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Schröder

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(54) **VARIETY OF *CUPHEA* PLANT NAMED
'VIEPUR'**

(50) Latin Name: *Cuphea llavea*
Varietal Denomination: **Viepur**

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patent is extended or adjusted under 35
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(52) **U.S. Cl.** **Plt./420**

(58) **Field of Classification Search** Plt./420
See application file for complete search history.

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(57) **ABSTRACT**

A new and distinct *Cuphea llavea* plant named 'Viepur' with
large, reddish-purple flowers and an upright growth habit.

2 Drawing Sheets

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Botanical classification: *Cuphea llavea*.
Varietal denomination: 'Viepur'.

BACKGROUND OF THE INVENTION

The present invention comprises a new and distinct cultivar
of *Cuphea llavea* known by the varietal name 'Viepur'. The
new variety was discovered in 's Gravenzande, The Nether-
lands on Jul. 7, 2006. The new variety has been asexually
reproduced via tip cuttings and the first date of asexual repro-
duction was Aug. 15, 2006 in 's Gravenzande, The Nether-
lands. The new variety is the result of a planned breeding
program cross between unpatented *Cuphea llavea* plant
Seedling C11 (female parent) and unpatented *Cuphea llavea*
plant Seedling C5-1 (male parent). The purpose of the breed-
ing program was to develop new varieties that exhibit bigger
flowers and a broad range of color. The new variety exhibits
strong growth and an upright habit that are similar to both
parents, but does have a bigger flowers and an improved
flower color when compared to both parents. 'Viepur' exhib-
its similar vigor to *Cuphea llavea* 'Tiny Winie' (unpatented
and also known as 'Torpedo'), but has bigger flowers, differ-
ent flower color and more upright growth than 'Tiny Winie'.
The new variety has been trial and field tested and has been
found to retain its distinctive characteristics and remain true
to type through successive propagations. The following char-
acteristics distinguish 'Viepur' from other *Cuphea llavea*
varieties known to the breeder:

1. Large flowers;
2. Bicolored flowers; and
3. Improved upright growth.

DESCRIPTION OF THE DRAWINGS

The accompanying photographic drawings illustrate the
new variety, with the color being as nearly true as is possible
with color illustrations of this type:

FIG. 1 is a view of an entire plant of the new variety; and
FIG. 2 is a close-up view of the blossoms of the new variety.

DESCRIPTION OF THE PLANT

The following detailed description sets forth the character-
istics of a 10 week old 'Viepur' plant grown inside a green-

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house in a 12 cm container in The Netherlands. The color
readings were taken indoors under natural light. Color refer-
ences are primarily to the R.H.S. Colour Chart of The Royal
Horticultural Society of London.

PLANT

Time to initiate roots: About 12 days at about 18° C.
Time to develop roots: About 16 days at about 18° C.
Time to produce a finished flowering plant from a rooted
cutting: About 10 weeks in a 12 cm container.
Rooting habit: Good, spreading.
Form: Spreading.
Branching habit: Upright.
Height: 35–40 cm.
Plant diameter: 15 cm.
Vigor: Strong.
Branching habit: Spreading upright, not much branching.
Lateral branches:
Length.—18–24 cm.
Diameter.—2.5–3 mm.
Internode length.—4–6 cm.
Texture.—Smooth and hairy.
Color.—145C.
Foliage:
Arrangement.—Alternate.
Number per branch.—6–8.
Size of leaf.—Length: 5.5–6 cm. Width: 2.5–2.7 cm.
Shape of leaf.—Oval.
Shape of apex.—Acute.
Shape of base.—Round.
Texture.—Smooth with some hairs.
Margin description.—Glossy.
Color.—Young leaves: Upper surface: 138A. Lower sur-
face: 138B. Mature leaves: Upper surface: 137A.
Lower surface: 138B to 138C.
Petiole.—Length: 14–16 mm. Diameter: 2.5–3 mm.
Color: 139D.
Veins.—Venation type: Alternate. Color: Young leaves:
Upper surface: 139D with N77A in the middle vein.

Lower surface: 139D. Mature leaves: Upper surface: 138D with N77A in the middle vein. Lower surface: 139C to 139D.

FLOWER

Bud:

Time of description.—2 days before opening.

Shape.—Tube.

Diameter.—4–6 mm.

Length.—20–24 mm.

Color: N170 with 185A hairs.

Natural flowering season: April–October in The Netherlands.

Flower type and habit: Single and lobed.

Number of flowers per lateral branch: 5–7.

Flower longevity on plant: 7–8 days.

Flower:

Diameter.—50×45 mm.

Height.—25–28 mm.

Throat diameter.—12 mm.

Corolla:

Form.—Actinomorphic; fused petals (lobed).

Appearance.—Open flower with a distance between the petals.

Petals/lobes.—Number: 6. Length: 15–18 mm. Width: 15 mm. Shape: Oval. Apex: Rounded. Base: Acuminate. Margin: Smooth. Texture and appearance: Very weak. Color: When opening: Upper surface: 46C and

N79A. Lower surface: 46C and N79A. Fully opened:

Upper surface: 46B to 46C and N79C. Lower surface: 46B to 46C and N79C.

Throat.—Color: 72B to 72C. Texture: Hairy.

Tube color.—N77A and N77B.

Calyx: No calyx or sepals present.

Fragrance: None.

Disease resistance: None observed to date.

Temperature tolerance: From 1° C. to 45° C.

REPRODUCTIVE ORGANS

Stamens:

Number per flower.—10.

Filament length.—6–10 mm.

Anthers.—Shape: Oval. Length: 1 mm. Color: 195B.

Pollen.—Color: 195B. Amount: Minimal.

Pistils:

Length.—20 mm.

Styles.—Length: 11 mm. Color: 196C.

Stigma.—Shape: Round. Color: 196C.

Seed production: Around 20–30.

I claim:

1. A new and distinct variety of *Cuphea Ilavea* plant named ‘Viepur’ substantially as shown and described herein.

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Fig. 1



Fig. 2