



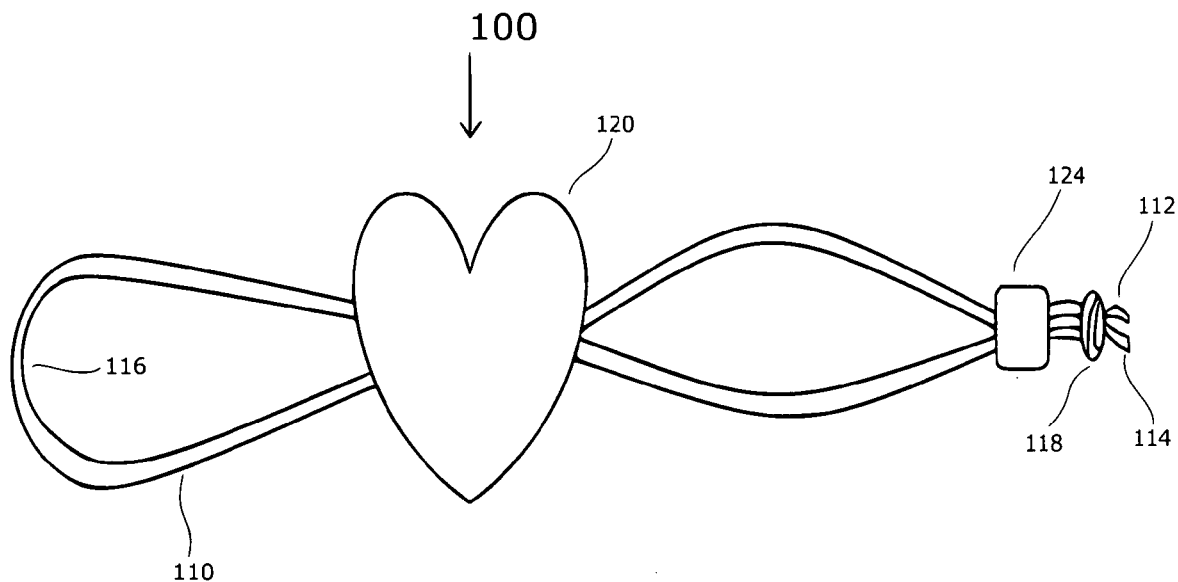
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(19) **United States**(12) **Patent Application Publication**  
**Meraz**(10) **Pub. No.: US 2017/0172257 A1**(43) **Pub. Date: Jun. 22, 2017**(54) **ADJUSTABLE AND INTERCHANGEABLE  
SHOE FASTENING DEVICE AND METHODS  
OF USE**(52) **U.S. Cl.**CPC ..... *A43C 11/24* (2013.01); *A43C 1/02*  
(2013.01); *A43C 1/04* (2013.01); *A43C 7/08*  
(2013.01); *A43C 1/06* (2013.01)(71) Applicant: **Rosana Meraz**, San Diego, CA (US)(72) Inventor: **Rosana Meraz**, San Diego, CA (US)

(57)

**ABSTRACT**(21) Appl. No.: **15/222,942**(22) Filed: **Jul. 28, 2016****Related U.S. Application Data**(60) Provisional application No. 62/282,160, filed on Jul.  
28, 2015.**Publication Classification**(51) **Int. Cl.***A43C 11/24* (2006.01)  
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*A43C 1/04* (2006.01)

An adjustable, interchangeable, and customizable shoe fastening device and its methods of use, to be used in articles of footwear designed for shoelaces, but not limited to such. The shoe fastening devices are comprised of an elongated looped cord with a removable one-piece holding device or a non-removable one-piece or two-part holding device, and an adjusting device to cater to different types of feet, footwear, and activity. The shoe fastening device offers users the ability to customize, interchange, decorate, and adjust the user's shoe fit to make it "just right." The shoe fastening devices come as a set, package, pre-assembled kit, or a do-it-yourself kit. The shoe fastening and holding devices can be decorated with paint, nail polish, stickers, glitter, or the like, and can be easily removed, replaced or swapped with family and friends.

**FRONT PERSPECTIVE VIEW**

FRONT PERSPECTIVE VIEW

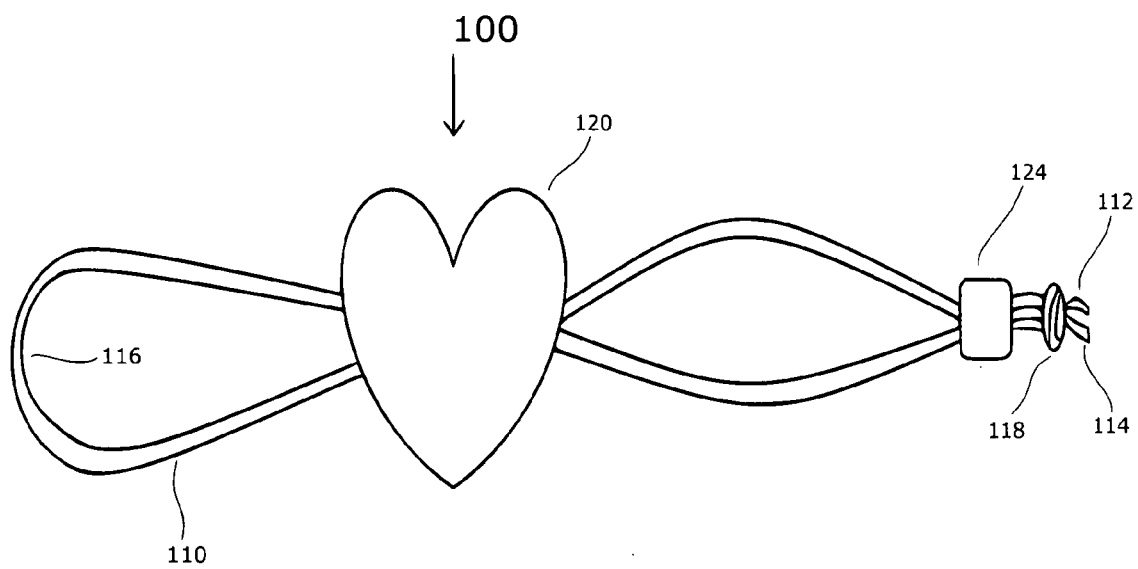
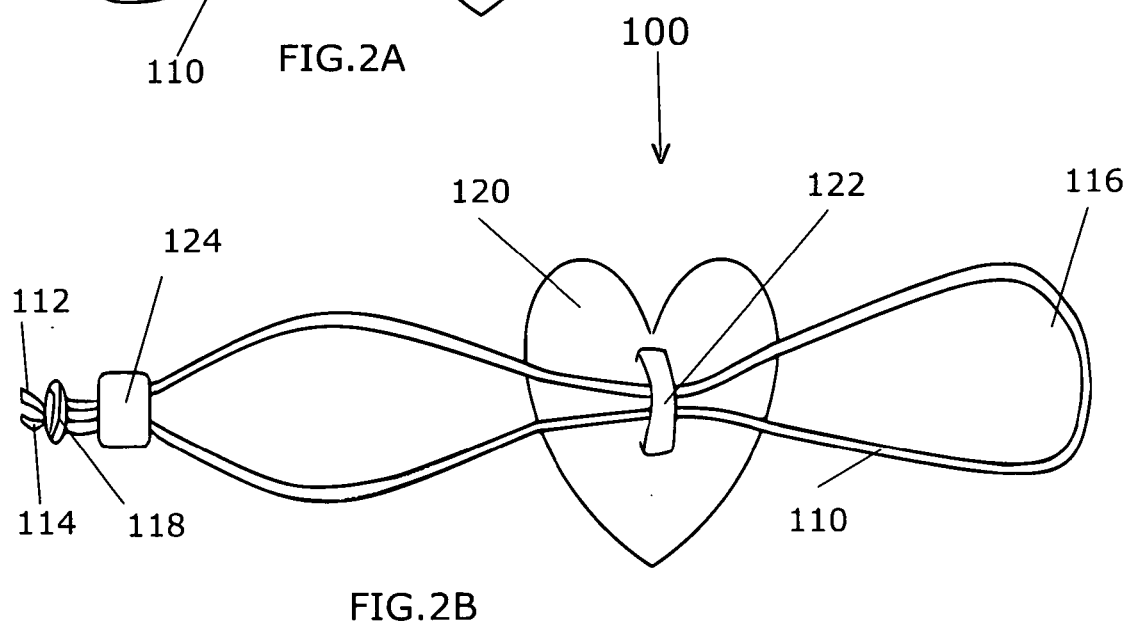
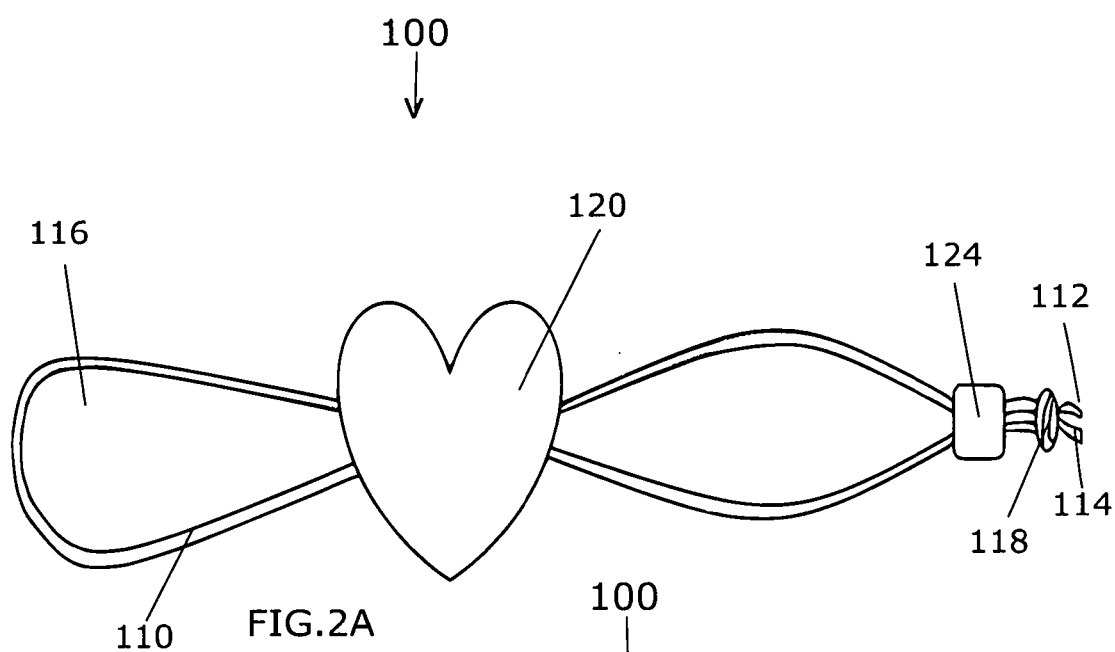
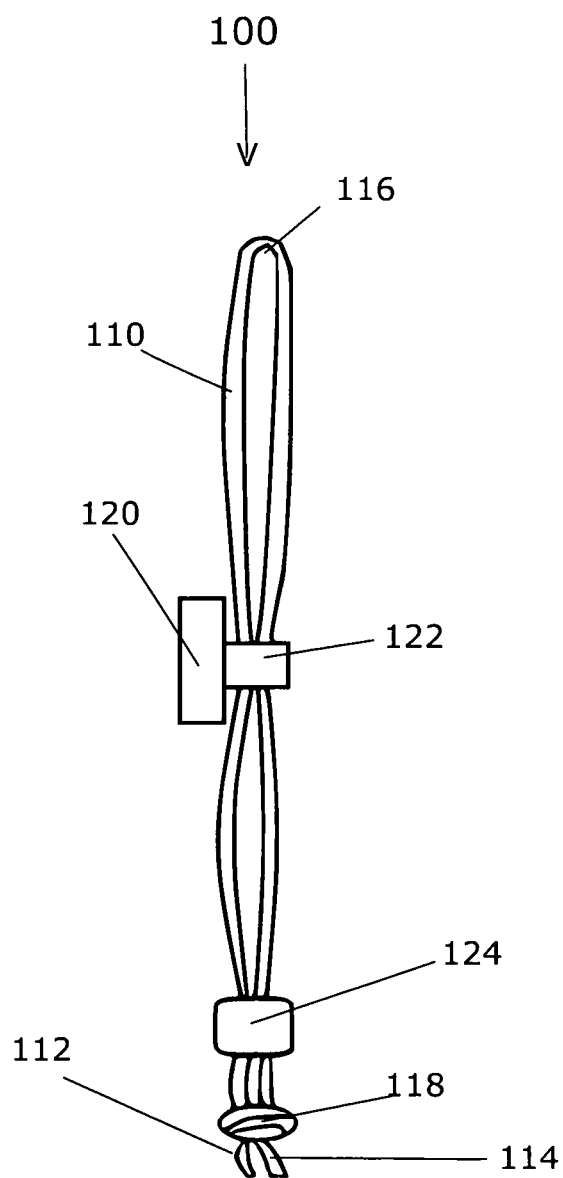
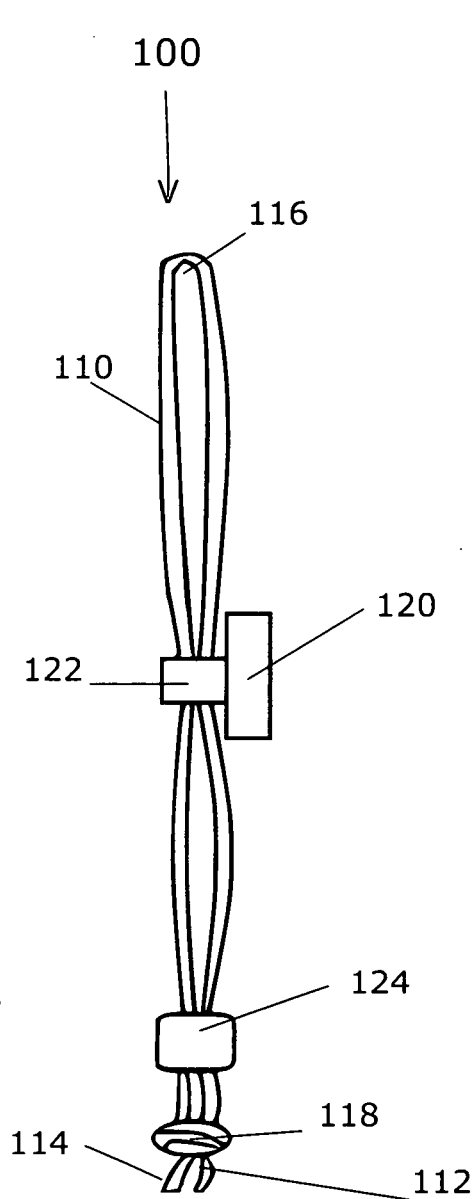


FIG. 1





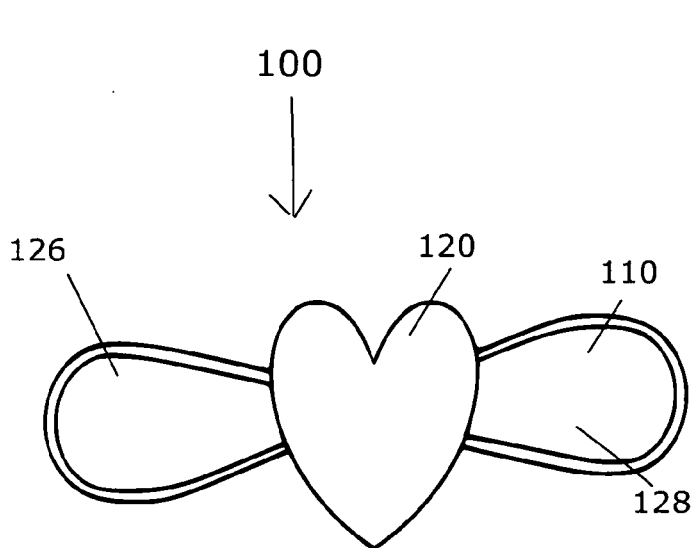


FIG. 4A

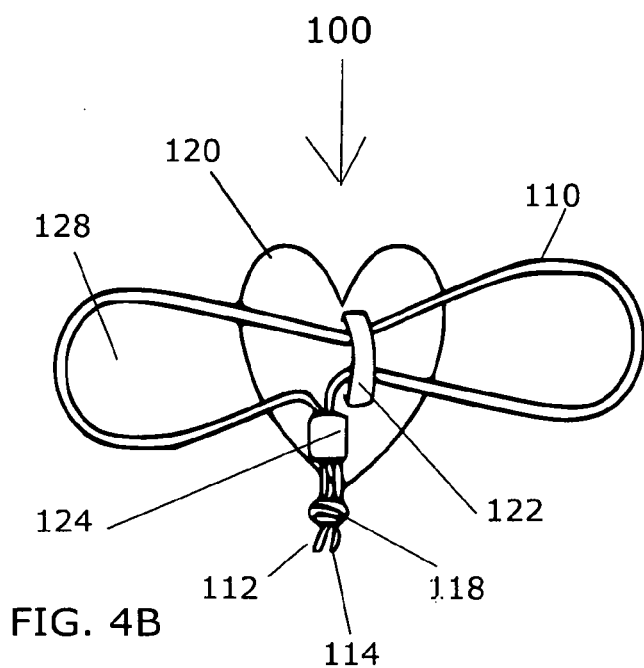


FIG. 4B

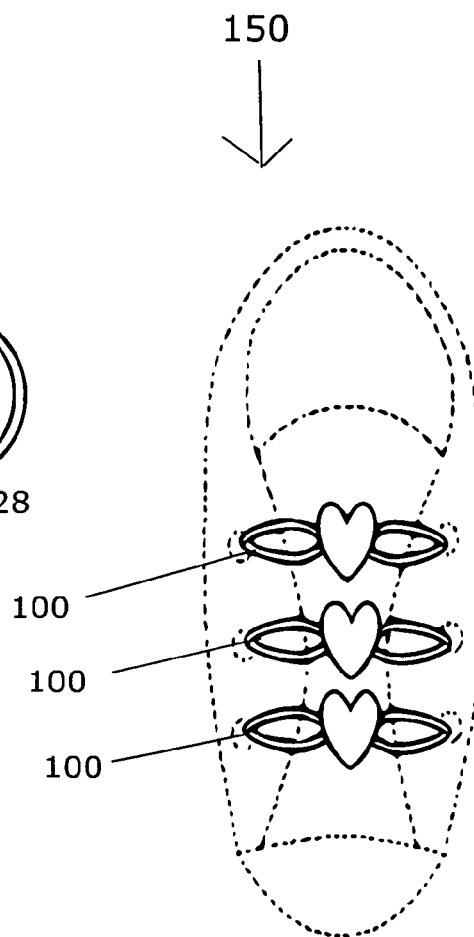
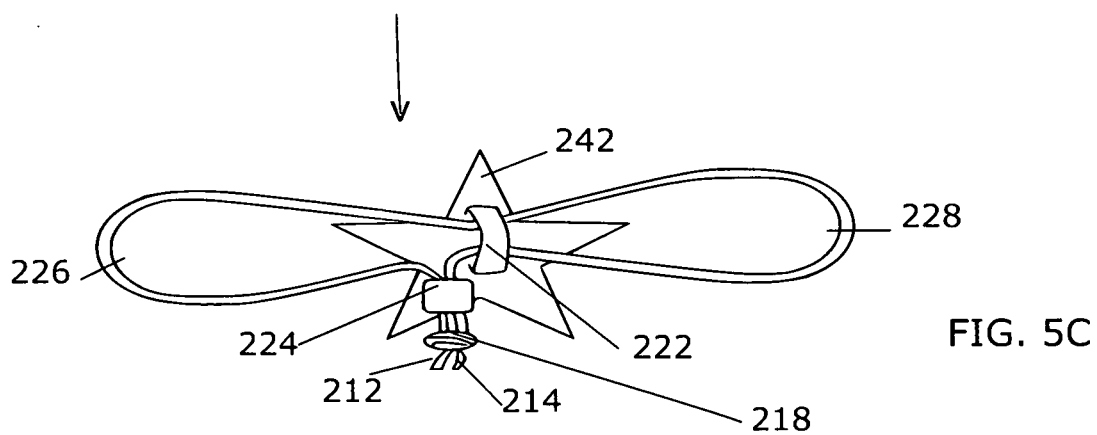
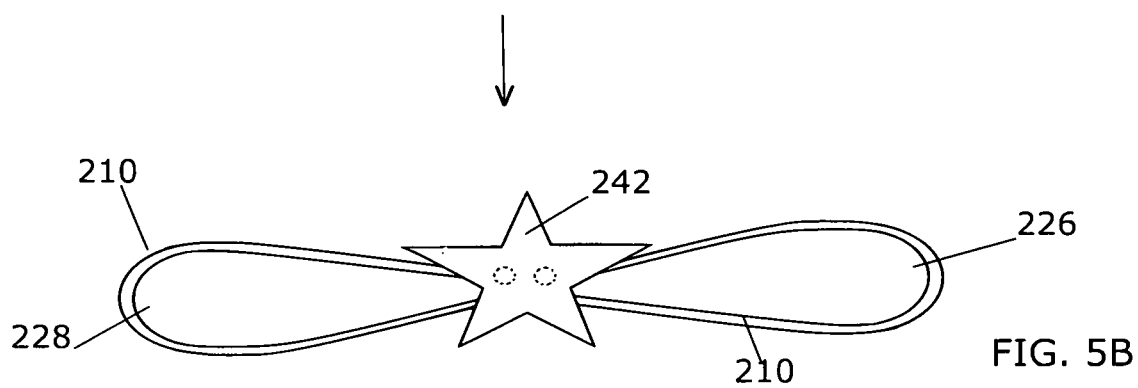
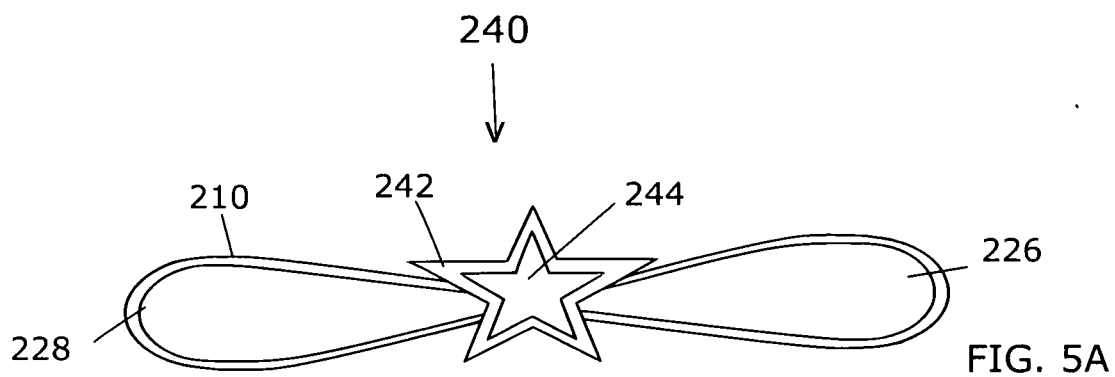
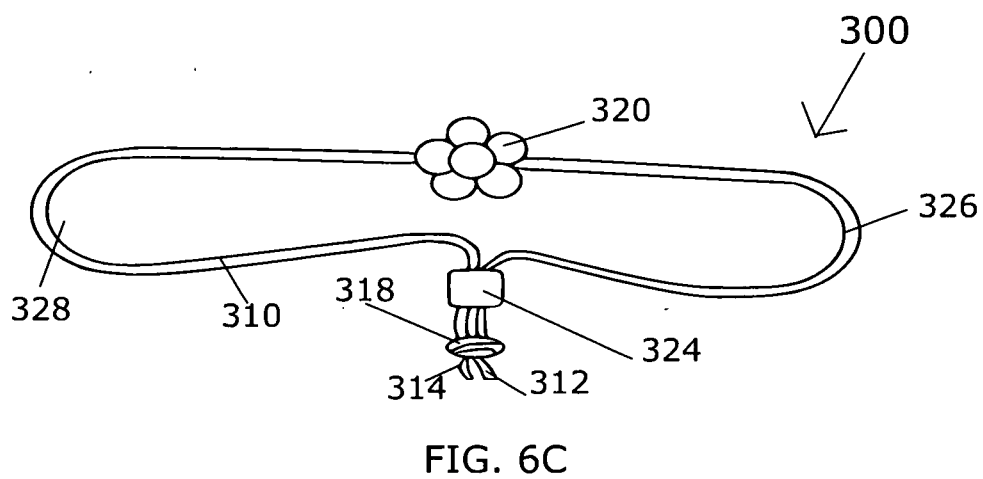
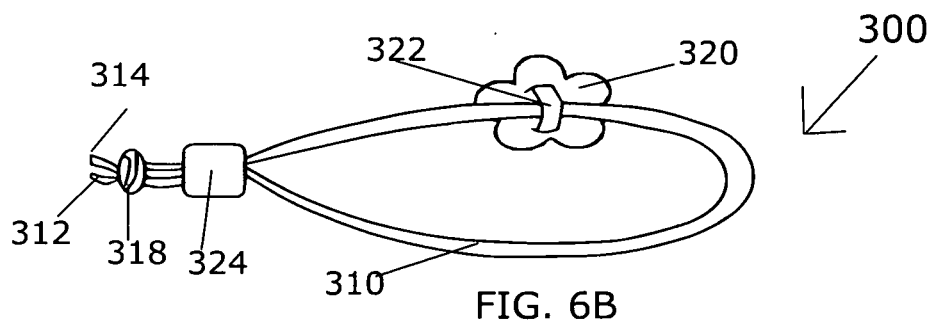
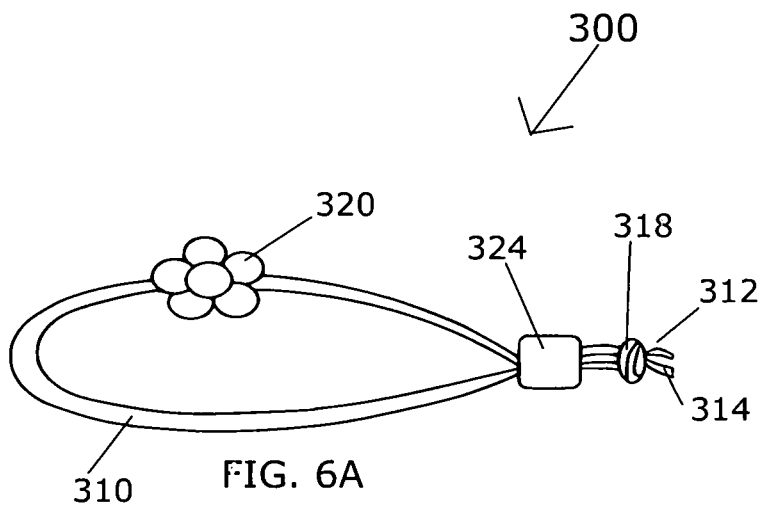


FIG. 4C



FIG. 4D





## ADJUSTABLE AND INTERCHANGEABLE SHOE FASTENING DEVICE AND METHODS OF USE

### CROSS-REFERENCE RELATED APPLICATIONS

**[0001]** This application claims the benefit of U.S. Provisional Patent No. 62/282,160 filed on Jul. 28, 2015 by the present inventor, which is incorporated by reference.

### BACKGROUND OF THE INVENTION

**[0002]** 1. Field of the Invention

**[0003]** The present invention relates to shoe fastening devices and its methods of use for fastening various types of footwear that are designed for lacing.

**[0004]** 2. Prior Art

**[0005]** For centuries, people of all ages have been fastening their shoes with conventional shoelaces. However, it is well known that prior art conventional shoelaces are prone to repeatedly becoming untied and requiring retying of the laces. The constant need to tighten and retie the shoelaces is very time consuming and can be a challenge for children, the elderly, and individuals with disabilities. Furthermore, conventional shoelaces might be too tight or too loose for the user, thus compromising the user's comfort, support, safety, and performance. Additionally, a user that steps on an untied or loose shoelace can fall and suffer from a serious injury.

**[0006]** Within the past few years, prior art such as Talley U.S. Pat. No. 8,677,579 and Frydlewski U.S. Pat. No. 7,506,420 have brought to market various types of "no-lace" shoe lacing and shoe fastening devices as a replacement to the conventional shoelace. Shoe fastening devices such as individual mini-laces, anchor type of laces, and other "no-lace" devices have gained popularity because they are viewed as a more convenient method of lacing shoes without having the hassle of retying the shoelaces every time they come undone. However, I have found that prior art shoelaces and shoe fastening devices do not provide the user with the ability to customize the shoe fastening device to the user's own preferred shoe fit, proper fit, level of support, comfort, style and safety. Furthermore, with the use of prior art shoelaces, the user is limited to the fit that the prior art shoelace company manufactured, without keeping in mind that users have different sizes, shapes, and types of feet (wide feet, narrow heel, shallow instep, narrow feet), and do not offer the user an adjustable solution to their unique type of foot, footwear, or activity that they will partake in. Additionally, prior art shoe fastening devices lack the ability to properly adjust the shoelace to create the user's perfect shoe fit.

### SUMMARY

**[0007]** Embodiments of the present invention can include a shoe fastening device comprised of an elongated elastic woven cord that is affixed together by having the elastic cord's first and second ends adjoined together through a knot or any other means thus forming a general loop on the elastic cord, in which an adjusting device such as a slideable bead, clamp, stopper, or the like is placed on the now looped elastic cord by threading the elastic cord through the adjusting device's hole, orifice, slot, or slit, and placing a removable or non-removeable one-piece holding device, button, anchor, or the like, onto the looped elastic cord by threading the elastic cord through the holding device's hole, orifice,

slot, slit or the like. This embodiment of the present invention can fasten an article of footwear in which a shoe fastening device is needed by fastening a first hole, eyelet, hook, or loop on an article of footwear and a second hole, eyelet, hook, or loop on an article of footwear. The user can then use the adjusting device to move or slide the adjusting device up, down, left or right to adjust the tightness of the shoe fastening device by sliding the adjusting device up towards the holding device to tighten the lace or sliding the adjusting device towards the knot to loosen the shoe fastening device, thus making a true customizable perfect shoe fit for the footwear user's unique style and size of foot and shoe. This allows the user to create the perfect fitting shoe fastening device(s), by offering the user the power to create his or her own comfortable, convenient, secure, stylish, interchangeable, adjustable, and customizable perfect fit . . . all at the user's fingertips.

**[0008]** Embodiments of the present invention can also include a shoe fastening device for fastening footwear comprised of an elongated elastic cord that is affixed together by having the elastic cord's first and second ends knotted together thus forming a general loop on the elastic cord, in which an adjusting device is placed on the now looped elastic cord by threading the elastic cord through the adjusting device's hole, orifice, slot, or slit, and placing a two-piece or multiple-piece holding device, button, anchor, or the like, onto the looped elastic cord by threading the elastic cord through the holding device's hole, orifice, slot, or slit or the like. This embodiment of the present invention consists of a two-piece or multiple-piece holding device, button, anchor, or the like, comprised of a removable and/or interchangeable top/male part of the holding device, button, anchor, or the like that is affixed, snapped on, screwed on, placed, stuck, glued, hooked and looped, or joined to the non-removeable or removable bottom/female part of the holding device, button, anchor, or the like. This embodiment would allow the user to decorate the shoe fastening device by interchanging, switching, or placing a decorative ornamental top/male part of the holding device onto the bottom/female part of the holding device without having to remove the bottom/female part of the holding device, button, anchor, or the like in order to do so.

**[0009]** This embodiment of the present invention can fasten an article of footwear in which a shoe fastening device is needed by fastening a first hole, eyelet, hook, or loop on an article of footwear and a second hole, eyelet, hook, or loop on an article of footwear. The user can then use the adjusting device to adjust the tightness of the shoe fastening device by sliding the adjusting device up, down, left, or right towards the holding device to tighten the lace or sliding the adjusting device towards the knot to loosen the shoe fastening device, thus making the shoe fit truly customizable to the footwear user's unique style, size, and type of foot and shoe. This allows the user to create the perfect fitting shoe fastening device(s), thus offering the footwear user the power to create his

or her own comfortable, convenient, secure, stylish, interchangeable, adjustable, and customizable perfect fit . . . all at the user's fingertips.

**[0010]** Another embodiment of the present invention can also include a shoe fastening device for fastening footwear comprised of an elongated elastic cord in which either the cord's first or second end is inserted through the one-piece, two-piece, or multiple-piece holding device's orifice, shank,



hole, slit, slot, or the like, after the elastic cord has been inserted and/or threaded into the holding device's orifice, shank, hole, slit, slot, or the like, the elastic cord's first and second ends are both threaded into the adjusting device's hole, orifice, slot, slit, or the like, in which the elastic cord is then affixed together by having the elastic cord's first and second ends adjoined together through a knot, clamp, or the like, below the adjusting device and towards the elastic cord's first and second ends, thus forming a general loop on the elastic cord. This embodiment of the present invention can fasten an article of footwear in which a shoe fastening device is needed by fastening a first hole, eyelet, hook, or loop on an article of footwear and a second hole, eyelet, hook, or loop on an article of footwear. The user can then move or slide the adjusting device which is comprised of a bead, clamp, stopper or the like, to adjust the tightness of the shoe fastening device by sliding the adjusting device up towards the holding device to tighten the lace or sliding the adjusting device towards the knot or adjoined ends to loosen the shoe fastening device, thus creating a customizable and perfect shoe fit for the footwear user's unique style, shoe, size, shape, and type of foot. This allows the user to create the perfect fitting shoe fastening device(s), thus offering the footwear user the power to create his or her own comfortable, convenient, secure, stylish, interchangeable, adjustable, and customizable perfect fit . . . all at the user's fingertips.

**[0011]** The shoe fastening device may be one such device of a set, package, a pre-assembled kit, a do-it-yourself kit, or a shoe fastening system. The shoe fastening device set, kit, or system can include one or more, two or more, three or more, four or more, etc. number of shoe fastening devices. Optionally, the devices may be of the same configuration and/or size, but some or all of the devices may be of different configurations and sizes. For instance, optionally, the set of said fastening devices can include fastening devices each with a same overall length or different overall lengths.

**[0012]** Disclosed embodiments also include a fastening method comprising of: 1) providing a shoe fastening device for fastening an article of footwear, 2) inserting the shoe fastening device into a pair of eyelets, holes, loops, hooks or openings of an article of footwear, 3) arranging said shoe fastening device onto the article of footwear with or without the use of a threading device such as string, tweezers, hook or the like, and 4) customizing the fit of the footwear by adjusting the shoe fastening device through the use of the adjusting device.

#### Advantages

**[0013]** Accordingly, several advantages of one or more aspects are as follows: the present invention allows the user to customize the shoe fastening devices through the use of the adjusting device and thus create the perfect shoe fit. The adjusting device can be concealed behind the shoe flap, shoe tongue, behind the holding device, or simply displayed as a fashion preference.

**[0014]** Also, the holding device does not only serve as a means for anchoring and or holding the shoe fastening device in place, but also serves as a means for the user to show his or her creativity by allowing the user to decorate, draw, color, paint, place stickers, beads, glue feathers, and the like to the holding device. Additionally, the one-piece and top/male part of the two-piece or multiple-piece holding device is so easily remov-

able and replaceable that users can easily remove, exchange, interchange, replace, swap, and share the holding devices with friends and family. Moreover, the elastic cord is also easily removable and interchangeable allowing the user to easily change the color or pattern of the elastic cord to create endless color combinations.

**[0015]** Other advantages of one or more aspects of the present invention will be apparent from a consideration of the drawings and ensuing description.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**[0016]** Embodiments will hereinafter be described in detail below with reference to the accompanying drawings, wherein like reference numerals represent like elements. The accompanying drawings have not necessarily been drawn to scale. Where applicable, some features may not be illustrated to assist in the description of underlying features.

**[0017]** In the drawings, closely related figures have the same number but different alphabetic suffixes.

**[0018]** FIG. 1 is a front perspective view of a shoe fastening device according to embodiments of the invention.

**[0019]** FIG. 2A is a front view of the shoe fastening device shown in FIG. 1.

**[0020]** FIG. 2B is a back view of the shoe fastening device shown in FIG. 1.

**[0021]** FIG. 3A is a left side view of the shoe fastening device shown in FIG. 1.

**[0022]** FIG. 3B is a right side view of the shoe fastening device shown in FIG. 1.

**[0023]** FIG. 4A is a front view of a shoe fastening device according to embodiments of the present invention, such as the shoe fastening device shown in FIGS. 1-3B, having been arranged to create first and second loop ends.

**[0024]** FIG. 4B is a back view of the shoe fastening device of FIG. 4A.

**[0025]** FIG. 4C is a front perspective view of a plurality of shoe fastening devices according to embodiments of the present invention arranged in footwear.

**[0026]** FIG. 4D is a front view of a threading device.

**[0027]** FIG. 5A is a front view of a shoe fastening device according to another embodiment of the present invention.

**[0028]** FIG. 5B is a front view of the shoe fastening device of FIG. 5A as it is partially disassembled.

**[0029]** FIG. 5C is a back view of the shoe fastening device of FIG. 5A.

**[0030]** FIG. 6A is a front view of a shoe fastening device according to another embodiment of the present invention.

**[0031]** FIG. 6B is a back view of the shoe fastening device of FIG. 6A.

**[0032]** FIG. 6C is a front view of the shoe fastening device of FIG. 6A according to embodiments of the present invention, such as the shoe fastening device shown in FIGS. 6A and 6B, having been arranged to create first and second loop ends.

#### DETAILED DESCRIPTION

**[0033]** The description set forth below in connection with the appended drawings is intended as a description of various embodiments of the disclosed subject matter and is not intended to represent the only embodiments in which the disclosed subject matter may be practiced. The description includes specific details for the purpose of providing a thorough understanding of the disclosed subject matter.

However, it will be apparent to those skilled in the art that the disclosed subject matter may be practiced without these specific details.

**[0034]** One embodiment of the shoe fastening device is illustrated in FIGS. 1 through 4B.

**[0035]** Referring now to FIGS. 1-4B, which show an embodiment of a shoe fastening device 100 according to the present invention, the shoe fastening device 100 can have an elongated one-piece elastic cord 110 with first and second ends 112 and 114, that are affixed together by a knot 118, thus forming a loop 116 on the elastic cord 110 which is then threaded through the hole, orifice, slot, or slit of the adjustable device 124 and threaded through a hook, hole, orifice, loop, or shank 122 belonging to the removable one-piece holding device 120.

**[0036]** Optionally, the shoe fastening device 100 can have an elongated one-piece elastic cord 110 which does not have to be elastic or be “one-piece,” but can be made from multiple pieces and from any fabric, lace, cord, string, or the like, and can be made from either a flexible, non-flexible, elastic or non-elastic material, rubber, silicone, or any other suitable material used by those skilled in the art. The elastic cord 110 can be round, flat, or of any shape, color, size, form, texture, and material. Furthermore, the elastic cord 110 can have its first and second ends 112 and 114 affixed together by a knot 118, but it is not limited to being affixed by a knot, but can be glued together, sewn together, stitched together, clamped together, or bonded together through a melting procedure, or affixed by any other means used by those skilled in the art.

**[0037]** The one-piece holding device 120, can be a button, anchor, stopper, or any other similar device that has multiple or a single hook, hole, orifice, aperture, or shank 122. The one-piece holding device 120 can be made of plastic, fabric, rubber, metal, wood or any other material used by those skilled in the art. Moreover, the one-piece holding device 120 can be of any size, color, shape, form, material, or texture. And the user is able to decorate the one-piece holding device 120 by painting it, putting glitter, placing stickers on it, writing on it, attaching a decorative piece to it, or decorating it with any art media. The one-piece holding device 120 is easily removable so the user can decorate, save, remove, replace, change, switch, or exchange the one-piece holding device 120 with friends and family. The one-piece holding device 120 is easily removable by simply sliding the removable one-piece holding device 120 out from the elastic cord 110. The one-piece holding device 120 can then be stored or easily placed onto another shoe fastening device 100 by threading the elastic cord 110 through the shank 122 of the one-piece holding device 120, with or without the use of a threading device 130 as shown in FIGS. 2A, 2B, 4A, 4B, and 4D.

**[0038]** Referring to FIG. 4D, the threading device 130 can consist of, but not limited to, a needle, pin, paperclip, bobby pin, or a thin “V” shaped plastic, rubber, wire, yarn, hook but not limited to such, and may consist of any material used by those skilled in the art. Also, the threading device 130 can be of any shape, form, size, color, texture, or material, but is not limited to such, and can be made out of any suitable material used by those skilled in the art. The threading device 130 which can be used to assist in threading the elastic cord 110 into the shank 122 of the removable and replaceable one-piece holding device 120 or through the hole, slot, slit, or orifice of the adjusting device 124 or to assist the user to

insert the shoe fastening device 100 thru the shoe eyelets. Optionally, the threading device 130 may or may not be used by the user.

**[0039]** Also, the adjusting device 124 can consist of a plastic bead, sliding stopper, sliding clamp, or any other similar device that adjusts the tightness or looseness of the footwear worn and makes the shoe fastening device 100 truly adjustable and customizable by allowing the user to slide the adjusting device 124 up and down, left and right the elastic cord 110. Optionally, the adjusting device 124 can be, but does not have to, of a size that is big enough for the elastic cord's loop 116 to be threaded within it with or without the use of the threading device 130, but small enough so that it can offer the grip and tightness needed so that the user of the shoe fastening device 100 can adjust the tightness of the shoe fastening device 100 to its perfect fit. Moreover, the adjusting device 124 can be made of any size, shape, form, color, texture or any other material used by those skilled in the art. The adjusting device 124 can be of one piece or be comprised of multiple pieces such as a bead with inner rubber, silicone or other like material that may be used by those skilled in the art. Furthermore, as shown in FIG. 4B, a completely assembled ready to use shoe fastening device 100 may have the adjusting device 124 and the knot 118 placed towards the center where the shank 122 is located, thus forming elastic loop ends 126 and 128, which will be easily threaded into the hook, loop, holes, or eyelets of the article of footwear 150.

**[0040]** Additionally, a user may choose to thread the elastic cord 110 through the hole, orifice, slit, or slot of the adjusting device 124 by pinching the elastic cord 110 with his or her fingers and inserting the pinched elastic cord 110 through the shank 122 of the one-piece holding device 120 or the hole, hook, slit or slot of the adjusting device 124. Optionally, the user may use the threading device 130 that is included in the sold set, kit, or package to assemble, remove, replace, or swap the one-piece holding device 120 or to remove, replace, or interchange the elastic cord 110 to create a different colored or decorated shoe fastening device 100. The threading device 130 is not a requirement for the use of the shoe fastening device 100 but may be used if the user desires.

**[0041]** FIGS. 3A and 3B show the elastic cord 110 having been threaded into the one-piece holding device 120 through the shank 122 of the one-piece holding device 120. The one-piece holding device 120 can be of any shape, size, color, form, material, or texture. Moreover, the user is able to decorate the one-piece holding device 120 by painting it, putting glitter, placing stickers on it, or attaching a decorative piece to it.

**[0042]** FIG. 4C is a front perspective view of a plurality of shoe fastening devices 100 arranged in footwear 150. The plurality of shoe fastening devices 100 may come as part of a set, kit, or package of shoe fastening devices 100.

**[0043]** The set, kit, or package may be sold in the form of completely assembled, pre-assembled ready to use, partially pre-assembled, or a do-it-yourself set, kit, or package. Optionally, the set, kit, or package can include one or more, two or more, three or more, four or more, etc. number of shoe fastening devices 100. Optionally, the devices may be of the same configuration and/or size or some or all of the devices may be of different configurations and sizes. For instance, optionally, the set of said shoe fastening devices 100 can include shoe fastening devices 100 each with

different overall lengths. Alternatively, the set of said shoe fastening devices **100** can include shoe fastening devices **100** each with a same overall length. As yet another alternative, the set of said shoe fastening devices **100** can include at least two of said shoe fastening devices **100** having different overall lengths, but does not have to since the said shoe fastening devices **100** are adjustable and customizable to the user's footwear size, shape, and the user's preference through the use of the adjusting device **124**.

**[0044]** There is now provided a description of the installation, assembly, or method of use of the shoe fastening device **100** into an article of footwear **150** with reference to FIGS. 4A through 4D.

**[0045]** One method of using this embodiment consists of the user getting the shoe fastening devices **100** and an article of footwear **150** of the kind that has a plurality of eyelets for the insertion of conventional shoelaces. The shoe fastening device **100** is applied as

follows: the user takes the shoe fastening device **100** and inserts loop **126** into an eyelet by threading loop **126** through the eyelet from under the eyelet. Once loop **126** is inserted into and threaded through the eyelet, the user then takes loop **128** and passes it over the tongue of the footwear to the corresponding second eyelet of the pair, and inserts loop **128** through the corresponding eyelet from under the eyelet, as described herein above for loop **126**, thus stretching the main body of the shoe fastening device **100** where the removable one-piece holding device **120**, the knot **118**, and the adjusting device **124** are located. The user then wraps loops **126** and **128** over and around the one-piece holding device **120** by using the one-piece holding device **120** as a means to couple loops **126** and **128** together. After the shoe fastening device **100** is fastened, the user can adjust the one-piece holding devices **120** placement on the shoe fastening device **100** and adjust the shoe fastening device **100** tightness by sliding the adjusting device **124** towards the one-piece holding device **100** or the knot **118** until the user achieves a comfortable, secure, and perfect fit of his or her choosing. The user can display the adjusting device and extra elastic cord **110**, can cut the remaining extra elastic cord **110** but leave the adjusting device **124** in place and tie another knot to keep the adjusting device **124** from falling off the elastic cord **110**, or the user can simply conceal the adjusting device **124** and the elastic cords **110** first and second ends **112**, **114** behind the footwear's eyelet, holes, hooks, loops, or opening's flaps. The user can customize, arrange, display, decorate, and configure his or her shoe fastening devices **100** as he or she desire.

**[0046]** Alternatively, if the user prefers to not have the adjusting device **124** on the shoe fastening device **100** the user can simply wrap loops **126** and **128** over and around the one-piece holding device multiple times until the user achieves the comfort fit that he or she desires.

**[0047]** Furthermore, the user may or may not choose to use a threading device **130** to insert loops **126** and **128** into their respective footwear eyelets, holes, loops, hooks, or openings. If the user chooses to use the threading device **130**, then the user simply places a loop **126** or **128** in between the threading device **130** while the user temporarily joins the ends of the threading device **130** by pinching them together and having the ends facing upward while inserting the threading device **130** threading loops **126** and **128** through and under the eyelets of the article of footwear **150**.

**[0048]** The threading device **130** is not a requirement for the use of the shoe fastening device **100** but may be used if the user desires. However, if the user purchases a do-it-yourself set or kit, or simply wants to swap, exchange, or add an extra holding button, the user will likely need to use the threading device **130** to thread the elastic cord **110** through the hole, orifice, slot, slit, or opening of the adjusting device **124** and through the shank **122**, hole, opening, orifice, aperture of the one-piece holding device **120** prior to threading the shoe fastening device **100** into the eyelets, holes, hooks, or loops of an article of footwear. If the user does choose to use the threading device **130**, he or she simply needs to position the elastic cord **110** in between the threading device **130** and temporarily join the ends of the threading device **130** by pinching them together while threading the elastic cord **110** through the device that the user wants to place onto the elastic cord **110** or use the threading device **130** the assist the user in threading the shoe fastening device **100** through and under the eyelets.

**[0049]** Furthermore, the user of a do-it-yourself kit, may need to follow these additional steps prior to the installation method discussed above in assembly of the adjusting device **124** and the knot **118** towards the center of the shank **122** of the one-piece holding device **120**, and forming the loops **126** and **128** shown in FIGS. 4A and 4B. The user will then adjust the one-piece holding device **120** to the position that he or she prefers within the elastic cord **110**, preferably the center position, but is not limited to such position. After the adjusting device **124** and the knot **118** are properly positioned towards the center of the one-piece holding device **120** or in any position of the user's liking, and the loops **126** and **128** are formed into a bow like form, then the user is ready to assemble the shoe fastening devices **100** into an article of footwear **150**. However, in a completely assembled or pre-assembled set, kit, or package, the user may or may not be required to complete the steps mentioned above. For example, in a completely assembled set, kit, or package of the shoe fastening device **100**, the user will simply need to adjust the tightness or looseness of the elastic cord **110** by sliding the adjusting device **124** up towards the removable one-piece holding device **120** to tighten the shoe fastening device **100** or slide the adjusting device **124** away from the one-piece holding device **120** towards the first and second ends **112**, **114** of the elastic cord **110** to loosen the shoe fastening device **100** for a looser feel.

**[0050]** FIGS. 5A-5C show various views of another embodiment of the present invention in which a shoe fastening device **200** comprises of a two-piece holding device **240**, instead of the one-piece holding device **120** described in the first embodiment and shown in FIGS. 1-4C. The shoe fastening device **200** can have an elongated one-piece elastic cord **210** with first and second ends **212** and **214**, that are affixed together by a knot **218**, thus forming a loop **226** on the elastic cord **210** which is then threaded through the hole, orifice, slot, or slit of the adjusting device **224** and threaded through a shank **222** belonging to the two-piece holding device **240**.

**[0051]** The two-piece holding device **240** is comprised of a removable, replaceable, and interchangeable top/male part **244** that is, as shown by the arrow in FIG. 5B, attached to a bottom/female part **242** by being snapped onto the bottom/female part **242**, but may also be attached through other means such as the top/male part **244** of the two-piece

holding device **242** being screwed on, clipped on, snapped on, hook-and-looped on, attached by the use of a magnet, glued on, or the like, or any other means used by those skilled in the art, to the bottom/female part **242** of the two-piece holding device **240**. The two-piece holding device **240** can consist solely of a top/male part **244** and a bottom/female part **242** or it may consist of multiple top/male parts **244** and a single bottom/female part **242**. The bottom/female part **242** has a hole, hook, loop, orifice, or shank **222** attached to it in which the elastic cord **210** is inserted and threaded through. The two-piece holding device **240**, can be a button, anchor, or any other similar device that has multiple or a single hook, hole, orifice, aperture, or shank **246**. The two-piece holding device **240** can be made of plastic, fabric, rubber, metal, wood or any other material used by those skilled in the art. Moreover, the two-piece holding device **240** can be of any size, color, shape, form, material, or texture. And the user is able to decorate the two-piece holding device **240** by painting it, putting glitter, placing stickers on it, writing on it, attaching a decorative piece to it, or decorating it with any art media.

[0052] One method of using this embodiment consists of the user getting the shoe fastening devices **200** and an article of footwear of the kind that has a plurality of eyelets for the insertion of conventional shoelaces. The shoe fastening device **200** is applied as

follows: the user takes the shoe fastening device **200** and inserts loop **226** into an eyelet by threading loop **226** through the eyelet from under the eyelet. Once loop **226** is inserted into and threaded through the eyelet, the user then takes loop **228** and passes it over the tongue of the footwear to the corresponding second eyelet of the pair, and inserts loop **228** through the corresponding eyelet from under the eyelet, as described herein above for loop **226**, thus stretching the main body of the shoe fastening device **200** where the removable two-piece holding device **240**, the knot **218**, and the adjusting device **224** are located. The user then wraps loops **226** and **228** over and around the two-part holding device **240** by using the two-piece holding device **240** as a means to couple loops **226** and **228** together. After the shoe fastening device **200** is fastened, the user can adjust the placement of the two-piece holding device **240** placement on the shoe fastening device **200** and adjust the tightness of the shoe fastening device **200** by sliding the adjusting device **224** towards the two-part holding device **200** or the knot **218** until the user achieves a comfortable, secure, and perfect fit of his or her choosing. The user can display the adjusting device **224** and extra elastic cord **210**, can cut the remaining extra elastic cord **210** but leave the adjusting device **224** in place and tie another knot to keep the adjusting device **224** from falling off the elastic cord **210**, or the user can simply conceal the adjusting device **224** and the elastic cord's **210** first and second ends **212**, **214** behind the footwear's eyelet, holes, hooks, loops, or opening's flaps. The user can customize, arrange, display, decorate, and configure his or her shoe fastening devices **200** as he or she desires.

[0053] The user can decorate, remove, replace, swap, and/or interchange the top/male part **244** of the two-piece holding device **240** by snapping, unscrewing, pulling off, unclipping, peeling, or by similar means, take the top/male part **244** off from the bottom/female part **242** of the two-piece holding device **200**. The user can then decorate or swap the removable and replaceable top/male part **244** with

another top/male part **244** of a different shape, form, size, design, pattern, or decoration.

[0054] Alternatively, the user may remove, replace, decorate, or interchange the top/male part **244** prior to installing the shoe fastening devices **200** onto an article of footwear or, optionally, decorate, remove, replace, or interchange the top/male part **244** after the shoe fastening device **200** has been installed onto an article of footwear.

[0055] The shoe fastening device **200** may come as part of a set, kit, or package of multiple shoe fastening devices **200**. The set, kit, or package may be in a form of pre-assembled ready to use, partially pre-assembled, or a do-it-yourself kit. The shoe fastening device set, kit, or system can include one or more, two or more, three or more, four or more, etc. number of shoe fastening devices **200**. Optionally, the devices may be of the same configuration and/or size, but some or all of the devices may be of different configurations and sizes. For instance, optionally, the set of said fastening devices can include fastening devices each with a same overall length and be adjusted by the footwear user through the use of the adjusting device **224**.

[0056] FIGS. 6A-6C show a shoe fastening device **300** according to yet another embodiment of the present invention. Shoe fastening device **300** can have an elongated one-piece

elastic cord **310** with first and second ends **312** and **314**, a holding device **320** attached to the elastic cord **310** by the hole, orifice, hook, loop or shank **322** of the holding device **320**, a clamp, closure, or knot **318** of the first and second cord ends **312**, **314**, and an adjusting device **324**. Optionally, the shoe fastening device **300** can have an elongated one-piece elastic cord **310** which does not have to be elastic or be "one-piece," but can be made from multiple pieces and from any flexible or elastic material, rubber, silicone, or any other suitable material used by those skilled in the art. The elastic cord **310** can be of any color(s), size, shape, form, texture, and material. Furthermore, the elastic cord **310** can have its first and second ends **312** and **314** affixed together by a knot **318**, but it is not limited to being affixed by a knot, but can be glued together, sewn together, stitched together, clamped together with a clamp, or bonded together through a melting procedure or by any other means used by those skilled in the art. The holding device **320**, can be a one-piece, two-piece or multiple-piece button, anchor, or any other similar device that has multiple or a single hook, hole, orifice, aperture, or shank **322**. The holding device **320** can be made of plastic, fabric, rubber, metal, wood or any other material used by those skilled in the art. Moreover, the holding device **320** can be of any size, color, shape, form, material, or texture. And the user is able to decorate the holding device **320** by painting it, putting glitter, placing stickers on it, writing on it, attaching a decorative piece to it, or decorating it with any art media. The holding device **320** is non-removable so the user would not be able to remove, replace, change, switch, or exchange the holding device **320** with friends and family unless the holding device **320** consists of a two-piece holding device in which the bottom/female part would stay affixed to the elastic cord while the top/male part would be removable and be able to be removed, replaced, changed, switched, swapped, or exchanged with family and friends or if the user chooses to remove the holding device **320** by cutting the lace they would simply re-adjoin the elastic cords **300** to its original form.

[0057] The adjusting device 324 can consist of a bead, sliding stopper, sliding clamp, or any other similar device that adjusts the tightness or looseness of the footwear worn and customized by the user by sliding the adjusting device 324 up or down, left or right of the elastic cord 310.

[0058] In this alternate embodiment, the holding device 320 is placed on the elastic cord 310 by having the elastic cord 310 first threaded in through the shank 322 by either the first end 312 or the second end 314. After the placement of the holding device 320 on the elastic cord 310, the first and second ends 312, 314 of the elastic cord 310 are coupled together and threaded through the hole, hook, loop, orifice, of the adjusting device 324 and then the first and second ends 312, 314 are affixed by knot 318; thus, creating a loop as shown in FIGS. 6A-6C.

[0059] One method of use according to this embodiment consists of the user getting the shoe fastening device 300 and placing the holding device 320 towards the middle of the looped elastic cord 310 and creating loop ends 326, 328. At this point, the adjusting device 324 can be moved up, down, left, or right to adjust the shoe fastening device 300. The adjusting device 324 on the shoe fastening device 300 offers the user the ability to adjust the grip and tightness of the shoe fastening device 300 and helps the user find the perfect fit. Moreover, the adjusting device 324 can be made of any size, shape, form, color, texture or material used by those skilled in the art. Also, the adjusting device 324 can be made of a single, multiple, or joined parts, such as, but not limited to, a device with a silicone type material attached to the inner opening, hole, orifice, slit, or slot of the device.

[0060] The user then applies the shoe fastening device 300 as follows: the user takes the shoe fastening device 300 and inserts loop 326 into an eyelet by threading loop 326 through the eyelet from under the eyelet. Once loop 326 is inserted into and threaded through the eyelet, the user then takes loop 328 and passes it over the tongue of the footwear to the corresponding second eyelet of the pair, and inserts loop 328 through the corresponding eyelet from under the eyelet, as described herein above for loop 326, thus stretching the main body of the shoe fastening device 300 where the removable holding device 320, the knot 318, and the adjusting device 324 are located. The user then wraps loops 326 and 328 over and around the holding device 320 by using the holding device 320 as a means to couple loops 326 and 328 together. After the shoe fastening device 300 is fastened, the user can adjust the holding device 320 on the shoe fastening device 300 and adjust the tightness of the shoe fastening device 300 by sliding the adjusting device 324 towards the holding device 300 or the knot 318 until the user achieves a comfortable, secure, and perfect fit of his or her choosing. The user can display the adjusting device 324 and extra elastic cord 310, can cut the remaining extra elastic cord 310 but leave the adjusting device 324 in place and tie another knot to keep the adjusting device 324 from falling off the elastic cord 310, or the user can simply conceal the adjusting device 324 and the elastic cords 310 first and second ends 312, 314 behind the footwear's eyelet, holes, hooks, loops, or opening's flaps. The user can customize, arrange, display, decorate, and configure his or her shoe fastening devices 300 as he or she desire.

[0061] Alternatively, if the user prefers to not have the adjusting device 324 on the shoe fastening device 300 the user can simply wrap loops 326 and 328 over and around the

one-piece holding device multiple times until the user achieves the comfort fit that he or she desires.

[0062] Furthermore, the user may or may not choose to use a threading device 130 to insert loops 326 and 328 into their respective footwear eyelets, holes, loops, hooks, or openings. If the user chooses to use the threading device 130, then the user simply places a loop 326 or 328 in between the threading device 130 while the user temporarily joins the ends of the threading device 130 by pinching them together and having the ends facing upward while inserting the threading device 130 threading loops 326 and 328 under and through the eyelets of the article of footwear 150.

[0063] While the invention has been described in conjunction with a number of embodiments, it is evident that many alternatives, modifications, and variations would be or are apparent to those of ordinary skill in the applicable arts. Accordingly, Applicant intends to embrace all such alternatives, modifications, equivalents, and variations that are within the spirit and scope of the invention.

What is claimed is:

1. A shoe fastening device to be used in an article of footwear designed for lacing comprising:

- an elongated elastic body;
- a holding device;
- and an adjusting device.

2. The shoe fastening device according to claim 1, wherein the shoe fastening device is for use as a fastener for footwear.

3. The shoe fastening device according to claim 1, wherein the elongated elastic body comprised of a flexible and elastic cord or string.

4. The shoe fastening device according to claim 1, wherein the elongated elastic body forms a loop by affixing the first and second ends together.

5. The shoe fastening device according to claim 1, wherein the elongated elastic body forms a loop through the means of knotting, tying, sewing, bonding, or melting the first and second ends together.

6. The shoe fastening device according to claim 1, wherein the elongated elastic body is easily removable, replaceable, and interchangeable.

7. The shoe fastening device according to claim 1, wherein the holding device comprises of:

- a one-piece, two-piece, or multiple-piece,
- removable or non-removable,
- decorative or non-decorative device,
- with an opening for insertion of the elastic body.

8. The shoe fastening device according to claim 1, wherein the holding device is made of plastic, rubber, wood, metal, or any other material.

9. The shoe fastening device according to claim 1, wherein the opening of said holding device is a shank, hole, loop, hook, slit, or slot.

10. The shoe fastening device according to claim 1, wherein said holding device can be one-piece, two-piece, or multiple-piece device.

11. The shoe fastening device according to claim 1, wherein the said holding device can be removable or non-removable.

12. The shoe fastening device of claim 1, wherein said holding device is one-piece includes a whole portion that can be of any shape, color, size, texture and material.

**13.** The shoe fastening device of claim **1**, wherein said holding device is one-piece can be removable, non-removable, replaceable, or non-replaceable.

**14.** The shoe fastening device of claim **1**, wherein said holding device is a two-piece or multiple-piece device is composed of a removable, exchangeable, and replaceable top/male part that is attached to the removable or non-removable bottom/female part of the two-piece or multiple-piece device.

**15.** The shoe fastening device of claim **1**, wherein said holding device can be decorated and personalized through the means of paint, stickers, glitter, letters, crayons, markers, and the like.

**16.** The shoe fastening device according to claim **1**, wherein the adjusting device comprises of a bead, clamp, stopper, or similar device to assist in adjusting the length, size, and fit of the shoe fastening device on an article of footwear.

**17.** The shoe fastening device according to claim **1**, wherein the adjusting device slides up\ and down and/or left and right on the elastic cord to adjust and customize the perfect fit.

**18.** The shoe fastening device according to claim **1**, wherein the adjusting device can be comprised of a single

one-piece part, two-piece, or multiple pieces such as a bead with inner rubber, silicone or other similar material.

**19.** A shoe fastening method comprising:

- a. Providing a shoe fastening device for fastening an article of footwear,
- b. Inserting the shoe fastening device into a pair of eyelets, holes, loops, hooks or openings of an article of footwear,
- c. Arranging said shoe fastening device onto the article of footwear, and
- d. Customizing the fit of the footwear by adjusting the shoe fastening device through the use of the adjusting device.

**20.** The method of claim **19**, wherein the item is one of footwear that is designed for lacing.

**21.** A set, kit, or package comprising a plurality of shoe fastening devices, including comprising:

- a. an elongated elastic body,
- b. a holding device,
- c. an adjusting device.

**22.** The set, kit, or package of claim **21**, wherein a plurality of shoe fastening devices are provided, can also include a threading device.

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