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(54) **CONTAINER LID FOR RETAINING OBJECT AND RELATED METHODS**

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(57) **ABSTRACT**

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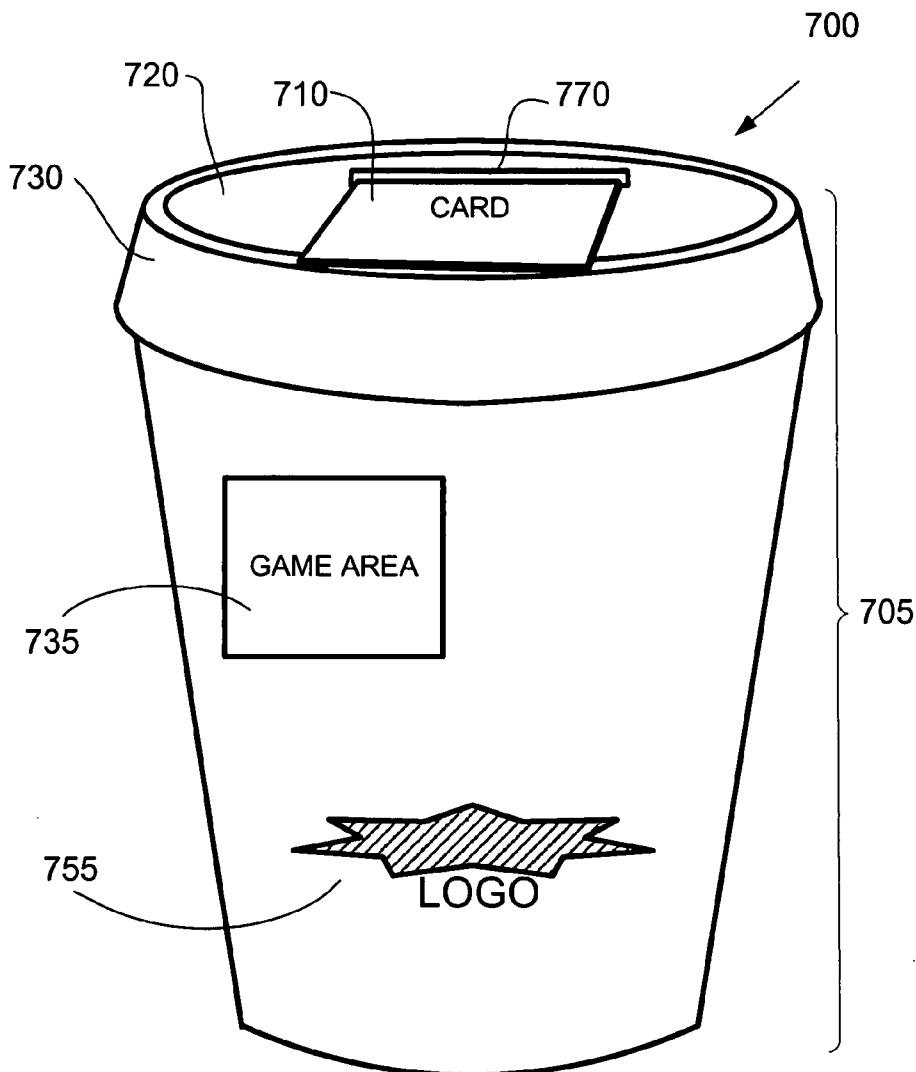
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A system for displaying an object on a lid of a container, the system comprising: a container including an end having an opening; an object; and a container lid comprising a cover portion, a rim portion around the periphery of the cover portion and able to be coupled to the end of the container having the opening, and a retainer for retaining the object to the container lid, the retainer comprising at least one of an aperture in the container lid for receiving at least a portion of the object or at least one nub on the container lid that aids in retaining the object. A container lid for retaining an object on the lid. A method of packaging an object to a container lid. A method of using a container lid for distributing an object retained on the lid. A method of using an object retained on a container lid.

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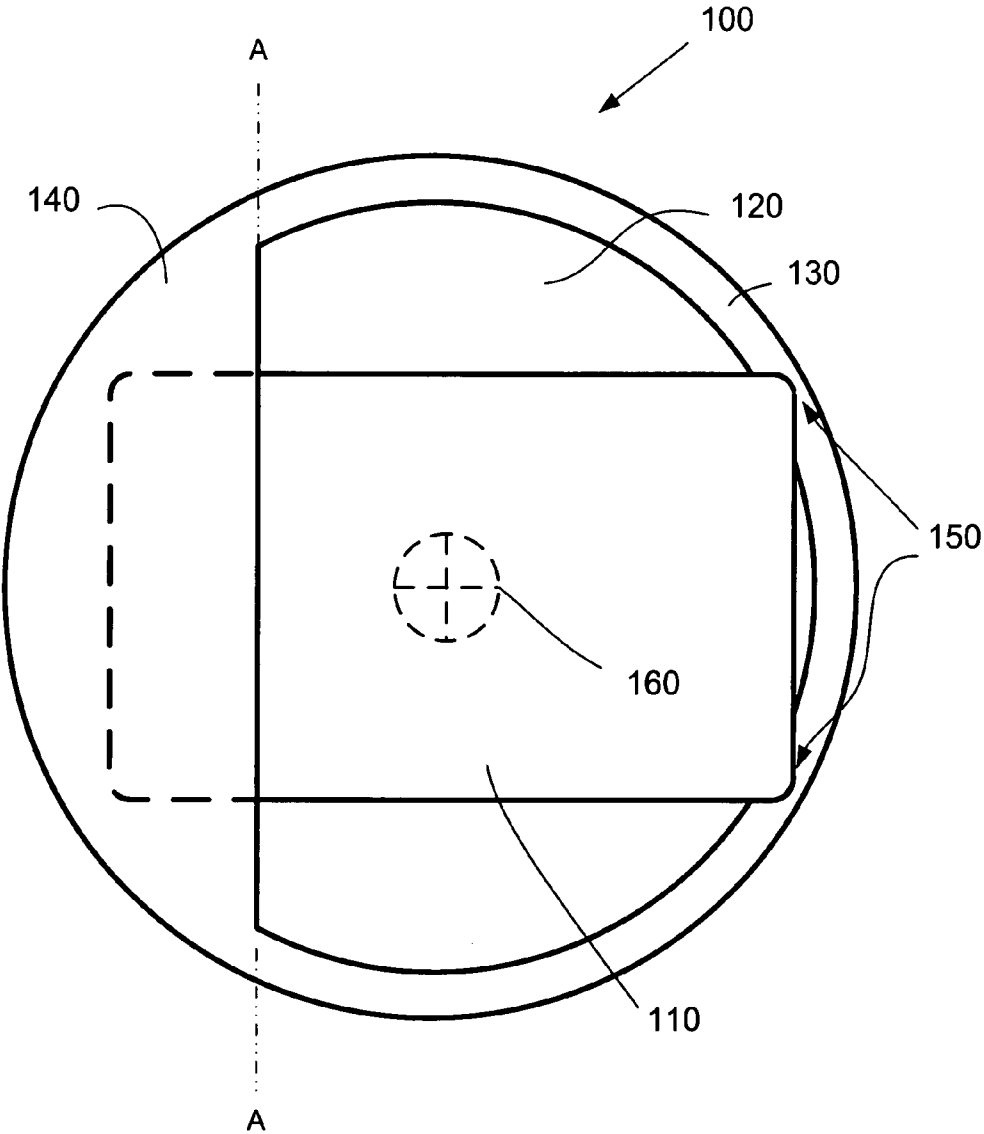


FIG. 1

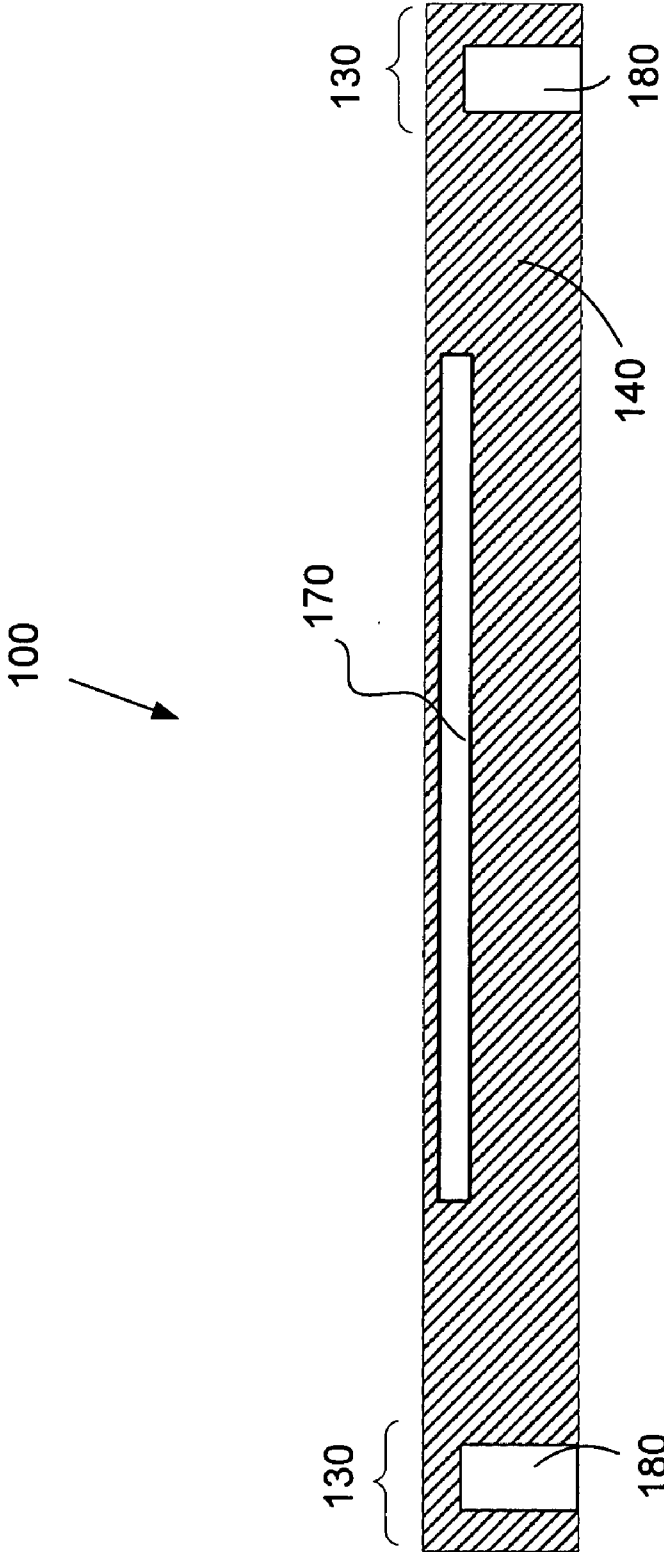
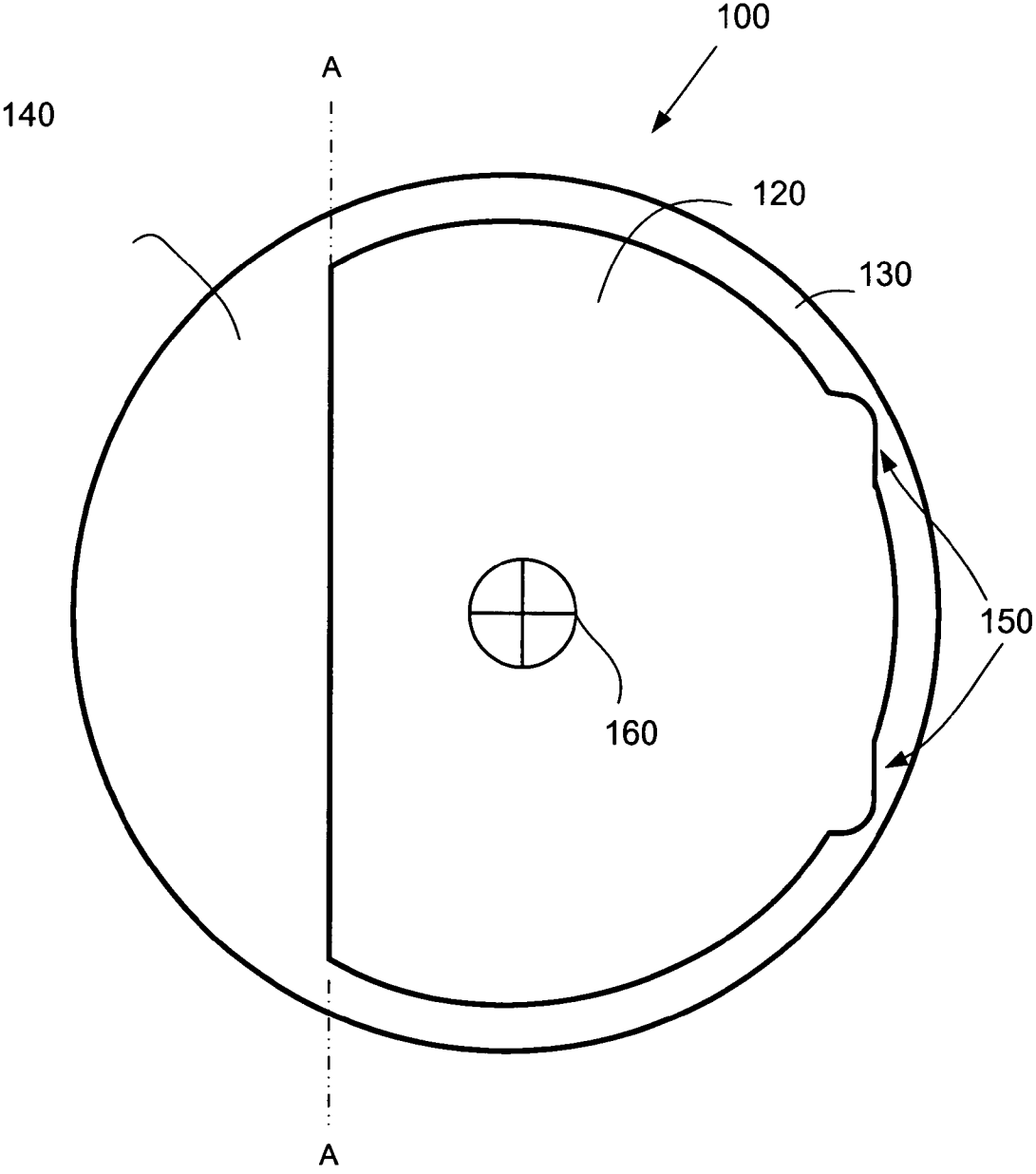
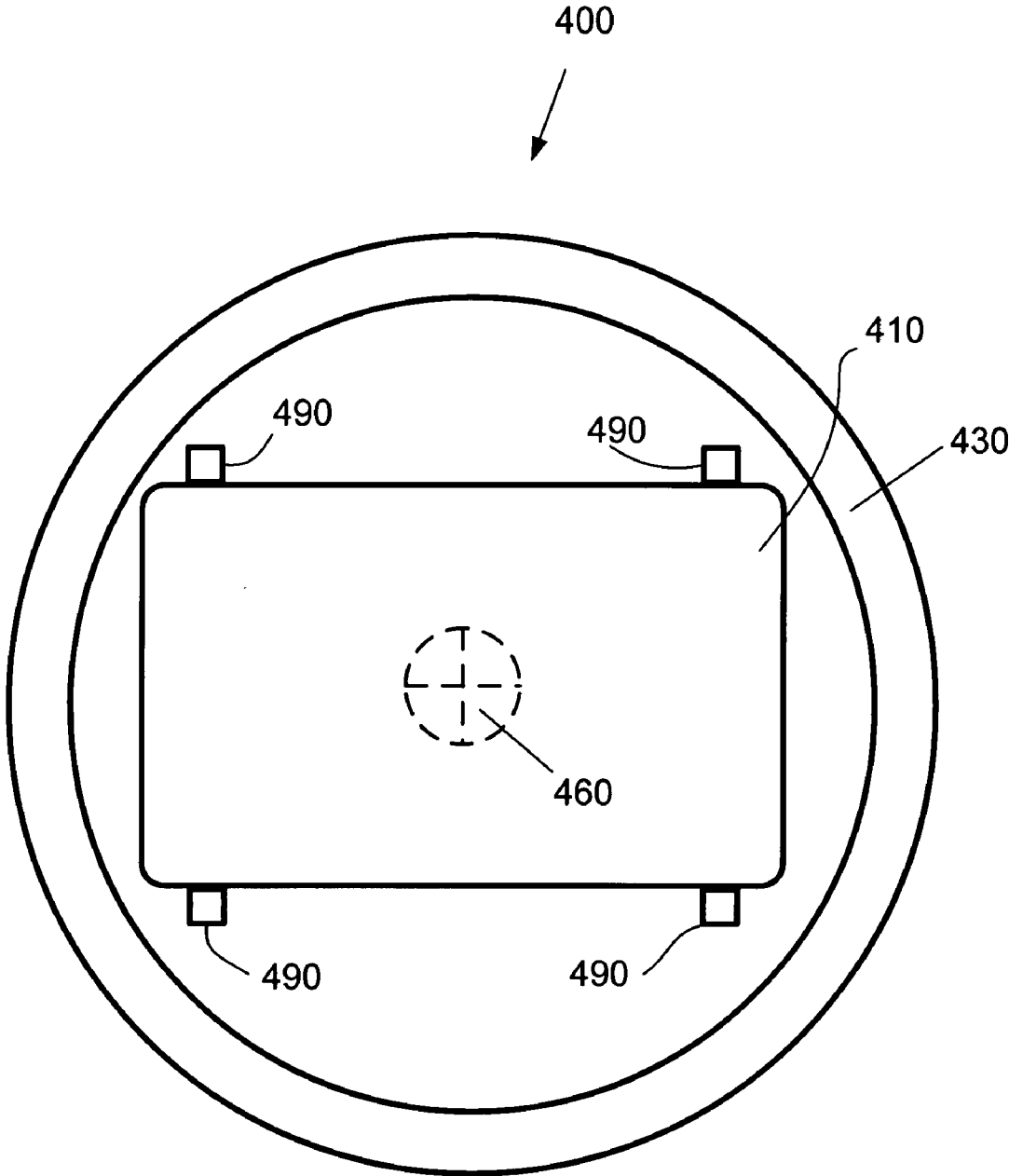


FIG. 2



**FIG. 3**



**FIG. 4**

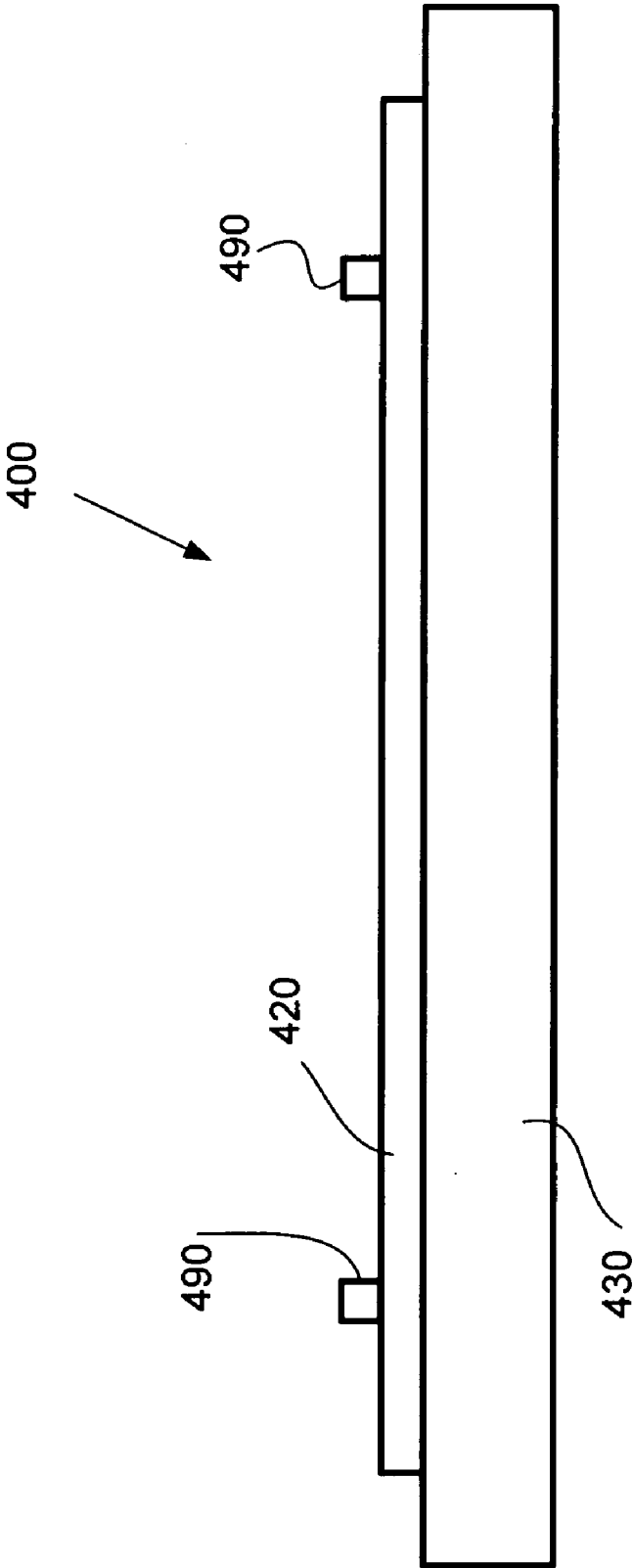


FIG. 5

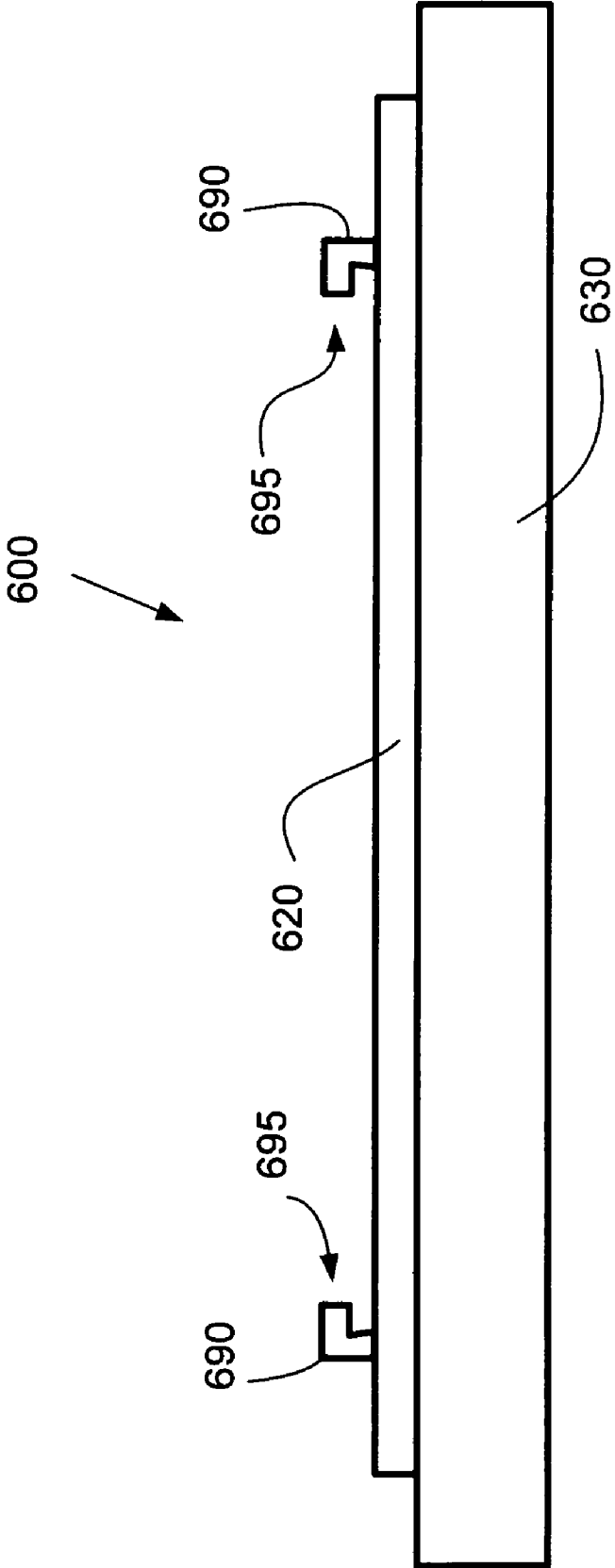


FIG. 6

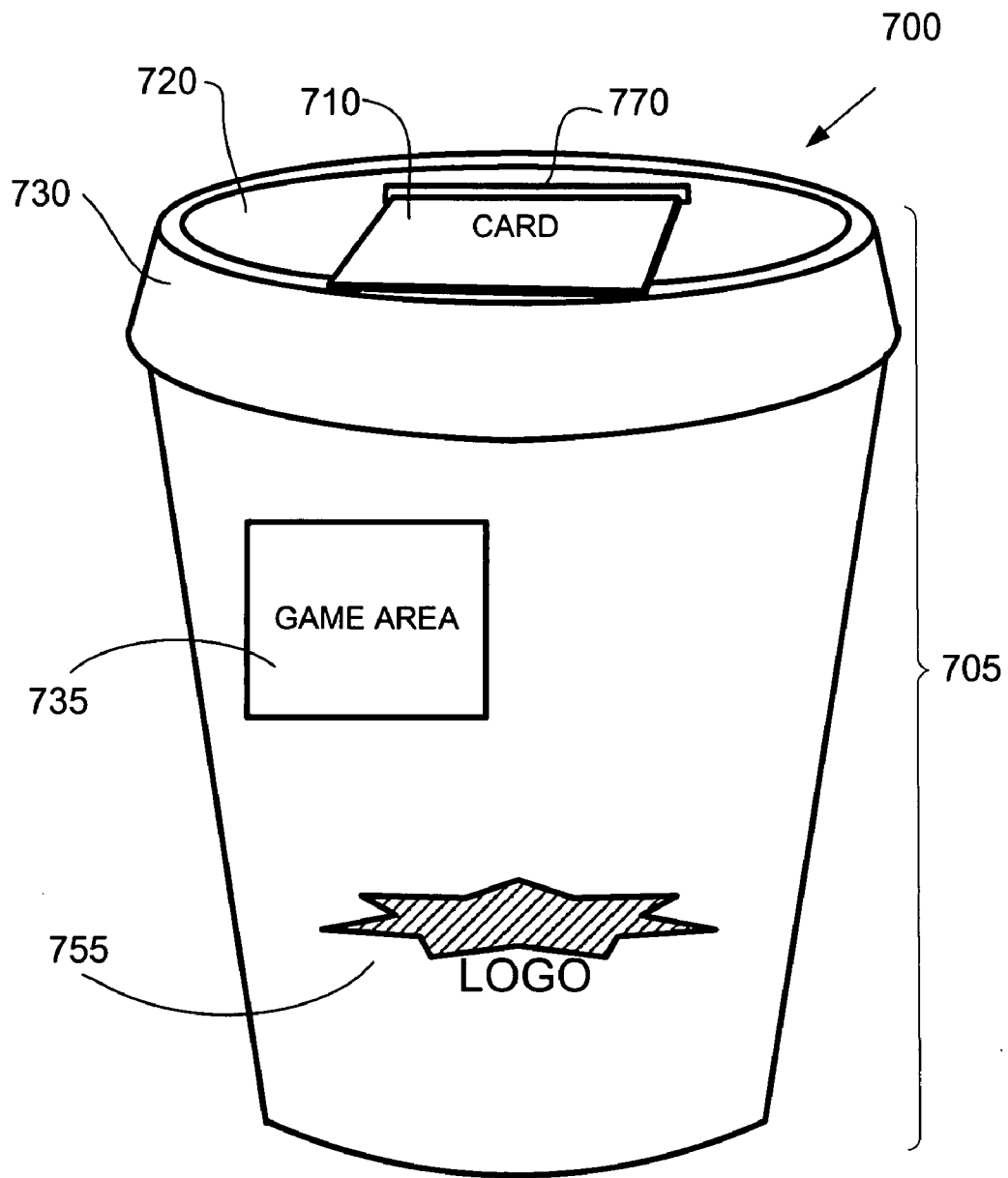


FIG. 7



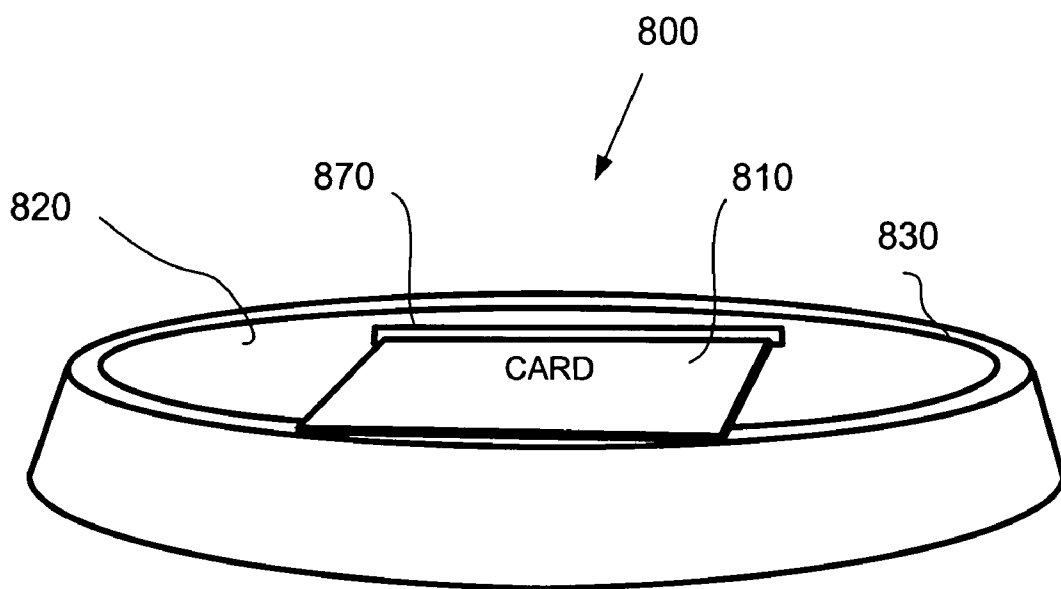


FIG. 8

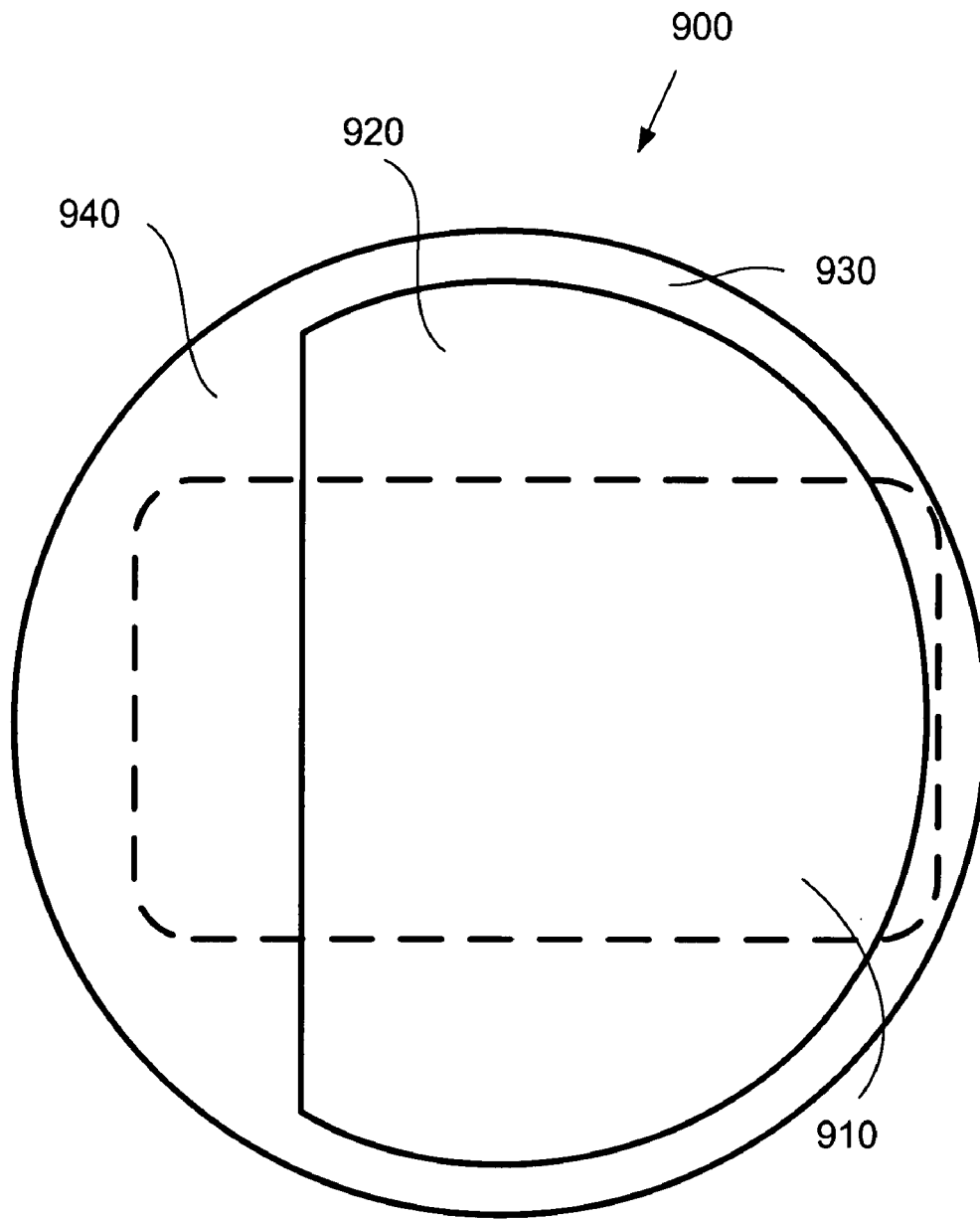


FIG. 9

## CONTAINER LID FOR RETAINING OBJECT AND RELATED METHODS

### FIELD OF THE INVENTION

**[0001]** The invention relates generally to container lids, and more particularly relates to a container lid that is able to retain an object.

### BACKGROUND OF THE INVENTION

**[0002]** It is common practice to display promotional messages and advertisements on food and beverage containers. Examples of such containers include soft drink cups, coffee cups, tea, soups, "to go" snack packs, etc. Retailers or other establishments or companies selling such containers and any contents are interested in having more space for promotions and advertising on the crowded and often small containers. In order to increase such space, removable items, such as game pieces, cards and discs, have been attached to such containers.

**[0003]** One particular type of promotional material that has been distributed recently is in the form of a card, such as a stored value card, a phone card, etc. Such promotional cards are typically about the size of a credit card, and are not easily attached to beverage containers, for example. As a result, such promotional cards are usually distributed separately to a consumer, thereby necessitating another step during a transaction. In particular, in the fast food industry, for example, there are established acceptable amounts of time that it takes to service a customer. Other such fast-paced work environments concerned with transaction time include convenience stores and concession stands at sporting events, for example. Distribution of promotional or advertising materials to customers that requires a worker in such fast-paced work environments to take additional steps is not desired.

**[0004]** Thus, there exists a need for a way to distribute promotional or advertising material to a consumer on a container, such as a beverage cup. It is further desired that distribution of such a card be cost effective and efficient for a company.

### SUMMARY OF THE INVENTION

**[0005]** One aspect of the invention includes a system for displaying an object on a lid of a container, the system comprising: a container including an end having an opening; an object; and a container lid comprising a cover portion, a rim portion around the periphery of the cover portion and able to be coupled to the end of the container having the opening, and a retainer for retaining the object to the container lid. The retainer may comprise a slot in the cover portion and the object may be partially disposed in the slot. A first portion of the object may be partially disposed within the slot and a second portion of the object may rest on the rim portion. The retainer may further comprise at least one cavity in the rim portion, and a first portion of the object may be partially disposed in the slot of the cover portion and a second portion of the object may be frictionally fit in the at least one cavity of the rim portion. The second portion of the object may comprise at least one corner with the at least one corner being frictionally fit in the at least one cavity of the rim portion of the container lid. The second portion of the object may comprise at least one side with the at least one side being frictionally fit in the at least one cavity of the rim portion of the container lid. The second portion of the object may further comprise at least one side with the at least one side being

frictionally fit in the at least one cavity of the rim portion of the container lid. The retainer may comprise at least one nub that retains the object. The at least one nub may include a protuberance that extends over the object that helps to retain the object. The container lid may be thermoformed from extruded plastic sheet material. The object may be selected from the group consisting of a gift card, a loyalty card, a phone card, a trading card, a playing card, any other cards, a game piece, a coupon, a media or multi-media storage device, and any other suitable article or device. The object may be wrapped in a protective film. The container may be a cup.

**[0006]** A second aspect is a container lid for retaining an object on the lid, the container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid. The retainer may comprise a slot in the cover portion. The retainer may further comprise at least one cavity in the rim portion in which a portion of the object may be frictionally fit. The retainer may comprise at least one nub on the cover portion that retains the object. The at least one nub may include a protuberance that extends over the object that helps to retain the object. The container lid may be thermoformed from extruded plastic sheet material. The container may be a cup.

**[0007]** A third aspect is a method of packaging an object to a container lid, the method comprising the steps of: providing an object; providing a container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid; and inserting the object into the retainer. Prior to the step of providing the object, the method may further comprise the step of wrapping the object in a protective film. The retainer may comprise a slot in the cover portion, and the inserting step may comprise inserting a first portion of the object in the slot. The retainer may further comprise at least one cavity in the rim portion, and the inserting step may further comprise frictionally fitting at least a second portion of the object in the at least one cavity. The retainer may comprise at least one nub on the cover portion that retains the object, and the inserting step may comprise inserting the object within the at least one nub. The at least one nub may include a protuberance, and the inserting step may further comprise inserting the object such that the protuberance extends over the object and helps to retain the object.

**[0008]** A fourth aspect is a method of using a container lid for distributing an object retained on the lid, the method comprising the steps of: obtaining a container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid; obtaining the object to be distributed on the lid; securing the object in the retainer on the lid; coupling the lid to the container; and distributing the container with the object retained on the container lid.

**[0009]** A fifth aspect is a method of using an object retained on a container lid, the method comprising the steps of: providing a container lid with a retained object comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding the object to the container lid; removing the object from the lid; and using the object for a purpose. The object may be a game piece, and the using step may comprise comparing information on the game piece with information

elsewhere. The object may be a decoder, and the using step may comprise holding the decoder near an area of information to allow decoded information to be viewed through the decoder. The area of information may be located on the container.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**[0010]** The above mentioned and other advantages of the invention, and the manner of attaining them, will become more apparent and the invention itself will be better understood by reference to the following description of the embodiments of the invention taken in conjunction with the accompanying drawings, wherein:

**[0011]** FIG. 1 is a top view of a container lid, in particular a cup lid, according to an exemplary embodiment, shown with a card retained in the lid;

**[0012]** FIG. 2 is a cross-sectional view of the cup lid in FIG. 1, shown with the card removed and taken along line A-A;

**[0013]** FIG. 3 is a top view of the cup lid in FIG. 1, shown with the card removed;

**[0014]** FIG. 4 is a top view of an exemplary container lid, according to an alternative embodiment of the invention, shown with a card retained in the lid by four nubs;

**[0015]** FIG. 5 is a side elevational view of the container lid of FIG. 4;

**[0016]** FIG. 6 is an exemplary side elevational view of a container lid, according to an alternative embodiment of the invention;

**[0017]** FIG. 7 is perspective view of a cup, according to an embodiment of the invention, shown with a card and an information, or game area on the cup;

**[0018]** FIG. 8 is a perspective view of a container lid, in particular a cup lid, according to an alternative embodiment of the invention, shown with one portion of the card retained in a slot in a rim portion and a second portion of the card resting on the rim portion of the lid; and

**[0019]** FIG. 9 is a top view of a container lid, according to an alternative embodiment of the invention, shown with a card in phantom such that a first portion of the card would be retained in a slot in an elevated portion and a second portion of the card would rest on a rim portion.

#### DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

**[0020]** The exemplary embodiments described below are not intended to be exhaustive or to limit the invention to the precise forms disclosed in the following detailed description. Rather the embodiments are chosen and described so that others skilled in the art may appreciate and understand the principles and practices of the invention.

**[0021]** In accordance with one aspect, the invention includes a system for displaying an object on a lid of a container. A second aspect of the invention includes a container lid for retaining an object on the lid. A third aspect of the invention includes a method of packaging an object to a container lid. A fourth aspect of the invention is a method of using a container lid for distributing an object retained on the lid. A fifth aspect of the invention includes a method of using an object retained on a container lid.

**[0022]** One advantage of these and alternative embodiments is that an object, such as a gift card, a loyalty card, a phone card, a trading card, a playing card, any other card, a game piece, a coupon, a media or multi-media storage device,

and any other suitable article or device, may be pre-assembled to a container (e.g., a cup) lid, thereby eliminating time spent by a worker at an establishment to distribute such an object separately to a consumer. Another advantage is that pre-assembled container (e.g., a cup) lids are relatively inexpensive to produce, and thereby cost-effective.

**[0023]** Referring to FIG. 1, an exemplary embodiment of a container (e.g., a cup) lid 100 and a retained card 110 is shown from a top view. The cup lid 100 is shown with a cover portion 120 and a rim portion 130 around the periphery of the cover portion 120. A card retainer or other means for retaining the card 110 such that the card 110 is releasably affixed is shown, which includes a slot (not shown) in an elevated portion 140 of the cover portion 120, in which a portion of the card 110 is inserted, as shown in phantom, and two cavities 150 in the rim portion 130 and opposite the slot, which frictionally fits corners of the card 110 in the cavities 150. Two cavities 150 are shown, however there may be one or more than one cavity opposite the slot in the elevated portion. Alternatively, the slot may not be in an elevated portion as shown. Also shown in phantom is a drinking aperture 160 (e.g., a straw entry opening), which is located near the center of the cup lid 100 and is located under the card 110.

**[0024]** The container of the invention is shown in the figures as being a cup. However, a wide variety of containers are contemplated, such as any other food containers, household product containers, etc. The shape of such containers contemplated also vary widely, such as being circular, square, diamond, triangular, oval etc. in cross-section.

**[0025]** FIG. 2 is a cross-sectional view of the cup lid in FIG. 1 shown with the card 110 removed and taken along line A-A. The slot 170 in the elevated portion 140 into which the card 110 may be slid is shown in cross-section. The size and shape of the slot is preferably configured in the approximate shape of the cross-section of the card 110 and slightly larger than the cross-section of the card 110. The figure also shows the rim portion 130 including a cavity 180 in which an upper end or rim of a cup may be sealingly secured. Other configurations of the rim are also contemplated by the invention however.

**[0026]** FIG. 3 shows a top view of the cup lid 100 from FIG. 1 with the card 110 removed. Two cavities 150 in the rim portion 130 are seen.

**[0027]** Alternative embodiments contemplate different cup lid configurations that are preferably generally circular in shape and configured to be applied to the upper rim or end of a standard plastic or paper disposable drink cup. However, the invention is not limited to such cups and the lids may be sized and shaped to fit any cup or any other container upon which lids are normally used.

**[0028]** Also, contemplated is the retention of a wide variety of objects on lids. The object may be chosen from a group consisting of a gift card, a loyalty card, a phone card, a trading card, a playing card, any other card, a game piece, a coupon, a decoder, a media or multi-media storage device, and any other suitable article or device. A preferred example of an object that may be held or retained is a CR80 card. A CR80 card is a plastic card that has a traditional credit card size. CR80 cards are used in many applications, such as gift cards, loyalty cards, and phone cards, for example. However, many different suitable objects are contemplated by the invention to be retained on a container lid, and are not limited to those described herein.

**[0029]** The object used in the invention may be wrapped in a protective film of some sort in order to avoid contamination

of food or beverage contained in a container used with the lid of the invention or to protect the object from handling of the container lid. One example of a protective film is a cellophane wrap, although other materials are also contemplated.

[0030] The container (e.g., cup) lids disclosed include, for example, a cover portion **120** and a rim portion **130**. The container lids are preferably one piece construction, and are preferably made by thermoforming, but may be made from multiple structures (for example, the nubs may be glued on, etc. The object could be inserted into the nub and then the nub glued to the lid, or alternatively, the nubs could be glued to the lid and then the card inserted. Generally, thermoforming is the pressing and/or stretching of heated deformable material into a final shape. Thermoforming is generally an automatic high speed positioning of an extruded, heated sheet having an accurately controlled temperature into a pneumatically actuated forming station whereby the shape of a resultant article is defined by a mold, followed by trimming and regrind collection, as is well known in the art. Forming techniques other than conventional thermoforming can also be suitable for the manufacture of cup lids as herein described. These include variations such as presoftening the extruded sheet to temperatures below the final melting temperature, cutting flat sections (i.e., blanks) from the sheet, transfer of blanks by gravity or mechanical means into matched molds whereby the blanks are shaped into the article by heat and pressure. Still other alternative arrangements include the use of drape, vacuum, snap-back, billow vacuum, plus assist vacuum, reverse draw with plug assist, pressure bubble immersion, trapped sheet, slip, diaphragm, twin-sheet cut sheet, twin-sheet rolled forming and suitable combinations of the above. Suitable formed cup lids can be trimmed in line with a cutting die with the trimmings being optionally reused. Other arrangements for productivity enhancements include the simultaneous forming of multiple articles with multiple dies in order to maximize throughput and minimize scrap. This is one exemplary method for forming the container lids, however, and other methods are also contemplated.

[0031] The container lids described are preferably made of thermoplastic materials. A suitable material is a styrene polymer composition, which may be filled or unfilled. The composition can have enough pigment to provide opacity or near opacity. Other suitable materials include polyolefins such as polyethylenes, polypropylenes and mixtures thereof, polyesters, polyamides, polyacrylates, polysulfones, polyetherketones, polycarbonates, acrylics, polyphenylene sulfides, acetals, cellulotics, polyether imides, polyphenylene ethers/oxides, styrene maleic anhydride copolymers, styrene acrylonitrile copolymers, polyvinyl chlorides, and engineered resin derivatives thereof. These materials can also be filled or unfilled. Fillers for any of the polymeric materials can be any conventional materials, as would be well known to one of ordinary skill in the art.

[0032] The thickness of the plastic material from which the invention is made may range from about 0.005 inches to about 0.060 inches. However, the thicknesses described are one preferred range, and the range of thicknesses contemplated by the invention may any suitable thickness. When vacuum-formed, such an embodiment would preferably include 12-mil thick polystyrene or other suitable material. The container lid is preferably thick enough and made from a material such that the lid does not come apart when handled.

[0033] In the embodiment of the container (e.g., cup) lid shown in FIGS. 1-3, cover portion **120** is lower in elevation

than the rim portion **130** and the elevated portion **140** is the same elevation as the rim portion **130** (seen in FIG. 2). However, other configurations are also contemplated by the invention.

[0034] An alternative to the cavities **150** shown in the figures, in order to hold the object in place, is to include slits or slots in the rim portion **130** into which portions of the card **110** (or other object, if a card is not used), opposite the part of the card **110** in the slot, could be inserted. Also, it may be desirable to include no structures, such as cavities **150** to hold the card **110**, but rather to configure slot **170** to frictionally hold card **110** therein. Alternatively, the card, or other object, could rest on the rim portion of the lid opposite the slot. FIG. 8 illustrates an alternative embodiment cup lid **800** in which a portion of a card **810** is frictionally retained in a slot **870** in a rim portion **830** with the other end or another portion of the card **810** resting on the rim portion **830** of the lid **800**. FIG. 9 shows a top view of a container lid, according to an alternative embodiment of the invention, shown with a card in phantom such that a first portion of the card would be retained in a slot in an elevated portion **940** and a second portion of the card would rest on a rim portion **930**.

[0035] If the container lid is a cup lid, as those shown in the figures, the lid may include at least one drinking aperture. Such a drinking aperture may have straw entry openings including criss-crossed slits or X-shaped cuts in the cup lid. In alternative embodiments of the invention, the lid may include, instead of a straw entry opening, at least one drinking aperture that is positioned generally adjacent to the surrounding rim portion of the lid through which liquid may be drawn directly by a consumer. Such an aperture may be of any size and shape such that liquid may be withdrawn through the cup lid from within an attached cup. It is also possible that such a drinking aperture may have a cover piece.

[0036] FIG. 4 shows an alternative embodiment. A container (e.g., cup) lid **400** with an alternative means for retaining a card **410** is shown. The cup lid **400** includes a cover portion **420** and a rim portion **430** around the periphery of the cover portion **420**. A card retainer or means for retaining the card **410** is shown, and includes a plurality (four shown in FIG. 4) of nubs **490** that are spaced such that the nubs **490** contact the card **410** near all four corners of the card **410**. The nubs **490** hold the card **410** in place on the cup lid **400**, with the card **410** frictionally fitting within the plurality of nubs **490**. A drinking aperture **460** is shown in phantom near the center of the cup lid **400** and under the card **410**. It should be noted that the holding structures, such as nubs **490**, depicted should not be viewed as limiting. Holding structures formed atop the cup lid may be configured in various forms and may come in any of a variety of numbers without departing from the scope of the invention. Additionally, it is contemplated that as few as one nub may be used in the invention to retain an object on a container. Therefore, such an embodiment may comprise at least one nub.

[0037] FIG. 5 shows a side elevational view of the cup lid **400** in FIG. 4. The nubs **490** are shown attached to the cover portion **420**, with the rim portion **430** surrounding the cover portion **420**. In the figure, the cover portion **420** is shown elevated compared to the rim portion **430**. However, it is also contemplated that the rim portion could be elevated compared to the cover portion **420** as in other embodiments shown.

[0038] FIG. 6 shows a side elevational view of another embodiment of a cup lid 600. Nubs 690 shown in the figure each include a protuberance 695 that can extend over a card to hold the card in place.

[0039] Alternatively, an embodiment of the invention may be a cup lid that is thermally formed to include a drinking aperture that can act as a nub or a cavity as used in the earlier described embodiments to retain or partially retain an object.

[0040] Although one-piece construction of the container lid is preferred, it is also contemplated that the nubs 490, 690, or other holding structures, could also be separately attached to the remainder of the container lid after production of the container lid using thermoforming, for example. In addition, the objects may be attached to the retaining mechanism prior to attaching the nubs or cavities to the lid, or after attaching the nubs or cavities to the lid.

[0041] One aspect of the invention is a system for displaying an object on a lid of a container, the system comprising: a container including an end having an opening; an object; and a container lid comprising a cover portion, a rim portion around the periphery of the cover portion and able to be coupled to the end of the container having the opening, and a retainer for retaining the object to the container lid.

[0042] A second aspect of the invention is a container lid for retaining an object on the lid, the container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid.

[0043] A third aspect of the invention is a method of packaging an object to a container lid, the method comprising the steps of: providing an object; providing a container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid; and inserting the object into the retainer.

[0044] A fourth aspect is a method of using a container lid for distributing an object retained on the lid, the method comprising the steps of: obtaining a container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid; obtaining the object to be distributed on the lid; securing the object in the retainer on the lid; coupling the lid to the container; and distributing the container with the object retained on the container lid.

[0045] A fifth aspect is a method of using an object retained on a container lid, the method comprising the steps of: providing a container lid with a retained object comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding the object to the container lid; removing the object from the lid; and using the object for a purpose.

[0046] FIG. 7 illustrates one embodiment of the invention relating to using an object retained on a container lid. FIG. 7 shows a cup 705 including a card 710, such as a game card or decoder that is retained in a slot 770 in a rim portion 730 of a lid 700. The card 710 may be removed from the cup lid 700 and held near the game, or information area 735 in order to, for example, decode the information in the game or information area 735. The card or decoder 710 may be held near the area of information 735 to allow decoded information to be viewed through the decoder 710. Alternatively, the card 710 could be removed in order to compare information on the card 710 with information appearing in the information, or game

area 735. Another example of using such a card 710 would be to remove the card 710 and compare information on the card 710 to information on a display in a store or restaurant, for example. Other alternatives for using the object (e.g., a card 710) are also contemplated by the invention, and are not limited to those described herein.

[0047] FIG. 7 includes a logo 755 that may alternatively appear on a container of the invention. Various types of printing and attachable items constituting logos, such as 755, are contemplated by the invention.

[0048] Other embodiments of this invention will be apparent to those skilled in the art upon consideration of this specification or from practice of the invention disclosed herein. Various omissions, modifications, and changes to the principles and embodiments described herein may be made by one skilled in the art without departing from the true scope and spirit of the invention which is indicated by the following claims.

1. A system for displaying an object on a lid of a container, the system comprising:

a container including an end having an opening; an object; and

a container lid comprising a cover portion, a rim portion around the periphery of the cover portion and able to be coupled to the end of the container having the opening, and a retainer for retaining the object to the container lid, the retainer comprising at least one of an aperture in the container lid for receiving at least a portion of the object or at least one nub on the container lid that aids in retaining the object.

2. The system of claim 1, wherein the aperture comprises a slot in the cover portion.

3. The system of claim 1, wherein a first portion of the object is partially disposed within the aperture and a second portion of the object rests on the rim portion.

4. The system of claim 1, wherein the retainer further comprises at least one cavity in the rim portion, and a first portion of the object is partially disposed in the aperture and a second portion of the object is frictionally fit in the at least one cavity of the rim portion.

5. The system of claim 4, wherein the second portion of the object comprises at least one corner with the at least one corner being frictionally fit in the at least one cavity of the rim portion of the container lid.

6. The system of claim 4, wherein the second portion of the object comprises at least one side with the at least one side being frictionally fit in the at least one cavity of the rim portion of the container lid.

7. The system of claim 5, wherein the second portion of the object further comprises at least one side with the at least one side being frictionally fit in the at least one cavity of the rim portion of the container lid.

8. The system of claim 1, wherein the retainer further comprises at least one aperture and at least one nub that retains the object.

9. The system of claim 1, wherein the retainer comprises at least one nub on the cover portion that retains the object.

10. The system of claim 9, wherein the at least one nub includes a protuberance that extends over the object that helps to retain the object.

11. The system of claim 1, wherein the container lid is thermoformed from extruded plastic sheet material.

12. The system of claim 1, wherein the object is selected from the group consisting of a gift card, a loyalty card, a

phone card, a trading card, a playing card, any other card, a game piece, a coupon, a media or multi-media storage device, and any other suitable article or device.

13. The system of claim 1, wherein the object is wrapped in a protective film.

14. The system of claim 1, wherein the container is a cup.

15. A container lid for retaining an object on the lid, the container lid comprising:

- a cover portion;
- a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and
- a retainer for holding an object to the container lid, the retainer comprising at least one of an aperture in the container lid for receiving at least a portion of the object or at least one nub on the container lid that aids in retaining the object.

16. The container lid of claim 15, wherein the aperture comprises a slot in the cover portion.

17. The container lid of claim 15, wherein the retainer further comprises at least one cavity in the rim portion in which a portion of the object may be frictionally fit.

18. The container lid of claim 15, wherein the retainer comprises at least one aperture and at least one nub that retains the object.

19. The container lid of claim 15, wherein the at least one nub includes a protuberance that extends over the object that helps to retain the object.

20. The container lid of claim 15, wherein the container lid is thermoformed from extruded plastic sheet material.

21. The container lid of claim 15, wherein the container is a cup.

22. A method of packaging an object to a container lid, the method comprising the steps of:

- providing an object;
- providing a container lid comprising:
  - a cover portion;
  - a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and
  - a retainer for holding an object to the container lid; and
- inserting the object into the retainer.

23. The method of claim 22, wherein prior to the step of providing the object, further comprising the step of wrapping the object in a protective film.

24. The method of claim 22, wherein the retainer comprises a slot in the cover portion, and the inserting step comprises inserting a first portion of the object in the slot.

25. The method of claim 24, wherein the retainer further comprises at least one cavity in the rim portion, and the

inserting step further comprises frictionally fitting at least a second portion of the object in the at least one cavity.

26. The method of claim 22, wherein the retainer comprises at least one nub on the cover portion that retains the object, and the inserting step comprises inserting the object within the at least one nub.

27. The method of claim 26, wherein the at least one nub includes a protuberance, and the inserting step further comprises inserting the object such that the protuberance extends over the object and helps to retain the object.

28. A method of using a container lid for distributing an object retained on the lid, the method comprising the steps of: obtaining a container lid comprising: a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding an object to the container lid; obtaining the object to be distributed on the lid; securing the object in the retainer on the lid; coupling the lid to the container; and distributing the container with the object retained on the container lid.

29. A method of using an object retained on a container lid, the method comprising the steps of:

- providing a container lid with a retained object comprising:
  - a cover portion; a rim portion around the periphery of the cover portion and able to be coupled to a portion of a container; and a retainer for holding the object to the container lid, the retainer comprising at least one of an aperture in the container lid for receiving at least a portion of the object or at least one nub on the container lid that aids in retaining the object;
- removing the object from the lid; and
- using the object for a purpose.

30. The method of claim 29, wherein the object is a game piece, and the using step comprises comparing information on the game piece with information elsewhere.

31. The method of claim 29, wherein the object is a decoder, and the using step comprises holding the decoder near an area of information to allow decoded information to be viewed through the decoder.

32. The method of claim 31, wherein the area of information is located on the container.

33. The method of claim 29, wherein the object is used in a payment process.

34. The method of claim 29, wherein the object is used in an electronic device.

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