

11 dicembre 2018

Strumenti e strategie di tutela dell'innovazione e della creatività: dal software alla tavola

Relatori:

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Camera di Commercio
Padova

Ricette e preparazioni alimentari: quale tutela?



Chef Andrea Aprea, Ristorante “Vun”, Milano

Giorgio Long

Gli strumenti della IP

- **Brevetti per invenzione e modelli d'utilità:** coprono aspetti tecnici nuovi ed originali dell'innovazione
- **Modelli di design industriale:** coprono l'aspetto distintivo di un prodotto (non necessariamente un ornamento)
- **Marchi:** coprono i segni utilizzati nel commercio per identificare prodotti, servizi o aziende
- **Segreto industriale:** aspetti innovativi che si vuole far rimanere segreti

Brevetti per invenzione e modelli d'utilità

■ Brevetti per invenzione

- durano vent'anni dalla data di deposito
- possono riguardare prodotti, dispositivi, apparecchiature, impianti, procedimenti, metodi, usi

■ Modelli d'utilità

- durano dieci anni dalla data di deposito
- possono riguardare forme particolari di dispositivi o parti di essi che conferiscono una particolare utilità d'impiego

La tutela nel settore *food*

- Una **ricetta** può essere tutelata come:
 - la composizione di un prodotto e/o
 - il procedimento per ottenerlo

- Il termine “**brevetto per invenzione industriale**” non riguarda necessariamente un prodotto o procedimento realizzabile a livello industriale, ma comprende anche:
 - Preparazioni artigianali
 - Ricette di singoli *chef*

La tutela nel settore *food*: l'approccio industriale

Approccio tecnologico:

- Studio scientifico del prodotto e del procedimento per ottenerlo
- Attenzione all'economia del processo e degli ingredienti utilizzati
- Attenzione ai problemi di conservazione/vita di scaffale
- Maggiore enfasi alla sicurezza alimentare rispetto alla «tipicità»
- Molte competenze coinvolte: tecnologi alimentari, biologi, ingegneri, chimici
- Essenziale l'assoluta ripetibilità della produzione

La tutela nel settore *food*: l'approccio industriale

Nuovi prodotti

- ✓ Identificare gli elementi essenziali
- ✓ Determinare gli intervalli di composizione in cui il prodotto ottiene il risultato voluto
- ✓ Aggiungere nelle rivendicazioni dipendenti gli ingredienti opzionali

(19) 	Europäisches Patentamt European Patent Office Office européen des brevets		(11) EP 1 709 876 A2
(12)	EUROPEAN PATENT APPLICATION		
(43) Date of publication: 11.10.2006 Bulletin 2006/41		(51) Int Cl.: A23L 1/00 (2006.01)	
(21) Application number: 06425375.0			
(22) Date of filing: 31.05.2006			
(84) Designated Contracting States: AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC NL PL PT RO SE SI SK TR Designated Extension States: AL BA HR MK YU		(72) Inventor: Carapelli, Elena 50126 Firenze (IT)	
(71) Applicant: Drogheria e Alimentari S.r.l. 50037 San Piero a Sieve (IT)		(74) Representative: Long, Giorgio et al Jacobacci & Partners S.p.A. Via Senato, 8 20121 Milano (IT)	
(54) Instant sauces for food use			
(57) The present invention relates to an instant sauce comprising 1 to 20% by weight of a basic mixture, 8 to 60% by weight of potato products and 20 to 91% by weight of a mixture of high granulometry ingredients, characterised in that said basic mixture comprises a mixture of at least one oily antioxidant compound in quantities ranging between 1 to 15% by weight, and salt in quantities ranging between 99 and 85% by weight.			

La tutela nel settore *food*: l'approccio industriale

Nuovi prodotti

- ✓ Un prodotto semplice (spaghetti) può contenere una tecnologia tutelabile
- ✓ Indispensabile una descrizione accurata (verbale) anche della forma



⑫ **FASCICULE DE BREVET EUROPEEN**

④⑤ Date de publication de fascicule du brevet: 01.03.95 ⑥⑦ Int. Cl.⁸ **A23L 1/16, A21C 11/16**

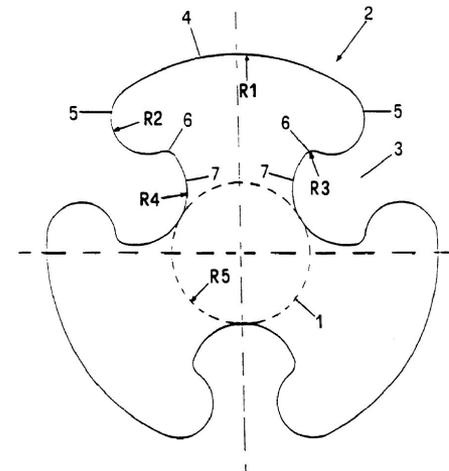
⑱ Numéro de dépôt: 91104516.9

⑳ Date de dépôt: 22.03.91

㉔ **Pâte alimentaire du genre "Spaghetti".**

㉚ Priorité: 28.03.90 IT 356718

㉛ Titulaire: **SOCIETE DES PRODUITS NESTLE S.A.**



La tutela nel settore *food*: l'approccio industriale

1. Pasta of the "spaghetti" type comprising a solid central core of circular cross-section integral with three parallel longitudinal lobes spaced at angles of 120° from one another and separated by grooves, the cross-section of each of the lobes having an outline with a convex head portion which is in the form of a circular arc with a radius of curvature (R1) substantially equal to that of conventional solid

spaghetti of the same diameter and which is joined at its ends to the first ends of substantially semicircular convex lateral portions which have a much smaller radius of curvature (R2) than (R1) and of which the second ends are joined by concave curved portions with a small radius of curvature (R3) to the first ends of respective concave stem portions which are in the form of a circular arc with a radius of curvature (R4) greater than (R2) but smaller than (R1) and which are joined at their second ends to the respective second ends of stem portions of adjacent lobes.

La tutela nel settore *food*: l'approccio industriale

Nuovi prodotti

✓ Non sempre necessario alto contenuto tecnologico

✓ Problema risolto: tramutare un biscotto in un gioco



(12) EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention of the grant of the patent:
16.06.2004 Bulletin 2004/25

(51) Int Cl.7: **A63F 9/12**

(21) Application number: 00104176.3

(22) Date of filing: 29.02.2000

(54) **A kit of biscuits so shaped as to form three dimensional imaginative arrangements**
Kekse zur Gestaltung von dreidimensionalen Fantasieanordnungen
Un kit de biscuits avec lesquels des arrangements tridimensionnels imaginatifs peuvent être construits

(84) Designated Contracting States:
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU
MC NL PT SE
Designated Extension States:
SI

(72) Inventor: **Lauro, Antonio**
43023 Monticelli Terme (Pavia) (IT)

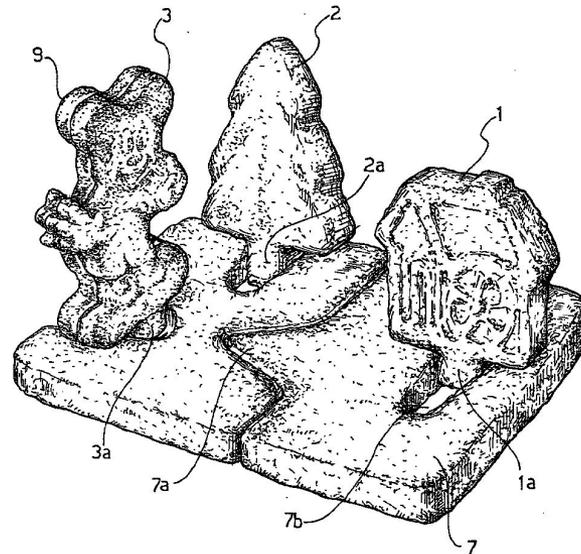
(74) Representative: **Ferreccio, Rinaldo**
c/o Botti & Ferrari S.r.l.
Via Locatelli 5
20124 Milano (IT)

(30) Priority: 28.05.1999 IT MI991192

(43) Date of publication of application:
29.11.2000 Bulletin 2000/48

(56) References cited:
WO-A-93/07755 US-A- 5 481 841
US-A- 5 520 388 US-A- 5 579 582

(73) Proprietor: **BARILLA ALIMENTARE S.P.A.**
43100 Parma (IT)



La tutela nel settore *food*: l'approccio industriale

1. A kit of dry biscuits and similar baby food products, **characterized in that** it comprises:

a first plurality of biscuits (1, 2, 3, 9), which are provided with an appendix (1a, 2a, 3a, 9a) protruding from a border of each biscuit and substantially lying in the same plane as the biscuit, said appendix (1a, 2a, 3a, 9a) having a predetermined width and being formed in the same forming step of the corresponding biscuit (1, 2, 3, 9);

a second plurality of biscuits (4, 6, 7, 8), in each of which at least one substantially trapezoidal seat (5) is formed, having a major base (5a) and a minor base (5b) which are slightly wider and slightly narrower, respectively, than the width of said appendix (1a, 2a, 3a, 9a) of biscuits (1, 2, 3, 9) of said first plurality;

the biscuits (1, 2, 3, 9; 4, 6, 7, 8) of said first and second plurality being engageable in a modular fashion by means of a removable fixed engagement of said appendices (1a, 2a, 3a, 9a) into said corresponding seats (5) with mutual positioning, substantially at right angles, in order to create three-dimensional imaginative arrangements, in which the biscuits (4, 6, 7, 8) of said second plurality form bases for supporting the biscuits of the first plurality in a standing position.

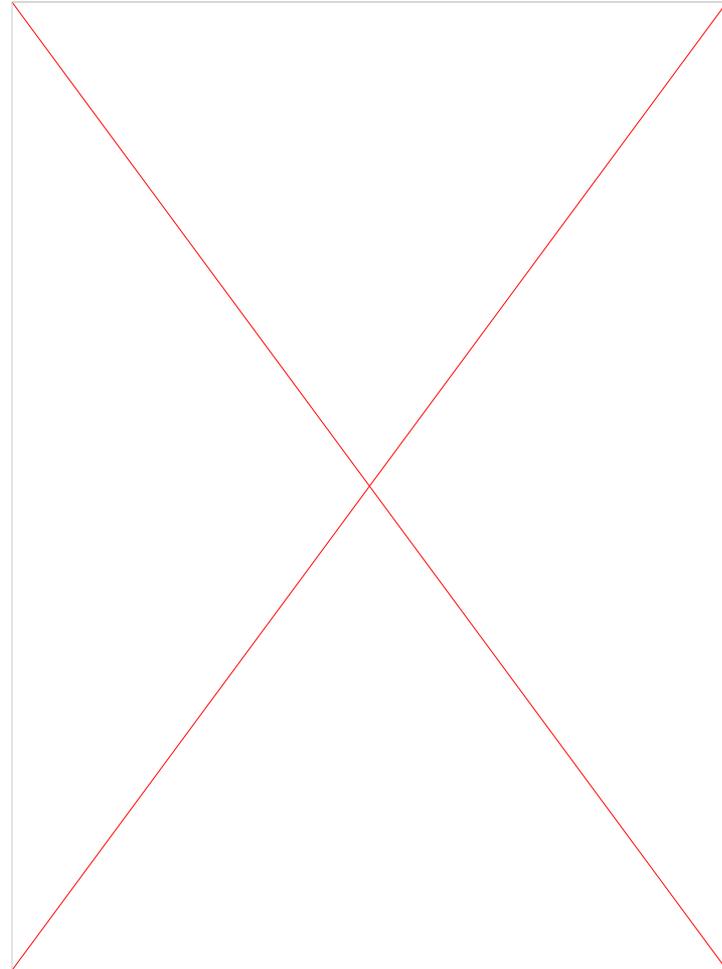
La tutela nel settore *food*: l'approccio industriale

1. A method for preparing and packaging a pasta filata cheese, comprising a step of substantially dry packaging, i.e. without preserving liquid, and heat packaging of said pasta filata cheese.
10. A packaging system comprising a multi-portion container (2), comprising two or more half-shells (6), each containing a portion of a pasta filata cheese such as obtainable according to the method of any claim 1 to 8, wherein within each of said half-shells (6) said pasta filata cheese is packaged in the absence of preserving liquid, each of said half-shells (6) being sealed by means of a sealing peelable or non-peelable film (7) to the opening of said half-shell (6).

La tutela nel settore *food*: l'approccio industriale

Nuovi metodi

- ✓ Ogni fase della produzione può essere suscettibile di tutela
- ✓ Non sempre necessario rivendicare dettagliatamente tutte le fasi della produzione
- ✓ Il miglioramento può essere sia tecnico che economico (ma ottenuto grazie ad accorgimenti tecnici)
- ✓ Product-by-process se prodotto nuovo e inventivo



La tutela nel settore *food*: l'approccio industriale

1. Process for pasteurizing dairy products, in which the said dairy product is a composite product comprising a combination of a cream cheese and a blue-veined cheese and in which the said dairy product is vacuum-packaged in films or trays of a heat-shrink material, comprising the following stages of operation:
 - a) Placing the dairy product, in the fluid-filled compression chamber of a machine for high hydrostatic pressure treatment, and then sealing the compression chamber,
 - b) Raising the pressure within the said compression chamber for a period of 2-4 minutes until a pressure in the range from 4000 bars to 6000 bars is reached,
 - c) Maintaining the pressure within the said compression chamber for a period of 2-4 minutes at a temperature of approximately 4°C,
 - d) Decompressing to atmospheric pressure, opening the compression chamber and removing the said dairy product.
6. Dairy product obtainable by the process outlined in any one of Claims 1 to 5, in which the said dairy product is a composite product comprising a combination of a cream cheese and a blue-veined cheese.
7. Dairy product according to Claim 6, in which the said dairy product is a composite product comprising a combination of Mascarpone and Gorgonzola.



La tutela nel settore *food*: l'approccio industriale

Nuovi metodi

- ✓ **Esaminatore può richiedere maggiori particolari nella rivendicazione**
- ✓ **Importanza di una descrizione completa e dettagliata**

(54) METHOD OF PACKAGING COOKED VEGETABLE FOOD PRODUCTS

(57) The object of the present invention is a method of packaging and storing cooked vegetable food products, in particular leafy, flower or root vegetables.

In particular, the present invention relates to a method for packaging cooked vegetable food products, in particular vegetables, which comprises the following steps:

- a) preparation of said vegetables;
- b) washing of said vegetables in the presence of a san-

itizing agent active against yeasts and molds;

c) drying of said washed vegetables;

d) cooking of said vegetables after drying;

e) rapid cooling of said cooked vegetables to a chilled temperature;

f) packaging of said vegetables in partially barriered packages in an atmosphere with low oxygen content and in the presence of carbon dioxide.

La tutela nel settore *food*: l'approccio industriale

1. A method for packaging vegetable cooked food products, in particular vegetables, for obtaining a packaged vegetable cooked food product having a shelf life up to 30 days, which comprises the following steps:

- a) preparation of said vegetables by selection of raw materials, discard of the vegetables gone bad and trimming of the vegetables to eliminate roots, outer leaves and any peel;
- b) washing of said vegetables in the presence of a sanitizing agent active against yeasts and molds;
- c) drying of said washed vegetables;
- d) cooking of said vegetables after drying;
- e) rapid cooling of said cooked vegetables to a chilled temperature, wherein rapid cooling is carried out by switching from a temperature of about 85 °C to a temperature of about -1 °C in a time of between 30 and 45 minutes;
- f) packaging of said vegetables by portioning the cooked vegetables in partially barriered packages at a temperature lower than or equal to 4 °C and in a modified atmosphere, wherein the packages consist of trays closable with a protective film, the trays consisting of a partially barriered PP-EVOH-PP multilayer material, wherein the thickness of the inner layer of EVOH is about 24 microns and the total thickness of the multilayer material is comprised between 1100 and 1200 microns, wherein the modified atmosphere consists of a mixture of carbon dioxide/nitrogen in a ratio by volume of CO₂ 30%/N₂ of about 70%,

wherein the packages are first subjected to vacuum,

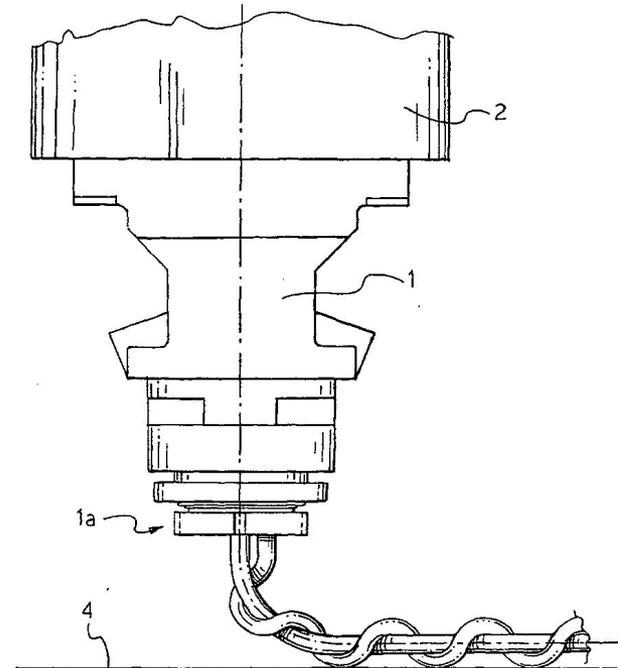
wherein the percentage of oxygen in the sealed package immediately after packaging is not higher than about 1%, preferably not higher than about 0.9%, and

wherein the partially barriered packages containing the cooked vegetables are closed with of a protective film made on unbarriered polypropylene.

La tutela nel settore *food*: l'approccio industriale

Altri esempi di nuovi metodi...

(19)	 Europäisches Patentamt European Patent Office Office européen des brevets	 (11) EP 1 036 500 B1
(12)	EUROPEAN PATENT SPECIFICATION	
(45)	Date of publication and mention of the grant of the patent: 02.06.2004 Bulletin 2004/23	(51) Int. Cl.7: A21C 3/08, A21C 11/16
(21)	Application number: 99830140.2	
(22)	Date of filing: 17.03.1999	
(54)	Method for obtaining biscuits substantially in a plaited shape Verfahren zur Herstellung von Keksen in hauptsächlich geflochtener Form Procédé d'obtention de biscuits essentiellement de forme tressée	
(84)	Designated Contracting States: AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE Designated Extension States: SI	<ul style="list-style-type: none">• Maestri, Giovanni Eugenio 43100 Parma (IT)• Schiaretti, Enrico 43100 Parma (IT)
(43)	Date of publication of application: 20.09.2000 Bulletin 2000/38	(74) Representative: Botti, Mario et al Botti & Ferrari S.r.l., Via Locatelli, 5 20124 Milano (IT)
(73)	Proprietor: BARILLA ALIMENTARE S.P.A. 43100 Parma (IT)	(56) References cited: EP-A- 0 876 896 WO-A-93/03909 WO-A-95/12319 WO-A-97/25881 US-A- 2 856 868 US-A- 3 876 743 US-A- 4 288 463 US-A- 4 504 511 US-A- 4 859 165 US-A- 5 609 903
(72)	Inventors: • Lauro, Antonio 43023 Monticelli T. di Montechlarugolo (IT)	



La tutela nel settore *food*: l'approccio industriale

1. Method for obtaining biscuits and substantially in a plaited shape, which present an organoleptic and/or structural dichotomy, comprising the following operational phases:
 - making available equipment for the formation of biscuits with two components, which has a first and a second delivery nozzle (25, 27) and a belt conveyor (3-4) located below said nozzles;
 - preparing at least two doughs for biscuits, having a predetermined viscoelasticity;
 - continuously extruding said doughs from the respective said delivery nozzles (25, 27), with the obtaining of respective strands of dough which are independent and substantially rectilinear and have respective free ends, directed vertically towards and above said conveyor (3-4) in motion,
 - joining the free ends of said strands to each other by anchoring them on said conveyor (3-4), and
 - Starting rotation to continuously wrapping at least one strand of dough helicoidally around a predetermined strand of dough maintained in a substantially rectilinear condition, by means of the rotation of said first delivery nozzle (25) around said second delivery nozzle (27), which is kept stationary, with the obtaining of a semi-finished product substantially in a continuously plaited shape.

said method being **characterized by** the fact that it comprises the following operational phases:

La tutela nel settore *food*: l'approccio industriale

Altri esempi di nuovi metodi...

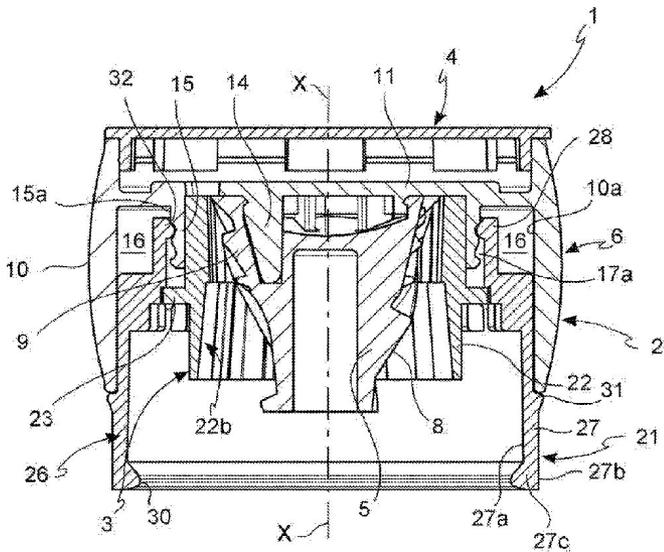
(54) METHOD FOR COOKING RICE

(57) This invention relates to a method of cooking rice for the preparation of a partially cooked rice that requires short times for the completion of cooking by an end user. This method is especially dedicated to use by the large-scale catering, such as cafeterias or similar. In particular, this invention relates to a method for partially cooking rice that provides for the following operating steps:

- a) toasting the rice in a fat and salt;
- b) boiling the toasted rice in a quantity of boiling water between 1200 and 1500 ml, preferably about 1400 ml per kg of rice and for a boiling time of about 8 minutes;
- c) cooling the rice to room temperature for a first cooling time and in a blast chiller for a second cooling time;
- d) optionally, pasteurising the partially cooked rice thus obtained.

La tutela nel settore *food*: l'approccio industriale

- Nuovi dispositivi
- ✓ Piccole modifiche strutturali
- ✓ Materiali con particolari caratteristiche



(11) EP 3 148 388 B1

(12) EUROPEAN PATENT SPECIFICATION

(45) Date of publication of the grant of the patent:
23.05.2018 Bulletin 2018/21

(51) Int. Cl.:
A47J 42/08 (2006.01)

(21) Application number: 15731698.5

(86) International application number:
PCT/IB2015/053918

(22) Date of filing: 26.05.2015

(87) International publication number:
WO 2015/181712 (03.12.2015 Gazette 2015/48)

(54) A GRINDING DEVICE FOR GRINDABLE PRODUCTS

SCHLEIFVORRICHTUNG FÜR SCHLEIFBARE PRODUKTE
DISPOSITIF DE BROYAGE DE PRODUITS POUVANT ÊTRE BROYÉS

(84) Designated Contracting States:
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO
PL PT RO RS SE SI SK SM TR

(72) Inventor: CARAPELLI, Giacinto
I-50038 Scarperia e San Piero (Firenze) (IT)

(30) Priority: 26.05.2014 IT MI20140957

(74) Representative: Long, Giorgio
Jacobacci & Partners S.p.A.
Via Senato, 8
20121 Milano (IT)

(43) Date of publication of application:
05.04.2017 Bulletin 2017/14

(56) References cited:
EP-A1- 2 510 845 WO-A1-2004/037057
DE-U1- 20 000 353 FR-A1- 2 917 589

(73) Proprietor: Drogheria e Alimentari S.p.A.
50038 Scarperia e San Piero (Firenze) (IT)

La tutela nel settore *food*: l'approccio industriale

1. A grinding device comprising a movable grinding assembly (2) and a fixed grinding assembly (3) which develop along an axis (X), wherein the movable grinding assembly (2) comprises a grinder (5) and a casing (6), and wherein the fixed grinding assembly (3) comprises a counter-grinder (20) and a member (21) for the coupling with a container, wherein:

- the grinder (5) comprises a grinding cone provided with a grinding surface (7);
- the casing (6) comprises a cylindrical jacket (10) which develops about said axis (X), said casing (6) being closed at one end by a discoid surface (11) on which openings (13) for dispensing a ground product are present, said casing (6) being associated with said grinder (5) and

rotationally integral therewith;

- the counter-grinder (20) comprises a hollow cylindrical body (22) which has an outer surface (22a) and an inner surface (22b), said inner surface (22b) comprising a grinding surface, said grinder (5) being inserted into the hollow cylindrical body (22) of the counter-grinder (20) so as to allow the respective grinding surfaces to cooperate when grinding a product;
- the coupling member (21) comprises an open-ended cylindrical body (26) which develops along the axis (X) and has a portion (27) for the connection with said container and an adjustment portion (28) which cooperates with said casing (6) for adjusting the height of the movable grinding assembly (2) along the axis (X) with respect to the fixed grinding assembly (3);
- the grinder (5) and the counter-grinder (20) are made of a substantially rigid material, and

characterized in that:

- the casing (6) and the coupling member (21) are made of a substantially flexible material.

La tutela nel settore *food*: l'approccio artigianale

- L'inventore singolo è spesso uno chef, un enologo, un pasticciere...
- Normalmente si tratta di un approccio più empirico
- Un brevetto non richiede sempre una grande quantità di dati (almeno una forma di realizzazione...)
- Una verifica sperimentale è comunque raccomandabile se non necessaria (non si può brevettare un'idea...)
- Non si deve dimostrare l'industrializzazione del prodotto/metodo

La tutela nel settore *food*: l'approccio artigianale

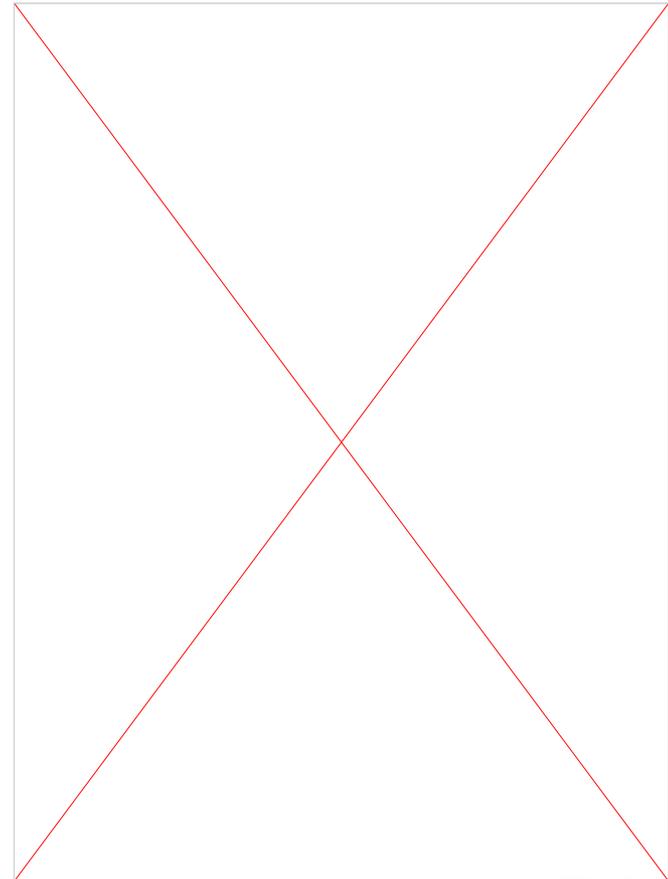
Alcuni esempi (i francesi insegnano...)

⑤7 L'invention est relative à un procédé de fabrication de pâtisseries et de glaces à base de praliné au miel et de touron et aux pâtisseries et glaces obtenues par la mise en oeuvre dudit procédé.

Le procédé selon l'invention se caractérise en ce qu'il consiste à ajouter à la pâtisserie et à la glace, en cours de fabrication, un praliné au miel à l'état de pâte granuleuse et du touron à l'état liquide.

Selon une réalisation préférée de l'invention, ledit praliné et ledit touron sont mélangés à au moins une préparation intermédiaire, entrant dans la composition de la pâtisserie et de la glace, choisie notamment parmi la crème anglaise, la crème pâtissière, la crème au beurre et l'appareil à bombe.

L'invention voit son application à des pâtisseries et des glaces choisies notamment parmi le bavarois, le bras de vénus, la charlotte, le parfait, la bûche glacée et la crème glacée.



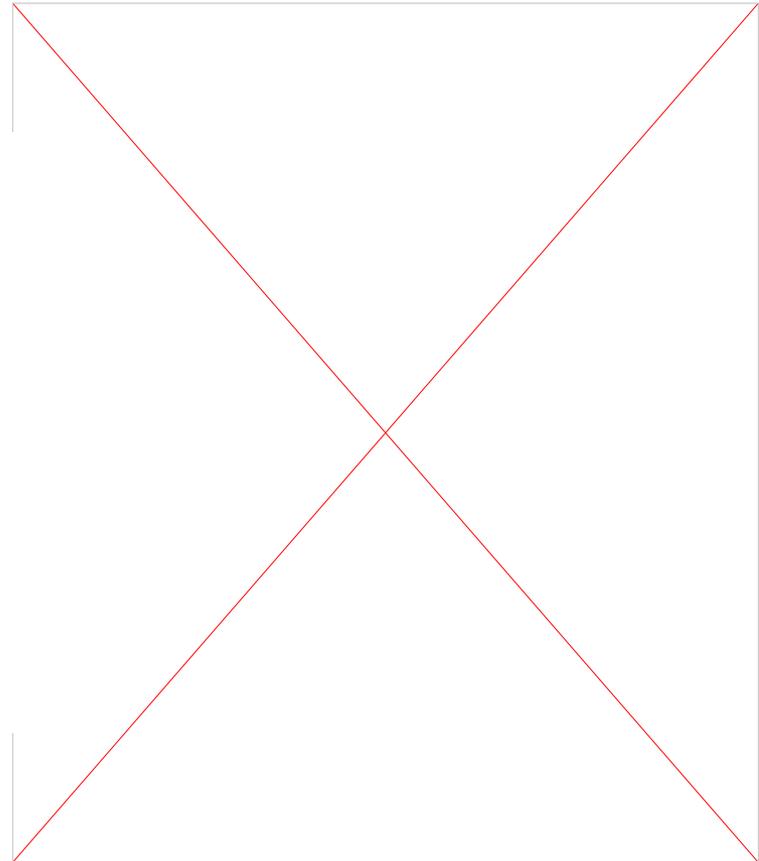
La tutela nel settore *food*: l'approccio artigianale

Alcuni esempi (i francesi insegnano...)

⑤4 SOUPE DE LAITUE MARAICHIERE A LA CREME D'OIGNONS.

⑤7 L'invention se rapporte à une soupe de laitue maraichière à la crème d'oignons caractérisée en ce qu'elle est préparée de la façon suivante:

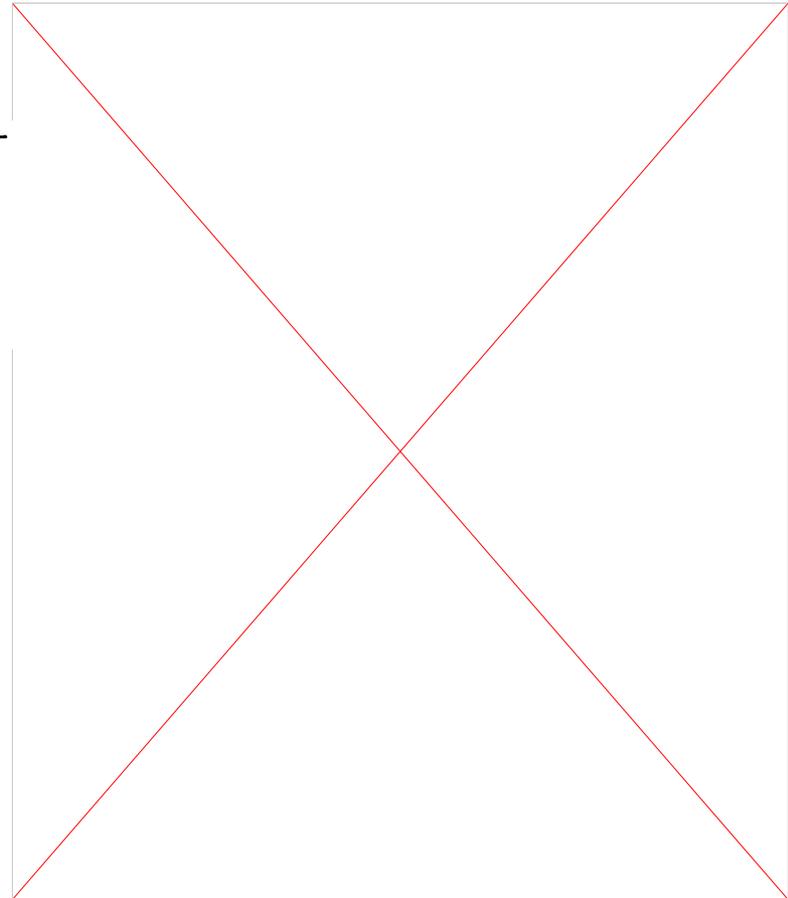
- on prépare séparément une purée d'oignons constituée essentiellement à partir d'oignons cuits à couvert avec un peu d'eau et de beurre, puis mixés avec du bouillon de volaille et des oeufs,
- on prépare parallèlement une crème de laitue constituée essentiellement d'une purée faite à partir de laitues blanchies et qui est mélangée à du consommé de volaille que l'on a fait bouillir, l'ensemble étant lié avec de la crème fraîche,
- on met à cuire dans des tasses individuelles au four à vapeur à 87°C pendant 12 mn la purée d'oignons,
- après terminaison de la cuisson, on rajoute par dessus la purée d'oignons ainsi cuite dans chaque tasse la quantité requise de crème de laitue.



La tutela nel settore *food*: l'approccio artigianale

Alcuni esempi (i francesi insegnano...)

1. - Procédé de fabrication d'une boisson alcoolique par fermentation d'un moût sucré, distillation du moût fermenté et maturation du produit distillé, caractérisé en ce que le moût sucré de départ est préparé par mélange de miel d'abeilles naturel et d'eau et en ce qu'on y ajoute de la levure avant de l'abandonner à la fermentation.



La tutela nel settore *food*: il design industriale

- **Chiunque può depositare un modello di design industriale**
- **Si può cumulare la protezione di un brevetto per invenzione o modello d'utilità con un modello di design industriale**
- **È richiesto un deposito specifico (ad esempio, modello italiano presso UIBM o comunitario presso EUIPO)**
- **Più modelli possono far parte di un unico deposito (serie di modelli di design)**

La tutela nel settore *food*: il design industriale

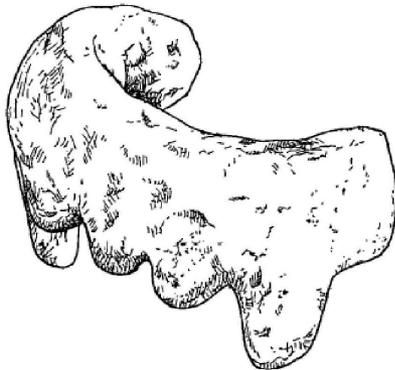
Un esempio per tutti...

Chips

(71)/(73)/(78) **Owner**

Name

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