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R. D. ALLISON

3,512,780

FOLDED COUPON WITH DETACHABLE PUZZLE PIECE

Filed Feb. 6, 1968

FIG. 1

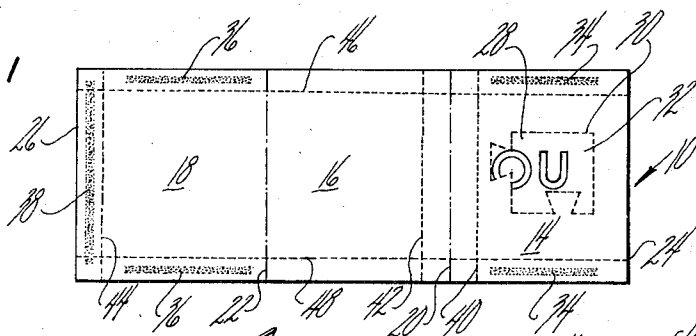


FIG. 2

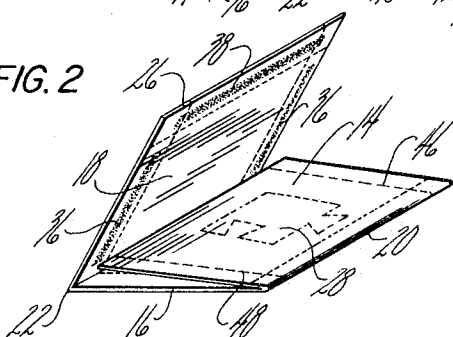


FIG. 3

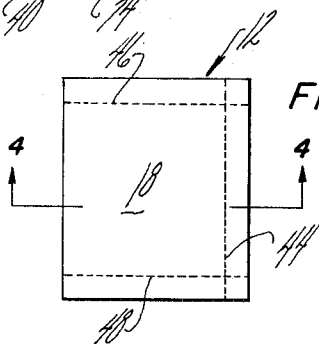


FIG. 4

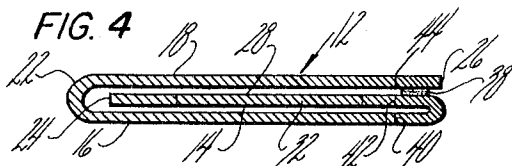


FIG. 5

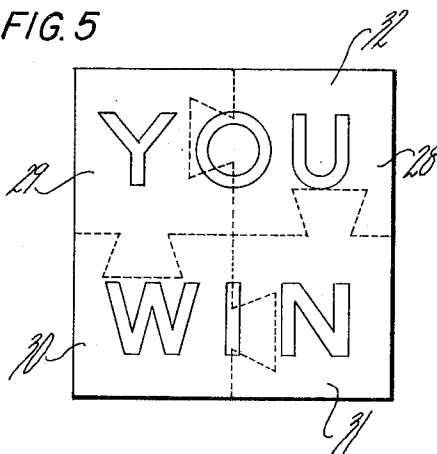


FIG. 6

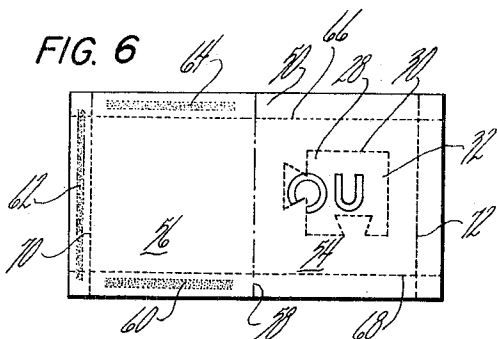


FIG. 7

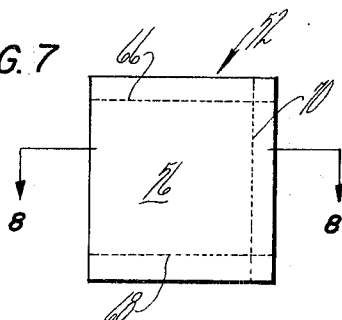
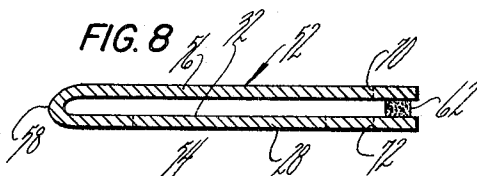


FIG. 8



INVENTOR.
ROBERT D. ALLISON

BY

M. McCormick, Paulding & Huber
ATTORNEYS

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FOLDED COUPON WITH DETACHABLE PUZZLE PIECE

Robert D. Allison, West Hartford, Conn., assignor to
United States Envelope Company, Springfield, Mass.,
a corporation of Maine

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11 Claims

ABSTRACT OF THE DISCLOSURE

A folded paper article serving as a coupon or a chance ticket in an advertising or promotional game or contest includes one panel with a detachable puzzle piece forming part of the panel and delineated by and attached to the remainder of the panel along a weakened line so as to permit it to be separated from the remainder of the panel by tearing along the weakened line. One or two additional panels are connected with the puzzle piece bearing panel and are so sealed relative to the puzzle piece panel as to totally enclose one or both of the faces of the puzzle piece to prevent viewing of the concealed face or faces of the puzzle piece until the article is opened. A weakened line extending along one or more edges of the article and located inboard of the sealing adhesive permits the article to be readily opened by tearing along such weakened line.

BACKGROUND OF THE INVENTION

This invention relates to coupons or the like used as part of an advertising game or contest; and deals more particularly with such a coupon including a detachable puzzle piece adapted to be assembled with other puzzle pieces from other coupons to form a complete winning puzzle.

The general object of this invention is to provide a puzzle piece bearing coupon or the like which may readily manufactured from a simple blank of paper or the like and wherein one face of the puzzle piece which bears a portion of a complete puzzle design is completely concealed until such time as the coupon is opened by its recipient, the opening of the coupon and the detachment of the puzzle piece being easily accomplished with little likelihood of damage to the puzzle piece.

SUMMARY OF THE INVENTION

This invention resides in an article in the nature of a coupon made of folded paper or other sheet material and including one panel having a puzzle piece therein delineated by a slit or perforated line so as to enable the piece to be readily separated from the remainder of the panel. One face of the puzzle piece is printed or otherwise marked with a portion of a complete puzzle design and this face of the puzzle piece is completely concealed from view by either one additional panel lying thereover or by two additional panels between which the first panel is sandwiched. Registered edges of overlapped panels are sealed to one another by lines of adhesive as required to prevent opening of the coupon and viewing of the printed face of the puzzle piece without tearing. Registered weakened lines passing through the overlapped panels are provided along one or more edges of the article inboard of the associated adhesive lines so that by tearing along these lines the coupon may be readily opened to reveal the design bearing face of the puzzle piece.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a plan view of a blank from which a coupon embodying this invention may be made.

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FIG. 2 is a perspective view showing the blank of FIG. 1 partially folded into a finished coupon.

FIG. 3 is a plan view of a finished coupon made from the blank of FIG. 1.

FIG. 4 is a sectional view taken on the line 4—4 of FIG. 3.

FIG. 5 is a plan view of a completed puzzle made from the puzzle piece of FIG. 1 and other similar matching pieces from other coupons.

FIG. 6 is a plan view of a blank from which an envelope comprising another embodiment of this invention may be made.

FIG. 7 is a plan view of a coupon made from the blank of FIG. 6.

FIG. 8 is a sectional view taken on the line 8—8 of FIG. 7.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring to the drawing, FIG. 1 shows a blank 10 from which a coupon embodying this invention may be made. FIG. 2 shows the blank 10 in the process of being folded to form a finished coupon, and FIGS. 3 and 4 show a coupon 12, made from the blank 10, in its finished state. As shown in FIG. 1, the blank 10 is of a simple rectangular shape and is divided into three adjacent rectangular panels 14, 16 and 18 separated from each other by two transverse fold lines 20 and 22. The first panel 14 is located between one end edge 24 of the blank and the first fold line 20, the second panel 16 is located between the two fold lines 20 and 22 and the third panel 18 is located between the fold line 22 and the other end edge 26 of the blank. Included in the first panel 14 is a puzzle piece 28 which is delineated by and separated from the remainder of the panel by a weakened line 30 consisting of a series of perforations or slits passing through the panel. Therefore, by tearing along the line 30, the puzzle piece 28 may be readily removed from the panel 14 and matched with other similar puzzle pieces to form a complete puzzle.

The puzzle piece 28 in the panel 14 may take various different shapes. If desired, the complete puzzle may be made up of puzzle pieces of many different shapes so that the shape of the puzzle piece may vary from coupon to coupon. Preferably, however, the puzzle pieces of all of the coupons used in a particular game or contest are of an identical shape and may be combined with one another to form the complete puzzle. For example, the puzzle piece 28 of FIG. 1 may be joined with three other pieces 29, 30 and 31 of identical shape, as shown in FIG. 5, to form a complete four-piece puzzle. By using other shaped puzzle pieces, complete puzzles requiring 2, 3, 5, 6, or any other number of pieces may be made. The completed puzzle of FIG. 5 has a square shape, but by using properly shaped individual puzzle pieces, different from the puzzle piece 28, complete puzzles having the shape of stars, triangles, circles, octagons, or the like may be obtained.

Furthermore, although the puzzle piece 28 shown in FIGS. 1 and 5 is of such a shape as to permit it to be interlocked with other puzzle pieces, such interlocking shape is not necessary and, if desired, the individual puzzle pieces may be of any simple shape such as triangles, rectangles having continuous edges which abut one another in the complete puzzle. Where the puzzle pieces are of an interlocking shape, as shown in FIGS. 1 and 5, the blank 10 may be made of a relatively heavy stock so that the puzzle piece 28 has sufficient thickness to permit it to be assembled with other pieces without having to be held or fixed to a supporting sheet, board or other surface. If desired, however, the rear surface of the puzzle piece 28

may be coated with a remoistenable adhesive to permit it to be attached to an auxiliary supporting sheet or the like. This is particularly advantageous in cases where the blank 10 is made of a relatively thin stock or in cases where the puzzle pieces are not of an interlocking shape. Where an auxiliary supporting sheet is used, adhesive could, of course, be applied to the sheet rather than to the puzzle pieces. It should also be noted from FIGS. 1 and 5 that one face 32 of the puzzle piece 28 is printed or otherwise marked with a portion of the complete puzzle so that when this piece is matched with other pieces bearing the remaining portions of the design, a winning combination is made. Therefore, although any four pieces of the same shape as the piece 28 may be placed together to form a square, this square is not a winning combination unless it is made up of four pieces bearing different portions of the complete winning puzzle design.

To form the finished coupon 12 of FIGS. 3 and 4 from the blank 10 of FIG. 1, the first panel 14 is first folded along the fold line 20 into overlying relationship with the second panel 16 and the third panel 18 is then folded along the fold line 22 into overlying relationship with the opposite side of the first panel 14 so that the first panel 14 is sandwiched between the second and third panels 16 and 18. The adjacent edges of overlying panels, other than those joined by the fold lines, are then joined to one another by lines of adhesive so as to totally enclose the puzzle piece 28 from view. As best shown in FIG. 1, this sealing means includes two lines of adhesive 34, 34 which engage both the first panel 14 and the second panel 16 in the finished coupon and which seal the first panel 14 to the second panel 16 along the overlying edges thereof which are perpendicular to the fold line 20. As to the second panel 16, in the finished coupon these lines of adhesive 34, 34 are located along the two edges thereof not defined by the fold lines 20 and 22. The sealing means also includes lines of adhesive 36, 36 which seal the third panel 18 to the first panel 14 along the overlying edges thereof perpendicular to the fold line 20, and a line of adhesive 38 which seals the third panel 18 to the first panel 14 adjacent the fold line 20 and edge 26 of the blank.

In order to facilitate opening of the finished coupon 12, a number of registered weakened lines passing through the three panels 14, 16 and 18 are provided along three edges of the coupon and are located inboard of the associated lines of adhesive so that when the coupon is torn along these lines, the adhesive is removed and the remaining portion of the coupon may be readily opened. In the blank of FIG. 1, these weakened opening lines include three transversely extending lines 40, 42 and 44 and two longitudinally extending lines 46 and 48. The longitudinal lines 46 and 48 extend across all three panels and in the finished coupon 12 are folded upon themselves. The three transverse fold lines 40, 42 and 44 are also so arranged that in the finished coupon 12 they are registered with one another so as to be torn simultaneously when the coupon is opened.

In considering the coupon 12 of FIGS. 3 and 4, and the blank 10 of which is made as shown in FIGS. 1 and 2, it should be noted that it may not in all instances be necessary to provide all of the lines of adhesive or all of the weakened lines there shown. For example, in cases where the complete puzzle is made up of identically shaped puzzle pieces, as in FIG. 5, it is really only necessary to conceal the design bearing face 32 of the puzzle piece. The fact that the shape of the puzzle piece may be determined by viewing the opposite face thereof is of little significance. Therefore, in this case, the adhesive lines 36, 36 may be omitted, as even with this omission it is impossible, without tearing open the coupon, to view the design bearing face 32. Also, when the adhesive lines 36, 36 are omitted the longitudinal weakened lines 46 and 48 may be omitted. This is due to the fact that after a coupon lacking the adhesive lines 36, 36 is opened by tearing along the

registered transverse lines 40, 42 and 44, the third flap 18 may then be folded away from the first panel 16 by folding along the fold line 22 and the puzzle piece 28 removed from the first panel by tearing along the weakened line 30 without the necessity of breaking the adhesive seal provided by the lines of adhesive 34, 34. Regardless of whether or not the two adhesive lines 36, 36 are provided, it should be noted that the first panel is closed relative to the second panel along substantially the full extent of a line spaced from and surrounding the puzzle piece so as to prevent the design bearing face of the puzzle piece to be viewed without tearing the coupon. This line of closure between the two panels is made up of the fold line 20, the two adhesive lines 34, 34 and the fold line 22.

As mentioned above, in cases where the puzzle pieces are all of the same shape, it may be necessary to conceal only the design bearing face of the puzzle piece, and when this is true, a simpler form of a coupon, such as illustrated by FIGS. 6, 7 and 8, may also be used, if desired. FIG. 6 shows a blank 50 from which a simplified coupon may be made and FIGS. 7 and 8 show such coupon 52 in its finished form. In referring to these figures, it will be noted that the coupon 52 and blank 50 are made up of a first panel 54 and a second panel 56. The blank 50 is of a simple rectangular shape and the two panels 54 and 56 are of approximately the same size and shape and separated from one another by a fold line 58. The first panel 54 includes a puzzle piece 28 similar to that of the blank 10 of FIG. 1 delineated by and attached to the remainder of the panel 54 by a weakened line 30. In the finished coupon 52, the second panel 56 is folded into overlying relationship with the first panel 54 so as to cover the design bearing face 32 of the puzzle piece and is sealed to the first panel 54 along the three edges of the panel 56 other than the edge formed by the fold line 58, and its corresponding three edges, by lines 60, 62 and 64 of adhesive. That is, when the coupon is folded to its finished condition, as shown in FIG. 7, the lines of adhesive 60, 62 and 64 of FIG. 6 engage both the first panel 54 and the second panel 56 along the three edges thereof not formed by the fold line and seal the coupon along such edges. The adhesive lines 60, 62, and 64 are all spaced from the puzzle piece 28 and, in combination with the fold line 58, close the first panel relative to the second panel along substantially the full extent of a line surrounding the puzzle piece so that the design bearing face 32 thereof is fully concealed and cannot be viewed without tearing the coupon or removing the puzzle piece from the first panel.

In the simplified coupon 52 of FIGS. 6, 7 and 8, longitudinal weakened lines 66 and 68 and transverse weakened lines 70 and 72, all located inboard of their associated adhesive lines, are provided to facilitate opening of the coupon. It should be noted, however, the puzzle piece can be removed from the first panel 54 without separating the two panels and therefore, if desired, the weakened lines may be omitted.

The drawing shows preferred embodiments of the invention and such embodiments will be described, but it will be understood that various changes may be made from the constructions disclosed, and that the drawing and description are not to be construed as defining or limiting the scope of the invention, the claims forming a part of this specification being relied upon for that purpose.

What is claimed is:

1. A plurality of coupons made of folded sheet material, each of said coupons comprising a first panel including a detachable puzzle piece forming part of said panel and delineated by and attached to the remainder of said first panel along a weakened line so as to permit it to be separated from the remainder of said panel by tearing along said weakened line, said puzzle having a configuration such as to interfit with the puzzle piece of other coupons to form a complete puzzle and having a

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portion of a visible puzzle design on one face thereof which portion is complementary to other portions of said visible puzzle design on puzzle pieces of other coupons, a second panel overlying said first panel so as to hide said portion of the puzzle design on said puzzle piece face, and means closing said first panel relative to said second panel along substantially the full extent of a line spaced from and surrounding said puzzle piece.

2. A plurality of coupons as defined in claim 1 wherein each of said coupons is further characterized by said first panel being integrally connected with said second panel and folded along a first fold line into overlying relationship with said first panel, said first fold line forming part of said means for closing said first panel relative to said second panel.

3. A plurality of coupons as defined in claim 2 wherein each of said coupons is further characterized by said first panel and second panel being of approximately the same rectangular shape and size so that their edges approximately register with one another, said means closing said first and second panels to one another further including adhesive between said panels located along lines adjacent to the three edges of said first panel other than the edge formed by said first fold line.

4. A plurality of coupons as defined in claim 3 wherein each of said coupons is further characterized by registered weakened lines in said first and second panels extending parallel to at least one of said three edges of said first panel inboard of the associated one of said lines of adhesive.

5. A plurality of coupons as defined in claim 2 wherein each of said coupons is further characterized by a third panel integrally connected with said second panel along a second fold line parallel to said first fold line and folded along said second fold line into overlying relationship with the face of said first panel opposite from the face thereof covered by said second panel so as to sandwich said first panel between said second and third panels.

6. A plurality of coupons as defined in claim 5 wherein each of said coupons is further characterized by said first, second and third panels being of approximately the same rectangular shape and size so that their edges approximately register with one another, said means for closing said first and second panels to one another including adhesive between said first and second panels located along the two edges of said second panel other than the two edges formed by said first and second fold lines, and adhesive between said first and third panels located along lines adjacent to the three edges of said third panel other than the edge formed by said second fold line, and registered weakened lines in said first, second and third panels extending parallel to at least one of said three edges of said third panel inboard of the associated one of said lines of adhesive.

7. A plurality of coupons as defined in claim 1 wherein each of said coupons is further characterized by said puzzle piece being of such a shape as to match with other pieces of the same shape to form a complete puzzle.

8. A plurality of coupons made of folded sheet material, each of said coupons comprising first, second, and third panels integrally connected with one another, made

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from a common single opaque blank and folded so as to sandwich said first panel between said second and third panels, said first panel including a detachable puzzle piece forming part of said first panel and delineated by and attached to the remainder of said first panel along a weakened line so as to permit it to be separated from the remainder of said panel by tearing along said weakened line, said puzzle piece having a configuration such as to interfit with the puzzle piece of other coupons to form a completed puzzle and having a portion of a visible puzzle design on one face thereof which portion is complementary to other portions of such visible puzzle design on puzzle pieces of other coupons, and means sealing said second panel to said first panel and said third panel to said first panel along lines spaced outwardly from said puzzle piece.

9. A plurality of coupons as defined in claim 8 wherein each of said coupons is further characterized by said blank from which said first, second and third panels are made being generally rectangular in shape, said first panel being located between one end edge of said blank and a fold line parallel to said end edge, said second panel being located between said first fold line and a second fold line spaced from and parallel to said first fold line, and said third panel being located between said second fold line and the other end edge of said blank.

10. A plurality of coupons as defined in claim 9 wherein each of said coupons is further characterized by said means for sealing said first panel to said second panel comprising adhesive between said first and second panels located along lines adjacent the two edges of said first panel perpendicular to said one end edge of said blank, and said means for sealing said third panel to said first panel comprising adhesive between said first and third panels located along lines adjacent to the three edges of said third panel other than the edge defined by said second fold line.

11. A plurality of coupons as defined in claim 10 wherein each of said coupons is further characterized by registered weakened lines in said first, second and third panels arranged parallel to said one end edge of said blank and inboard of the associated one of said lines of adhesive.

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ANTON O. OECHSLE, Primary Examiner

A. W. KRAMER, Assistant Examiner

U.S. Cl. X.R.

273—157; 283—8