having from about 0 to about 100% polyester and from about 0 to about 100% rayon. The spunlace material may also be made from about 10% to about 65% rayon and from about 35% to about 90% polyester. In lieu of, and/or in combination with the polyester, polyethylene, polypropylene or cellulosic fiber may be used with the rayon. Optionally, the material used for the cover layer may include binders such as thermoplastic binders and latex binders.

Alternatively, the cover layer 42 can also be made of polymer film having large pores. Because of such high porosity, the film accomplishes the function of quickly transferring body fluid to the inner layers of the absorbent system. Apertured co-extruded films such described in U.S. Pat. No. 4,690,679 and available on sanitary napkins sold by Johnson & Johnson Inc. of Montreal, Canada could be useful as cover layers in the present invention.

The cover layer 42 may be embossed to the remainder of the absorbent system 44 in order to aid in promoting hydrophilicity by fusing the cover to the next layer. Such fusion may be effected locally, at a plurality of sites or over the entire contact surface of cover layer 42 and absorbent system 44. Alternatively, the cover layer 42 may be attached to the absorbent system 44 by other means such as by adhesion.

Main Body – Absorbent System

The absorbent system 44 may comprise a single layer of material or may comprise multiple layers. In one embodiment, the absorbent system 44 is a blend or mixture of cellulosic fibers and superabsorbent disposed in and amongst fibers of that pulp.

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Cellulosic fibers that can be used in the absorbent system 44 are well known in the art and include wood pulp, cotton, flax and peat moss. Wood pulp is preferred. Pulp can be obtained from mechanical or chemi-mechanical, sulfite, kraft, pulping reject materials, organic solvent pulps, etc. Both softwood and hardwood species are useful.

5 Softwood pulps are preferred. It is not necessary to treat cellulosic fibers with chemical debonding agents, cross-linking agents and the like for use in the present material. Some portion of the pulp may be chemically treated as discussed in U.S. Pat. No. 5,916,670 to improved flexibility of the product. Flexibility of the material may also be improved by mechanically working the material or tenderizing the material.

10 The absorbent system 44 can contain any superabsorbent polymer (SAP), which SAPs are well known in the art. For the purposes of the present invention, the term "superabsorbent polymer" (or "SAP") refers to materials which are capable of absorbing and retaining at least about 10 times their weight in body fluids under a 0.5 psi pressure. The superabsorbent polymer particles of the invention may be inorganic or organic
15 crosslinked hydrophilic polymers, such as polyvinyl alcohols, polyethylene oxides, crosslinked starches, guar gum, xanthan gum, and the like. The particles may be in the form of a powder, grains, granules, or fibers. Preferred superabsorbent polymer particles for use in the present invention are crosslinked polyacrylates, such as the product offered by Sumitomo Seika Chemicals Co., Ltd. Of Osaka, Japan, under the designation of
20 SA70N and products offered by Stockhausen Inc..

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Main Body-Barrier Layer

Underlying the absorbent layer 44 is a barrier layer 50 comprising liquid-impervious film material so as to prevent liquid that is entrapped in the absorbent system 44 from egressing the sanitary napkin and staining the wearer's undergarment. The barrier
5 layer 50 is preferably made of polymeric film, although it may be made of liquid impervious, air-permeable material such as repellent-treated non-woven or micropore films or foams.

The barrier layer may be breathable, i.e., permits vapor to transpire. Known materials for this purpose include nonwoven materials and microporous films in which
10 microporosity is created by, inter alia, stretching an oriented film. Single or multiple layers of permeable films, fabrics, melt-blown materials, and combinations thereof that provide a tortuous path, and/or whose surface characteristics provide a liquid surface repellent to the penetration of liquids may also be used to provide a breathable backsheet. The cover layer 42 and the barrier layer 50 are joined along their marginal portions so as
15 to form an enclosure or flange seal that maintains the absorbent layer 44 captive.

Any or all of the cover, absorbent layer, transfer layer, backsheet layer, and adhesive layers may be colored. Such coloring includes, but is not limited to, white, black, red, yellow, blue, orange, green, violet, and mixtures thereof. Color may be imparted according to the present invention through dying, pigmentation, and printing.
20 Colorants used according the present invention include dyes and inorganic and organic pigments. The dyes include, but are not limited to, anthraquinone dyes (Solvent Red 111, Disperse Violet 1, Solvent Blue 56, and Solvent Green 3), Xanthene dyes (Solvent Green 4, Acid Red 52, Basic Red 1, and Solvent Orange 63), azine dyes (Jet black), and the like.

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Inorganic pigments include, but are not limited to, titanium dioxide (white), carbon black (black), iron oxides (red, yellow, and brown), chromium oxide (green), ferric ammonium ferrocyanide (blue), and the like.

Organic pigments include, but are not limited to diarylide yellow AAOA

5 (Pigment Yellow 12), diarylide yellow AAOT (Pigment Yellow 14), phthalocyanine blue (Pigment Blue 15), lithol red (Pigment Red 49:1), Red Lake C (Pigment Red), and the like.

The absorbent article may include other known materials, layers, and additives, such as, foam, net-like material, perfumes, medicaments or pharmaceutical agents, 10 moisturizers, odor control agents, and the like. The absorbent article can optionally be embossed with decorative designs.

The absorbent article may be packaged as unwrapped absorbent articles within a carton, box or bag. The consumer withdraws the ready-to-use article as needed. The absorbent article may also be individually packaged (each absorbent article encased 15 within an overwrap).

Also contemplated by the present invention are asymmetrical and symmetrical absorbent articles having parallel longitudinal edges, dog bone- or peanut-shaped, as well as articles having a tapered construction for use with thong-style undergarments.

From the foregoing description, one skilled in the art can ascertain the essential 20 characteristics of this invention, and without departing from the spirit and scope thereof, can make various changes and modifications. Embodiments set forth by way of illustration are not intended as limitations on the variations possible in practicing the

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present invention.

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87**REIVINDICACIONES**

Nosotros reivindicamos:

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1. Un artículo absorbente que se puede unir al cuerpo que comprende:

Una superficie de cara al cuerpo;

Una superficie de cara a la prenda de vestir;

10 Un adhesivo dispuesto sobre dicha superficie de cara al cuerpo; para asegurar dicho artículo al cuerpo; y

Una ayuda de colocación táctil que es perceptible táctilmente para la usuaria desde dicha superficie de cara a la prenda de vestir de dicho artículo.

15 2. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil se dispone en un sitio sobre dicho artículo absorbente adaptado para ser alineado con la abertura vaginal de la usuaria.

20 3. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil tiene un centro geométrico, dicho centro geométrico que esta dispuesto en un sitio sobre dicho artículo absorbente adaptado para ser alineado con la abertura vaginal de la usuaria.

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4. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil comprende por lo menos un círculo táctil que es perceptible táctilmente para la usuaria desde dicha superficie de cara a la prenda de vestir de dicho artículo.

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5. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 4, en donde dicha ayuda de colocación táctil comprende una pluralidad de círculos concéntricos.

6. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil comprende por lo menos un elemento perceptible táctilmente.

7. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil comprende un primer elemento perceptible táctilmente y por lo menos un segundo elemento perceptible táctilmente dispuesto en dicho primer elemento perceptible táctilmente.

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8. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 6, en donde dicho elemento perceptible táctilmente se extiende

hacia afuera en relación con dicha superficie de cara a la prenda de vestir al menos .25 mm.

9. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 8, en donde dicho elemento perceptible táctilmente se extiende hacia afuera en relación con dicha superficie de cara a la prenda de vestir al menos .50 mm.

10. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 9, en donde dicho elemento perceptible táctilmente se extiende hacia afuera en relación con dicha superficie de cara a la prenda de vestir al menos 1.0 mm.

11. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicho artículo es uno de una toalla sanitaria, un protector y un producto para la incontinencia en adultos.

12. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil se hace mediante repujado de dicho artículo.

13. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil comprende por lo

menos una protuberancia que se extiende desde dicha superficie de cara a la prenda de vestir

14. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 13, en donde dicha ayuda de colocación táctil comprende una pluralidad de protuberancias.

15. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 14, en donde dicha pluralidad de protuberancias define una forma geométrica.

16. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 15, en donde dicha forma geométrica tiene un centro, dichas protuberancias están dispuestas sobre dicha superficie de cara a la prenda de vestir tal que dicho centro esta localizado en una porción del artículo adaptada para ser dispuesta sobre la abertura vaginal de la usuaria.

17. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil comprende por lo menos una capa de material aplicada a dicha superficie de cara a la prenda de vestir.

18. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 17, en donde dicha capa de material tiene un centro geométrico, dicha capa de material esta dispuesta tal que dicho centro geométrico se localiza en una porción del artículo adaptada para ser dispuesta sobre la abertura vaginal de la usuaria.

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19. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 1, en donde dicha ayuda de colocación táctil es perceptible para la usuaria sobre una base no visual.

20. Un artículo absorbente que se puede unir al cuerpo que comprende:

Una capa de cubierta;

Una capa de barrera;

Un adhesivo aplicado a un lado de cara al cuerpo de dicha capa de cubierta para asegurar dicho artículo al cuerpo;

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Una ayuda de colocación táctil que es perceptible táctilmente para la usuaria a partir de dicha superficie de cara a la prenda de vestir de dicho artículo, dicha ayuda de colocación táctil que esta dispuesta en un sitio adaptado para ser alineado con la abertura vaginal de la usuaria.

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21. El artículo absorbente que se puede unir al cuerpo de acuerdo con la reivindicación 20, que comprende además:

Un sistema absorbente dispuesto entre dicha capa de cubierta y dicha capa de barrera.

22. El artículo absorbente que se puede unir al cuerpo que comprende:

5 Una capa de cubierta:

Una capa de barrera,

En donde dicha barrera se estructura y dispone tal que una porción de ella se extiende mas allá de un borde terminal de dicha capa de cubierta;

Un adhesivo para asegurar dicho artículo al cuerpo, dicho adhesivo
10 aplicado a un lado de cara al cuerpo de dicha porción de dicha barrera que se extiende mas allá de dicho borde terminal de dicha cubierta;

Una ayuda de colocación táctil que es perceptible táctilmente por la usuaria a partir de dicha superficie de cara a la prenda de vestir de dicho artículo, dicha ayuda de colocación táctil que esta dispuesta en un sitio adaptado
15 para ser alineado con la abertura vaginal de la usuaria.

23. Un método para aplicar al cuerpo un artículo absorbente que se puede unir al cuerpo, que comprende:

Localizar táctilmente una ayuda de colocación táctil sobre un artículo
20 absorbente que se puede unir al cuerpo;

Alinear táctilmente la ayuda de colocación táctil con la abertura vaginal de la usuaria; y

Adherir el artículo absorbente que se puede unir al cuerpo contra el cuerpo de la usuaria tal que dicha ayuda de colocación táctil se alinee con dicha abertura vaginal de dicha usuaria.

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CLAIMS

We claim:

1. An body-attachable absorbent article comprising:

- 5** a body facing surface;
- a garment facing surface;
- an adhesive arranged on said body facing surface for securing said article to the
- body; and**
- a tactile placement aid that is tactilely perceptible to a user from said garment
- 10** facing surface of said article.

2. The body-attachable absorbent article according to claim 1, wherein said tactile

placement aid is arranged at a location on said absorbent article adapted to be aligned

with a vaginal opening of a user.

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3. The body-attachable absorbent article according to claim 1, wherein said tactile

placement aid has a geometric center, said geometric center being arranged at a location

on said absorbent article adapted to be aligned with a vaginal opening of a user.

20 **4. The body-attachable absorbent article according to claim 1, wherein said tactile**

placement aid comprises at least one tactile circle that is tactilely perceptible to a user

from said garment facing surface of said article.

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5. The body-attachable absorbent article according to claim 4, wherein said tactile placement aid comprises a plurality of concentric circles.

6. The body-attachable absorbent article according to claim 1, wherein said tactile placement aid comprises at least one tactilely perceptible element.

7. The body-attachable absorbent article according to claim 1, wherein said tactile placement aid comprises a first tactilely perceptible element and at least a second tactilely perceptible element arranged within said first tactilely perceptible element.

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8. The body-attachable absorbent article according to claim 6, wherein said tactilely perceptible element extends outwardly relative to said garment facing surface at least .25 mm.

15 9. The body-attachable absorbent article according to claim 8, wherein said tactilely perceptible element extends outwardly relative to said garment facing surface at least .50 mm.

10. The body-attachable absorbent article according to claim 9, wherein said tactilely perceptible element extends outwardly relative to said garment facing surface at least 1.0 mm.

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11. The body-attachable absorbent article according to claim 1, wherein said article is one of a sanitary napkin, liner and adult-incontinence product.

12. The body-attachable absorbent article according to claim 1, wherein said tactile
5 placement aid is formed by embossing said article.

13. The body-attachable absorbent article according to claim 1, wherein said tactile placement aid comprises at least one protuberance extending from said garment facing surface.

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14. The body-attachable absorbent article according to claim 13, wherein said tactile placement aid comprises a plurality of protuberances.

15. The body-attachable absorbent article according to claim 14, wherein said
15 plurality of protuberances define a geometric shape.

16. The body-attachable absorbent article according to claim 15, wherein said
geometric shape has a center, said protuberances being arranged on said garment facing surface such that said center is located at a portion of the article adapted to be arranged
20 over a vaginal opening of a user.

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17. The body-attachable absorbent article according to claim 1, wherein said tactile placement aid comprises at least one material layer applied to said garment facing surface.

5 18. The body-attachable absorbent article according to claim 17, wherein said material layer has a geometric center, said material layer being arranged so that said geometric center is located at a portion of the article adapted to be arranged over a vaginal opening of a user.

10 19. The body-attachable absorbent article according to claim 1, wherein said tactile placement aid is perceptible to a user on a non-visual basis.

20. A body-attachable absorbent article comprising:

a cover layer;

15 a barrier layer,

an adhesive applied to a body facing side of said cover layer for securing said article to the body;

a tactile placement aid that is tactilely perceptible to a user from said garment facing surface of said article, said tactile placement aid being arranged at a location
20 adapted to be aligned with a vaginal opening of a user.

21. The body-attachable absorbent article according to claim 20, further comprising:

an absorbent system arranged between said cover layer and said barrier layer.

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22. A body-attachable absorbent article comprising:

a cover layer;

a barrier layer,

wherein said barrier is structured and arranged so that a portion thereof extends

5 beyond a terminal edge of said cover layer;

an adhesive for securing said article to the body, said adhesive applied to a body facing side of said portion of said barrier that extends beyond said terminal edge of said cover;

10 a tactile placement aid that is tactilely perceptible to a user from said garment facing surface of said article, said tactile placement aid being arranged at a location adapted to be aligned with a vaginal opening of a user.

23. A method of applying a body-attachable absorbent article to the body, comprising:

tactilely locating a tactile placement aid on a body-attachable absorbent article;

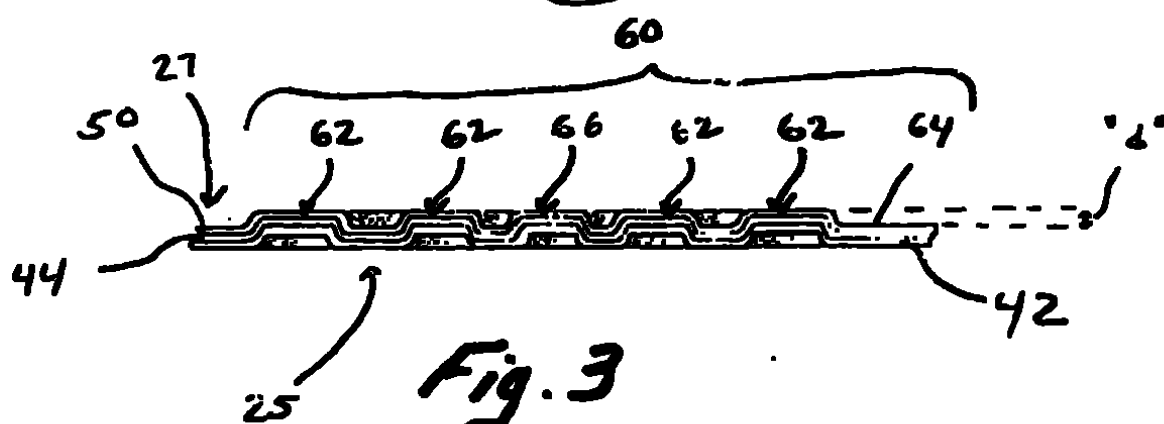
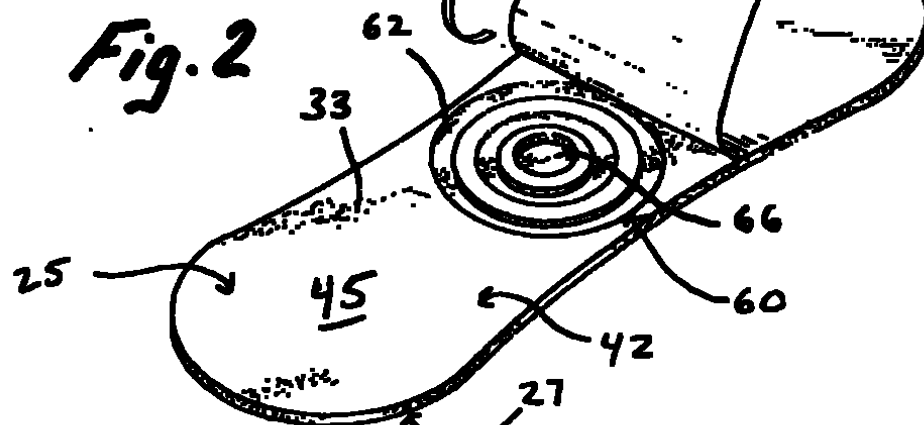
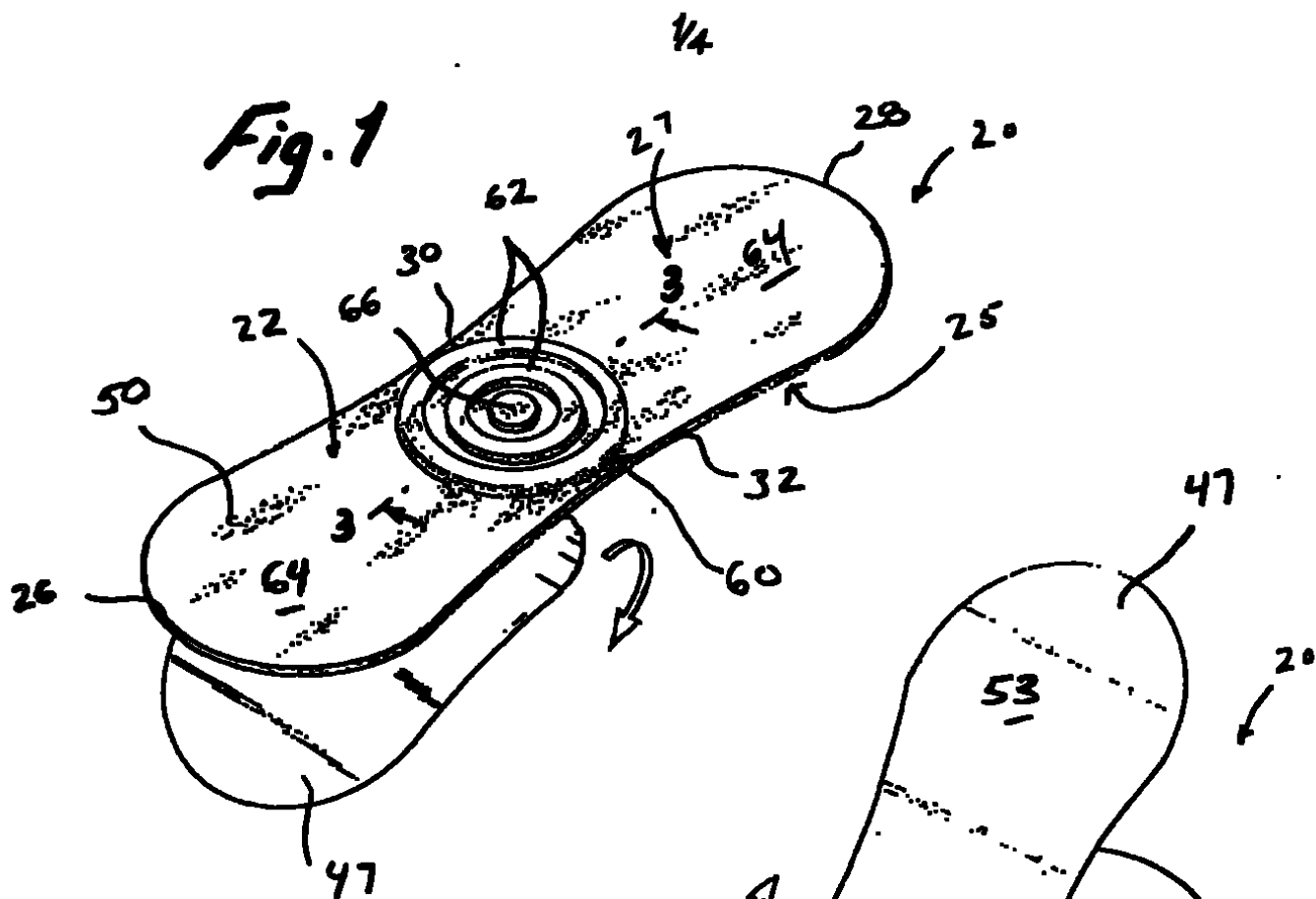
15 tactilely aligning the tactile placement aid with a vaginal opening of a user, and

adhering the body-attachable absorbent article against a body of the user so that said tactile placement aid is aligned with said vaginal opening of said user.

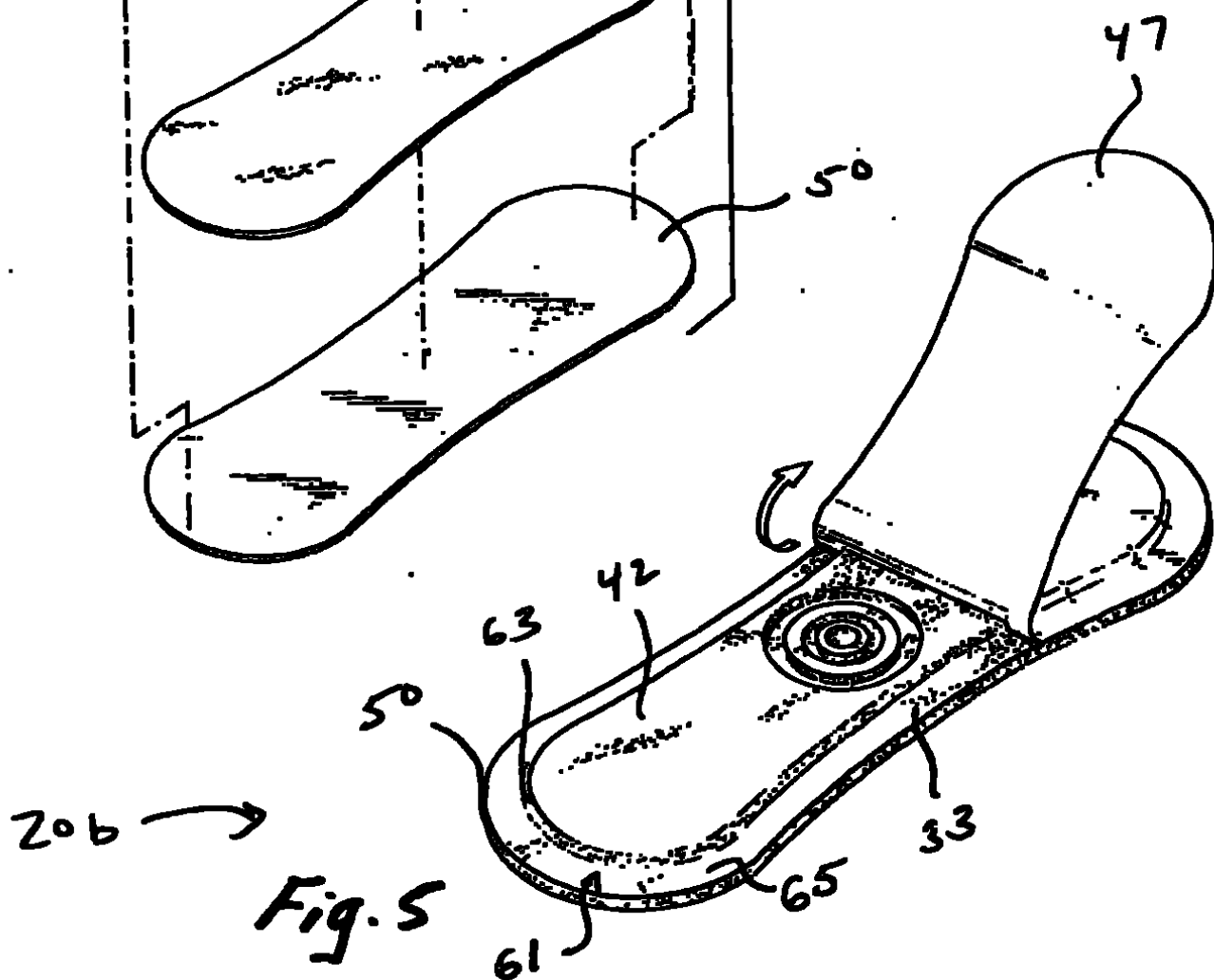
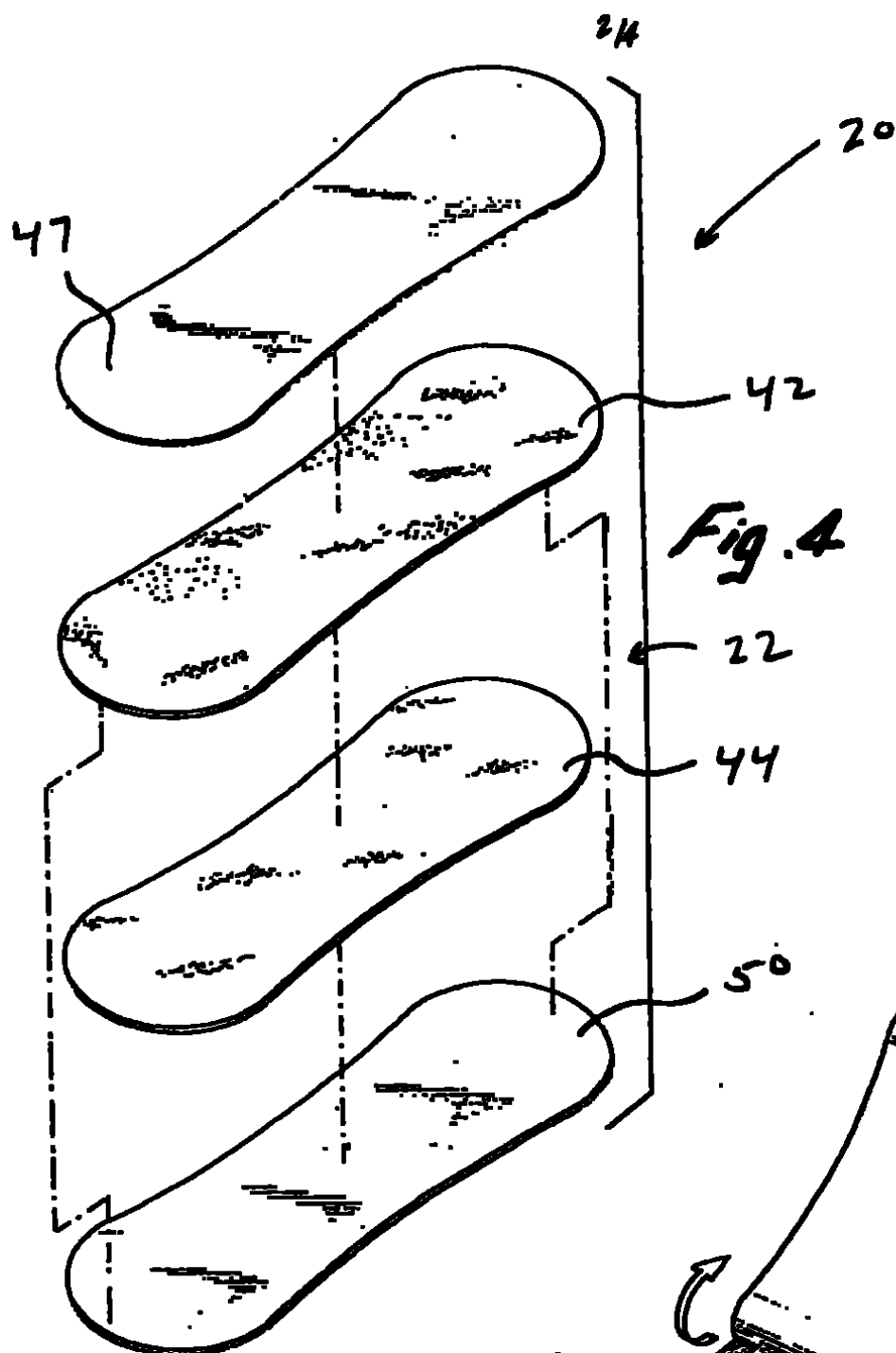
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ABSTRACT

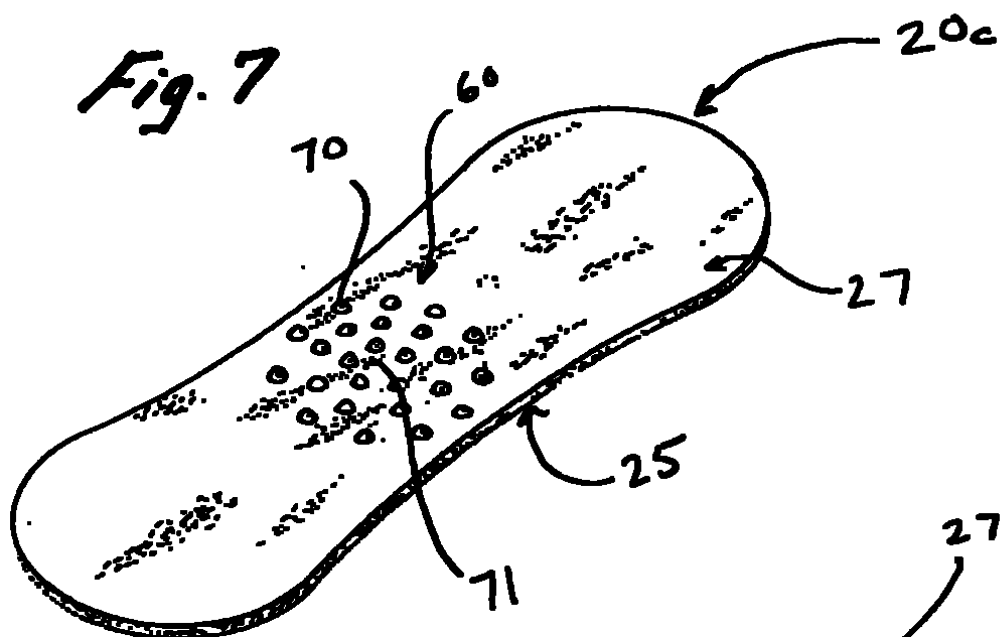
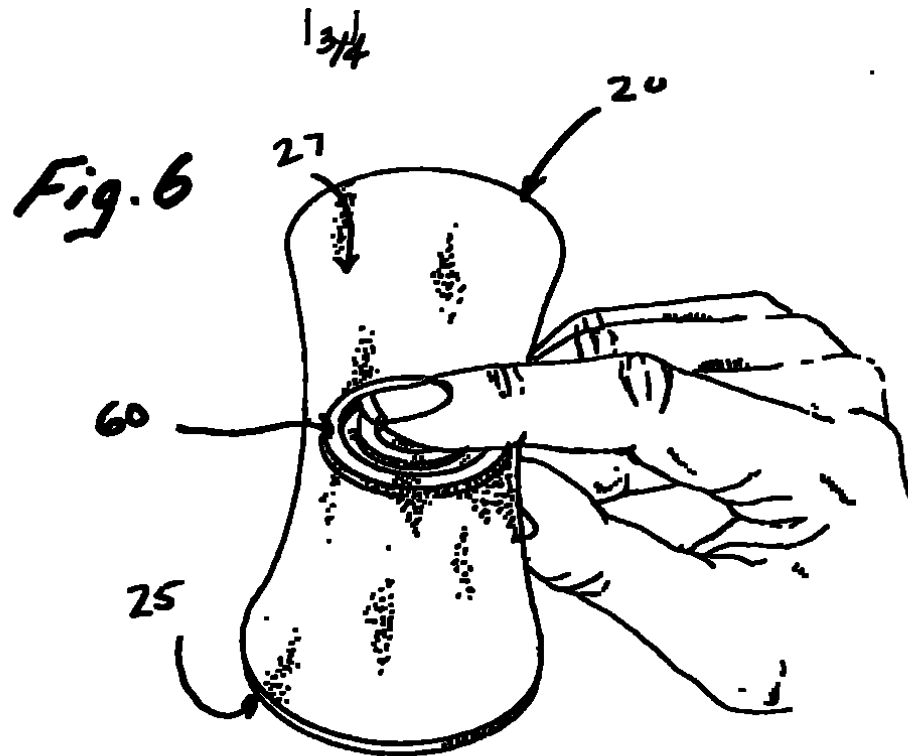
An absorbent article including a liquid pervious cover, a liquid impermeable barrier, a body facing surface, a garment facing surface, an adhesive for securing the
5 article to the body arranged on the body facing surface, and a tactile placement aid that is tactilely perceptible to a user from the garment facing surface of the article.



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Fig. 9

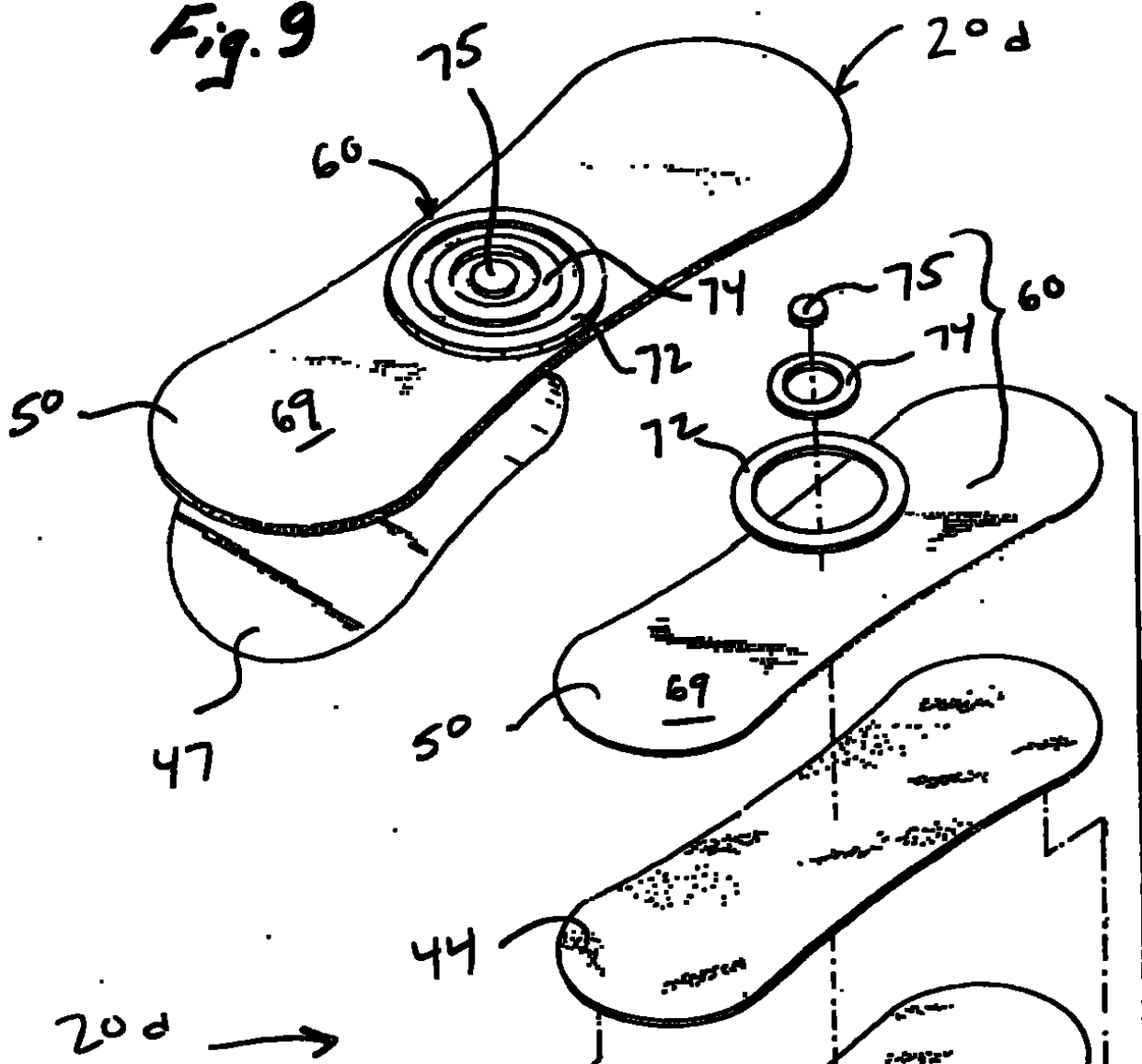
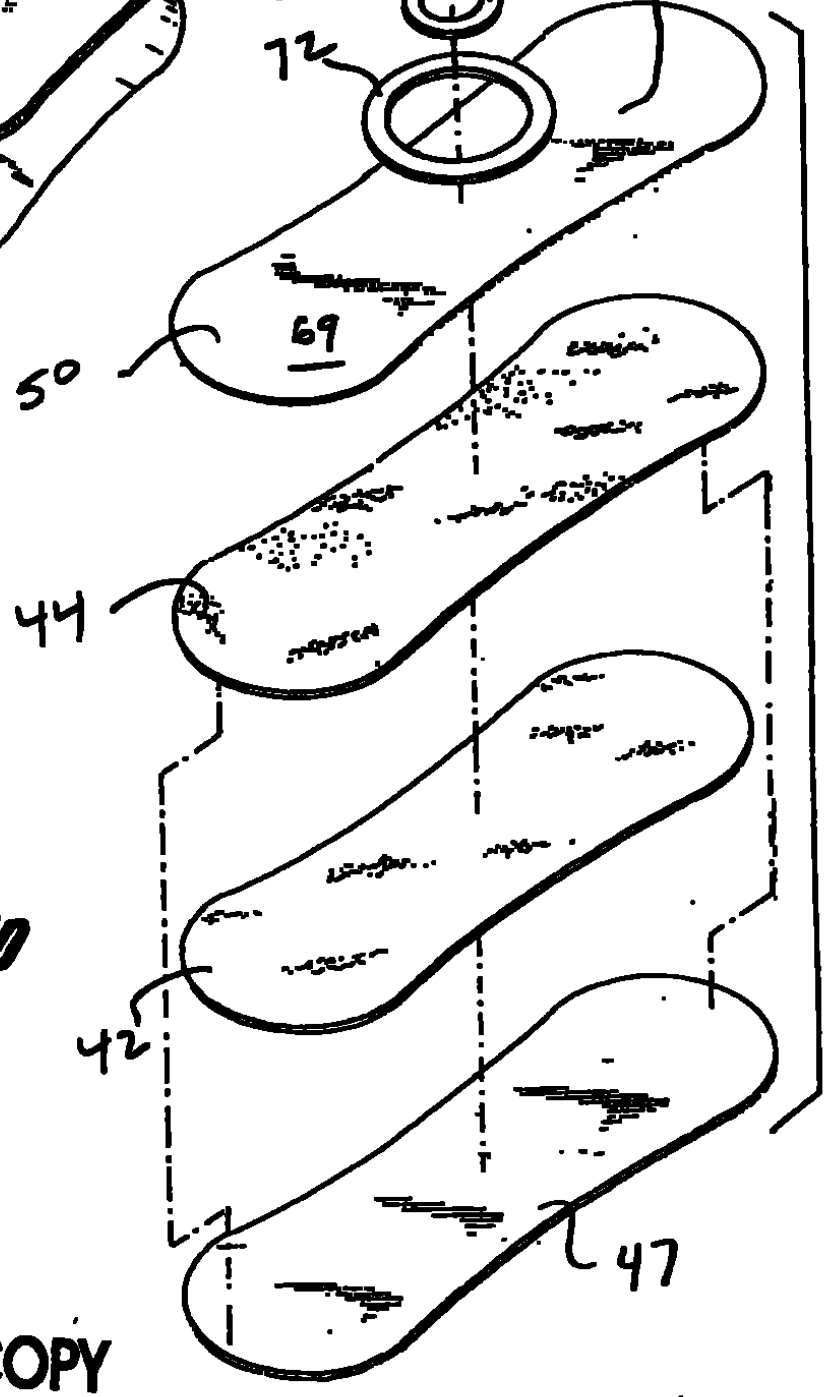


Fig. 10

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REPUBLICA DE COLOMBIA
SUPERINTENDENCIA DE INDUSTRIA Y COMERCI

Folio 109

2020
Bogotá D.C.,

Doctor(a)
ESCORBAR URIBE JIMENA
Apoderado(a) y/o Representante de
MCNEIL PPC. INC

REFERENCIA	Radicación No. 06 31934
	Trámite 2
	Evento 1
	Actuación 416
	Oficio No. 3028
	Folios 1

Teniendo en cuenta que la solicitud de privilegio de patente que se tramita bajo el expediente indicado en la referencia, reúne los requisitos de forma establecidos en los artículos 26 y 27 de la Decisión 486 de la Comisión de la Comunidad Andina, y en las demás disposiciones vigentes sobre la materia, se envía el extracto de la solicitud a la Oficina de Comunicaciones para efecto de su publicación en la Gaceta de Propiedad Industrial, conforme lo establece el artículo 40 de la misma Decisión.

Siendo manifestación expresa del interesado de efectuar la publicación "inmediato", está se realizará en la próxima gaceta de Propiedad Industrial.

Cúmplase
Dado en Bogotá DC,

15 MAYO 2007

ALIX CARMENZA CESPEDES DE VERGEL
Jefe de la división de Nuevas Creaciones

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