



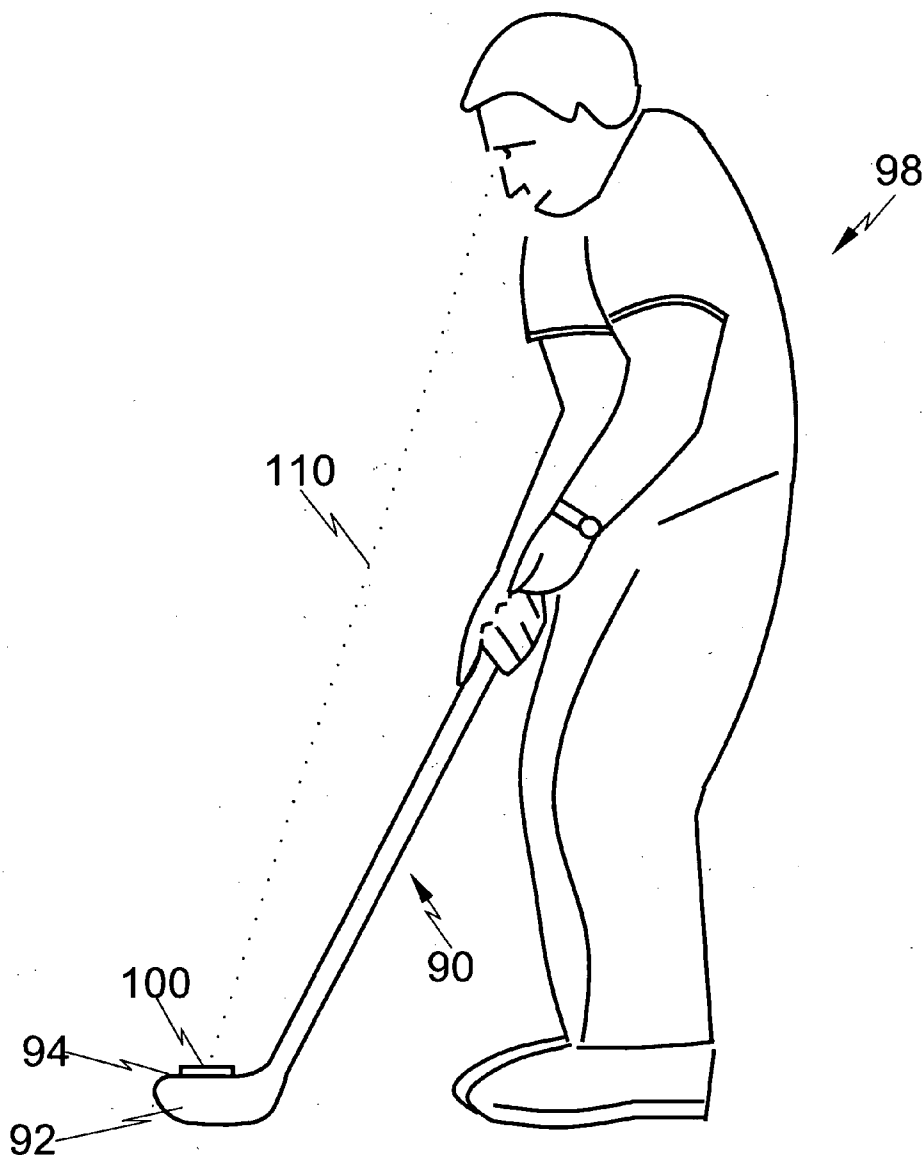
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(19) **United States**(12) **Patent Application Publication**
Kallberg(10) **Pub. No.: US 2007/0072693 A1**(43) **Pub. Date: Mar. 29, 2007**(54) **GOLF CLUB GRAPHICS**(52) **U.S. Cl. 473/226**(76) **Inventor: John Kallberg, Mesa, AZ (US)**

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A63B 57/00 (2006.01)(57) **ABSTRACT**

A method of communicating and/or decorating a golf club head and a golf club head graphic are disclosed. There is selecting a visual display, presenting a desired message, coupling the visual display to a top surface of a head of a golf club, and/or viewing the visual display. There is a display layer, an adhesive layer, a release layer, and a lead layer. The lead layer may be at least indirectly coupled to the adhesive layer and may be configured to alter a balance of a golf club head. The lead layer may be configured to remain attached to a surface when the display layer is removed therefrom. The lead layer may be integral to the message.



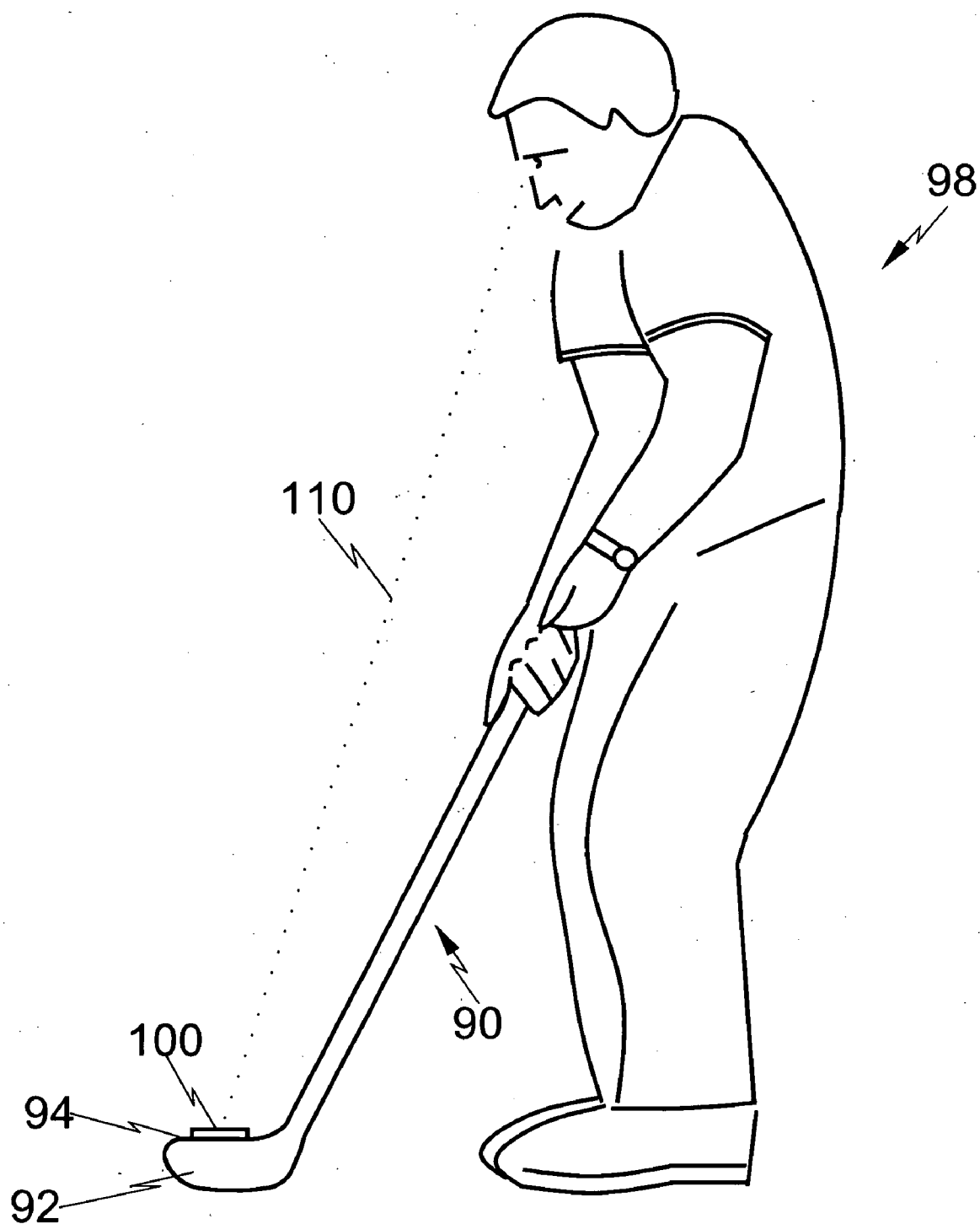


Figure 1

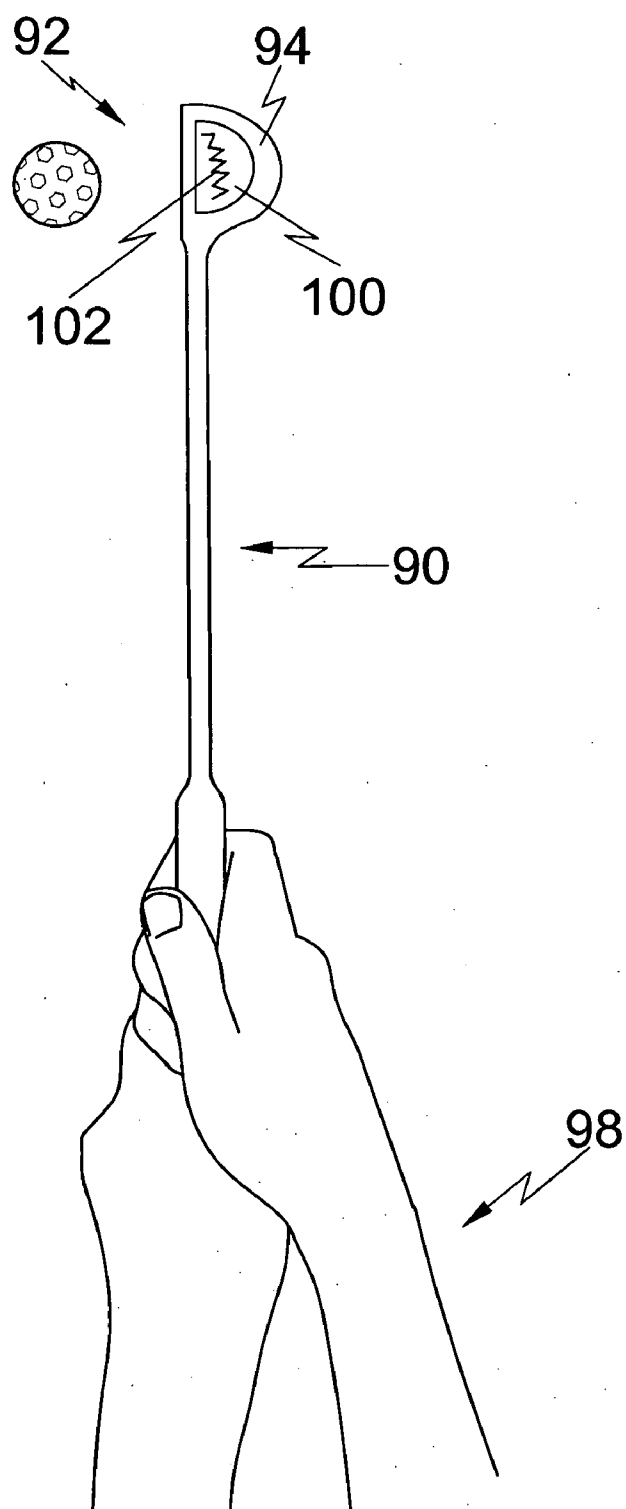


Figure 2

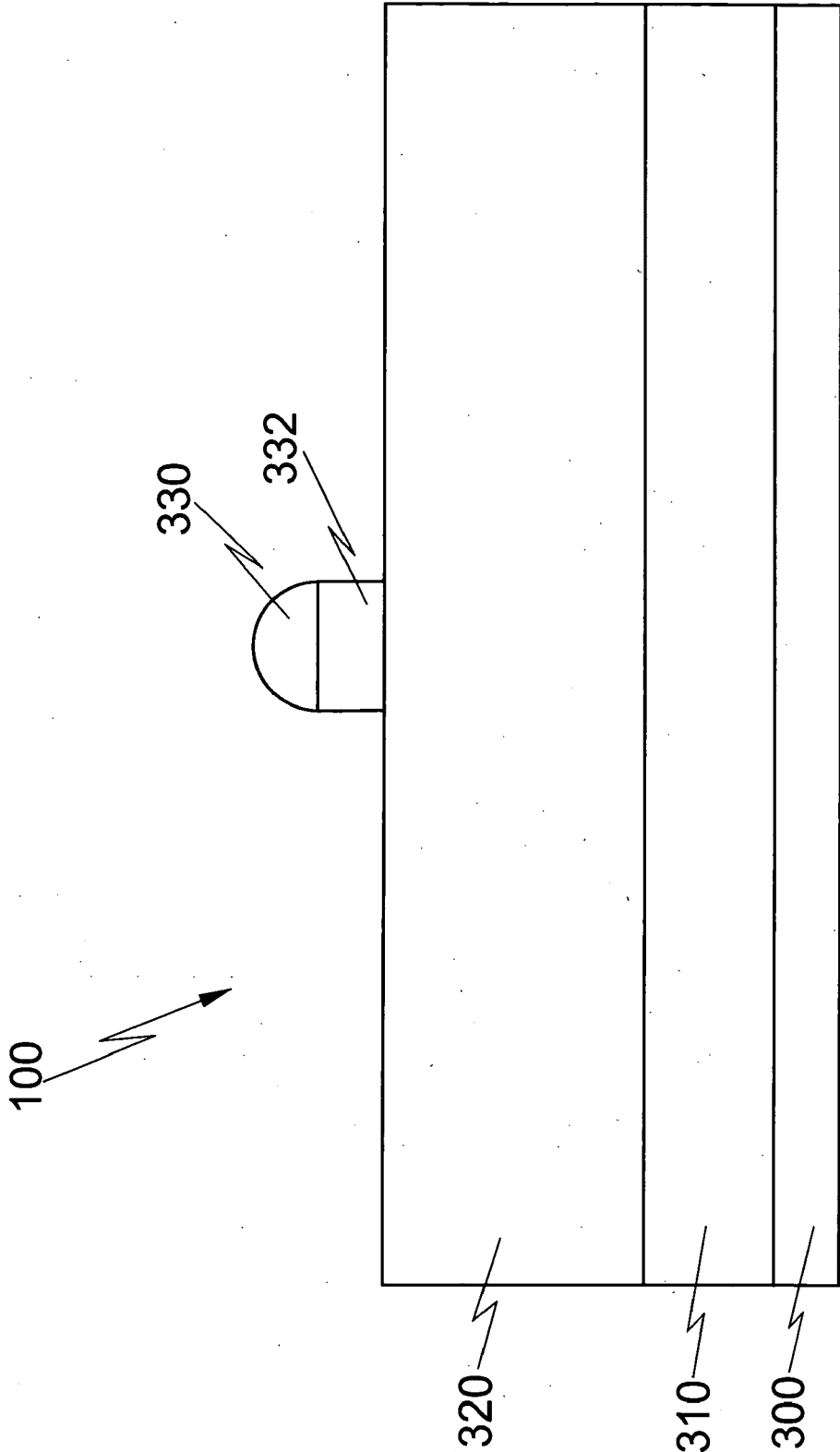


Figure 3

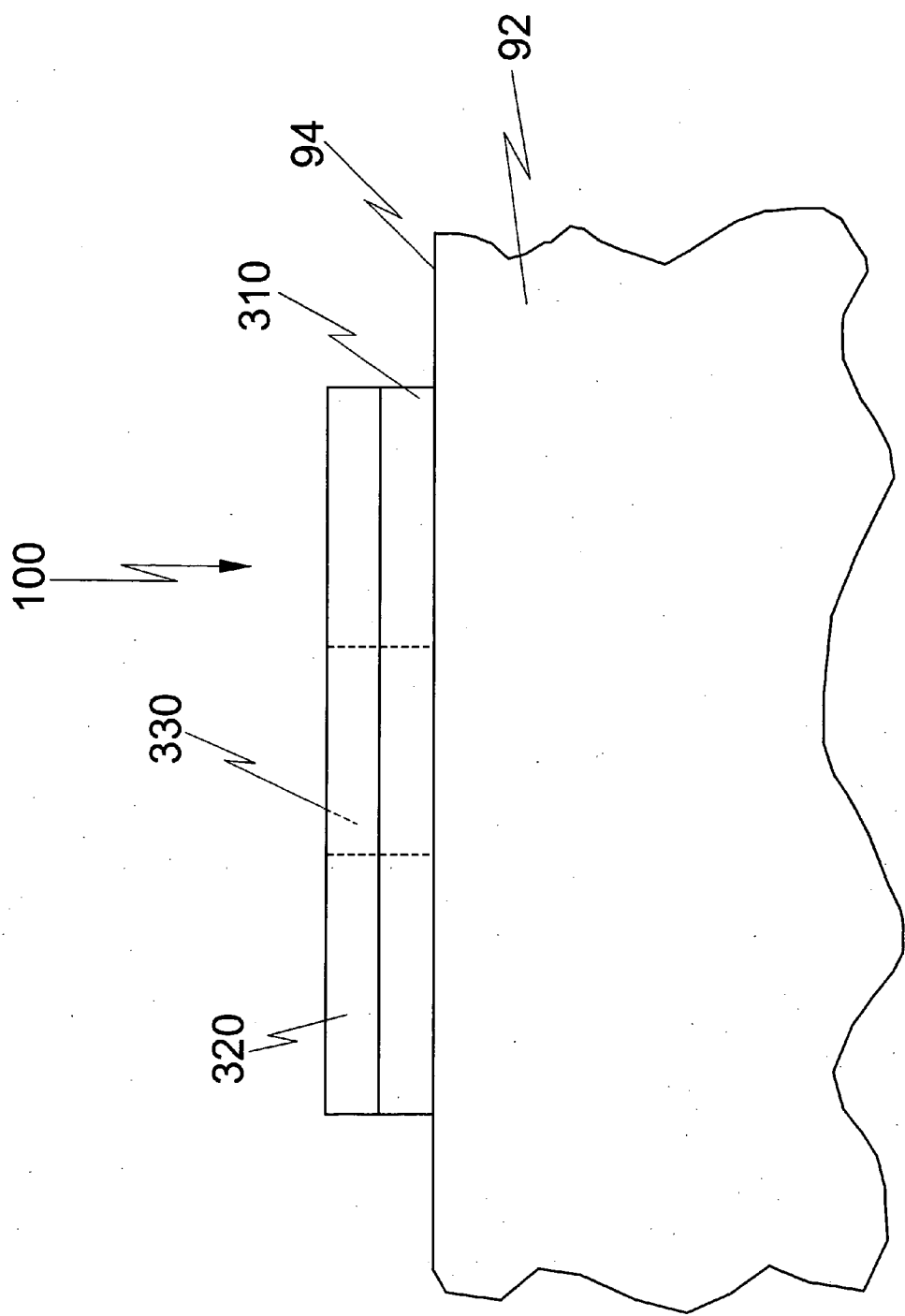


Figure 4

GOLF CLUB GRAPHICS

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] The present invention relates to graphical communication, specifically applying graphics to golf clubs.

[0003] 2. Description of the Related Art

[0004] In golf, a certain mental and emotional state is necessary to successfully play as desired. Accordingly, there are methods, devices, structures, instructions, and rules configured to aid players in obtaining and maintaining such a state of mind. Such may be an instructor providing advice, a book giving tips, etc.. Desired states of mind include but are not limited to: serenity, focus, happiness, peace, energy, and ambition.

[0005] In certain instances, a particular message or signal may be needed over a longer period of time. For example, where a golf player may have a particular tendency that may only be overcome by repeated notice. In another example, a golf player may use a particular seed thought to trigger a desired mental state. Some golfers use mantras, breathing, and/or picture images in their mind to assist in golfing.

[0006] Problems with current methods, devices, structures, instructions, and rules include but are not limited to inconsistency in use, failure to differentiate between a golfer golfing state and a golfer in a non-golfing state, insufficient stimuli, inconsistency in presentation, and inability to vary according to swing/club/stroke type.

[0007] What is needed is a golf club graphic and/or method that solves one or more of the problems described herein and/or one or more problems that may come to the attention of one skilled in the art upon becoming familiar with this specification.

SUMMARY OF THE INVENTION

[0008] The present invention has been developed in response to the present state of the art, and in particular, in response to the problems and needs in the art that have not yet been fully solved by currently available graphics. Accordingly, the present invention has been developed to provide a method of communication including a graphic configured to be used on a golf club.

[0009] In one embodiment, there is a method of communicating. The method may include selecting a visual display presenting a desired message, coupling the visual display to a top surface of a head of a golf club, and/or viewing the visual display. The coupling step may further comprise removably coupling the visual display to the top surface of the head of the golf club. There may further be an instructing step including instructing a viewer regarding a meaning of the message. The visual display may include a lead portion. The desired message may include a behavioral modification reminder and/or may be configured to cause a particular emotional response. There may be a further step including coupling a lead layer to a top surface of the visual display.

[0010] In another embodiment, there is a method of decorating a golf club. The method may include selecting a visual display presenting a desired message and/or coupling the visual display to a top surface of the head of a golf club. The

coupling step may further include removably coupling the visual display to the top surface of the head of the golf club. There may be a further step including instructing a viewer regarding a meaning of the message. The visual display may include a substantially transparent portion. The desired message may include a behavioral modification reminder and/or may be configured to cause a particular emotional response. There may be a step including coupling a lead layer to a top surface of the visual display.

[0011] In a still further embodiment, there is a golf club graphic for affixing to a head of a golf club. The golf club graphic may include a display layer, an adhesive layer, a release layer, and/or a lead layer. The display layer may be configured to display a message. The adhesive layer may be coupled to the display layer and/or configured to couple the display layer to metal, wood, paint, lacquer, plastic, fiber, composite, and/or resin. The release layer may be weakly adhesively coupled to the adhesive layer such that the release layer removable from the adhesive layer without significantly removing adhesive from the display layer. The lead layer may be at least indirectly coupled to the adhesive layer and may be configured to alter a balance of a golf club head.

[0012] The adhesive layer may include an adhesive removable from metal. The display layer may include an aperture and the lead layer may be disposed within the aperture. The lead layer may significantly alter the balance of the golf head. The lead layer may be configured to remain attached to a surface when the display layer is removed therefrom. The lead layer may be integral to the message.

[0013] Reference throughout this specification to features, advantages, or similar language does not imply that all of the features and advantages that may be realized with the present invention should be or are in any single embodiment of the invention. Rather, language referring to the features and advantages is understood to mean that a specific feature, advantage, or characteristic described in connection with an embodiment is included in at least one embodiment of the present invention. Thus, discussion of the features and advantages, and similar language, throughout this specification may, but do not necessarily, refer to the same embodiment.

[0014] Furthermore, the described features, advantages, and characteristics of the invention may be combined in any suitable manner in one or more embodiments. One skilled in the relevant art will recognize that the invention can be practiced without one or more of the specific features or advantages of a particular embodiment. In other instances, additional features and advantages may be recognized in certain embodiments that may not be present in all embodiments of the invention.

[0015] These features and advantages of the present invention will become more fully apparent from the following description and appended claims, or may be learned by the practice of the invention as set forth hereinafter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0016] In order for the advantages of the invention to be readily understood, a more particular description of the invention briefly described above will be rendered by reference to specific embodiments that are illustrated in the

appended drawings. Understanding that these drawings depict only typical embodiments of the invention and are not therefore to be considered to be limiting of its scope, the invention will be described and explained with additional specificity and detail through the use of the accompanying drawings, in which:

[0017] FIG. 1 illustrates a side view of a graphic coupled to a golf club being viewed by a golfer according to one embodiment of the invention;

[0018] FIG. 2 illustrates a top view of a graphic coupled to a golf club being viewed by a golfer according to one embodiment of the invention;

[0019] FIG. 3 illustrates a cross-sectional side view of a graphic according to one embodiment of the invention; and

[0020] FIG. 4 illustrates a cross-sectional side view of a graphic coupled to a golf club according to one embodiment of the invention.

DETAILED DESCRIPTION OF THE INVENTION

[0021] For the purposes of promoting an understanding of the principles of the invention, reference will now be made to the exemplary embodiments illustrated in the drawings, and specific language will be used to describe the same. It will nevertheless be understood that no limitation of the scope of the invention is thereby intended. Any alterations and further modifications of the inventive features illustrated herein, and any additional applications of the principles of the invention as illustrated herein, which would occur to one skilled in the relevant art and having possession of this disclosure, are to be considered within the scope of the invention.

[0022] Reference throughout this specification to “one embodiment,” “an embodiment,” or similar language means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the present invention. Thus, appearances of the phrases “one embodiment,” “an embodiment,” and similar language throughout this specification may, but do not necessarily, all refer to the same embodiment, different embodiments, or component parts of the same or different illustrated invention. Additionally, reference to the wording “an embodiment,” or the like, for two or more features, elements, etc. does not mean that the features are related, dissimilar, the same, etc. The use of the term “an embodiment,” or similar wording, is merely a convenient phrase to indicate optional features, which may or may not be part of the invention as claimed.

[0023] Each statement of an embodiment is to be considered independent of any other statement of an embodiment despite any use of similar or identical language characterizing each embodiment. Therefore, where one embodiment is identified as “another embodiment,” the identified embodiment is independent of any other embodiments characterized by the language “another embodiment.” The independent embodiments are considered to be able to be combined in whole or in part one with another as the claims and/or art may direct, either directly or indirectly, implicitly or explicitly.

[0024] Finally, the fact that the wording “an embodiment,” or the like, does not appear at the beginning of every

sentence in the specification, such as is the practice of some practitioners, is merely a convenience for the reader's clarity. However, it is the intention of this application to incorporate by reference the phrasing “an embodiment,” and the like, at the beginning of every sentence herein where logically possible and appropriate.

[0025] FIGS. 1 and 2 illustrate side and top views of a graphic coupled to a golf club being viewed by a golfer according to one embodiment of the invention. In particular, FIG. 2 is a perspective view from the point of view of the golfer or viewer 98. The illustration shows a viewing step 110 in a method of communicating using a visual display 100 coupled to a golf club 90. The method includes selecting a visual display 100 presenting a desired message 102, coupling the visual display 100 to a top surface 94 of a head 92 of a golf club 90, and viewing the visual display 100. There is also a method of decorating a golf club 90 including selecting a visual display 100 and coupling the visual display 100 to a top surface 94 of the head 92 of a golf club 90.

[0026] Examples of messages 102 include but are not limited to images having substantial meaning to a viewer, acronyms, words, phrases, images invoking emotions, and/or images intended to remind a viewer of a status, product, idea, and/or goal. A message 102 may be a trademark and/or logo. A message 102 may be an acronym configured to remind a viewer of a solution to a particular golfing problem a golfer 98 may be trying to overcome. A desired message 102 may include a behavioral modification reminder and/or cause a particular emotional response. A step in one embodiment may include instructing a viewer regarding a meaning of the message.

[0027] A method according to one embodiment of the invention may include removably coupling the visual display 100 to the top surface 94 of the head 92 of the golf club 90. In particular, there may be an adhesive 310 (see FIG. 3) that may be configured to easily remove from material commonly used in construction of golf club heads 92. In one embodiment, a user may remove a visual display 100 by scraping under the visual display 100 with, for example a fingernail. In another example, a user may remove a visual display with a single pull or scrape without leaving significant residue. An example of an adhesive and/or display layer includes the product sold under the name of ORACAL 631 Exhibition Cal, manufactured by Oracal at 7251 Salisbury Road, Jacksonville, Fla. 32256. Another example includes the product sold under the name 4304/4354 Series 2 Year Easy Remove by FDC Graphic Films, Inc. at 3820 William Richardson Drive, South Bend, Ind. 46628.

[0028] Also, there may be a step including instructing a viewer regarding a meaning of the message 102. An instructor may provide meaning and/or details regarding a message 102. In one example, an instructor teaches a viewer the meaning of an acronym. In another example, an instructor evaluates a golfer 98 and instructs the golfer 98 regarding how to overcome a perceived problem, including associating such instruction to a selected visual display 100 coupled or to be coupled to the golf club 90 of the golfer or viewer 98. An instructor may be a person in physical presence with the golfer. An instructor may be only communicatively present with the golfer. In one example, an instructor provides a pamphlet associated with and/or accompanying a visual display.

[0029] In one embodiment, the visual display **100** includes a lead portion **330** (see FIGS. **3** and **4**). There may be a step including coupling a lead layer **330** to a top surface of the visual display **100**. A lead layer **330** may be a strip of lead tape, such as is commonly used in the industry to alter club dynamics. A visual display **100** may include a substantially transparent portion.

[0030] In one example, a visual display **100** includes a substantially transparent portion that may be configured to provide support and/or enhanced adhesion for the visual display **100** while remaining substantially unseen. In another example, a visual display **100** may include between about 0.01, 0.05, 0.1, 0.15, 0.2, 0.5, and/or 1 ounce(s) of lead. In yet another example, a visual display **100** may include sufficient weight in lead to alter or to not alter a perceived feel of a golf club when applied thereto.

[0031] In still yet another example, a visual display **100** may include lead having a weight between about 2%, 4%, 5%, 8%, 10%, 15%, and 20% of the weight of the intended club head. In a still further example, a visual display **100** may include lead having a weight between about 1, 2, 4, 5, 8, and 10 swing weights.

[0032] FIGS. **3** and **4** illustrate cross-sectional side views of graphics according to one embodiment of the invention. FIG. **4** shows a visual display or golf club graphic **100** affixed to a head **92** of a golf club **90** (see FIG. **1**). There is a display layer **320**, an adhesive layer **310**, a release layer **300**, and a lead layer **330**. FIG. **3** shows an unattached embodiment, while FIG. **4** shows an embodiment attached to a top surface **94** of the head **92** of a golf club **90**.

[0033] The display layer **320** is configured to display a message **102** (see FIG. **2**). The adhesive layer **310** is coupled to the display layer **320** and configured to couple the display layer **320** to materials of which golf clubs are commonly made, such as metal. The release layer **300** is weakly adhesively coupled to the adhesive layer **310** such that the release layer **300** is removable from the adhesive layer **310** without significantly removing adhesive included within the adhesive layer **310** from the display layer **320**. The lead layer **330** is at least indirectly coupled to the adhesive layer **310** and may be configured to alter a balance of a golf club head **92**.

[0034] There may be a second adhesive layer **332** coupled to the lead layer **330** that may couple the lead layer **330** to the visual display **100**, such as at the display layer **320**. Alternatively, as shown in FIG. **4**, the lead layer **330** may be coupled directly to the adhesive layer **310** and/or may be inset in an aperture through the display layer **320**. The lead layer **320** may be significantly smaller than any other layer and/or may be a small dot. It may be that the lead layer **330** significantly alters the balance of the golf head. As shown in FIG. **4**, the lead layer **330** may be configured to remain attached to a surface when the display layer **330** is removed therefrom and/or may be integral to the message. In one example, the message may be substantially contained in the lead layer **330** and/or may remain when the display layer is detached.

[0035] It is understood that the above-described preferred embodiments are only illustrative of the application of the principles of the present invention. The present invention may be embodied in other specific forms without departing

from its spirit or essential characteristics. The described embodiment is to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes which come within the meaning and range of equivalency of the claims are to be embraced within their scope.

[0036] For example, although the visual display shown substantially conforms to the shape of the top surface of the head of the golf club shown, a visual display may be of any shape, including but not limited to squares, rectangles, circles, ellipses, polygons, irregular shapes, and combinations thereof.

[0037] Additionally, although the figures illustrate a particular shape to a golf club, it is envisioned that there are embodiments for each type of golf club. In particular, it is envisioned that embodiments may be designed for drivers and for fairway metals and woods.

[0038] It is expected that there could be numerous variations of the design of this invention. As a non-limiting example, a visual display may be a substantially transparent and/or translucent sticker in the shape of a polygon or circular and may include a non-transparent image of flames and may be configured to be oriented to give an impression of flames being blown across the top of the golf club head thereby invoking an aggressive emotion from a viewer.

[0039] Finally, it is envisioned that the components of the device may be constructed of a variety of materials including but not limited to plastic, resin, glue, magnets, metal, paint, ceramic, composite, natural fibers, and synthetic fibers.

[0040] Thus, while the present invention has been fully described above with particularity and detail in connection with what is presently deemed to be the most practical and preferred embodiment of the invention, it will be apparent to those of ordinary skill in the art that numerous modifications, including, but not limited to, variations in size, materials, shape, form, function and manner of operation, assembly and use may be made, without departing from the principles and concepts of the invention as set forth in the claims.

What is claimed is:

1. A method of communicating, comprising:

selecting a visual display presenting a desired message;

coupling the visual display to a top surface of a head of a golf club; and

viewing the visual display.

2. The method of claim 1, wherein the coupling step comprises removably coupling the visual display to the top surface of the head of the golf club.

3. The method of claim 1, further comprising instructing a viewer regarding a meaning of the message.

4. The method of claim 1, wherein the visual display includes lead having a weight between about 1 and about 4 swing weights.

5. The method of claim 1, wherein the desired message comprises a behavioral modification reminder.

6. The method of claim 1, wherein the desired message is configured to cause a particular emotional response.

7. The method of claim 1, further comprising coupling a lead layer to a top surface of the visual display.

8. A method of decorating a golf club, comprising:

selecting a visual display presenting a desired message; and

coupling the visual display to a top surface of the head of a golf club.

9. The method of claim 8, wherein the coupling step comprises removably coupling the visual display to the top surface of the head of the golf club.

10. The method of claim 9, further comprising instructing a viewer regarding a meaning of the message.

11. The method of claim 10, wherein the visual display includes a substantially transparent portion.

12. The method of claim 11, wherein the desired message comprises a behavioral modification reminder.

13. The method of claim 12, wherein the desired message is configured to cause a particular emotional response.

14. The method of claim 13, further comprising coupling a lead layer to a top surface of the visual display.

15. A golf graphic for affixing to a head of a golf club, comprising:

a display layer configured to display a message;

an adhesive layer coupled to the display layer and configured to couple the display layer to metal;

a release layer adhesively coupled to the adhesive layer such that the release layer is removable from the adhesive layer without significantly removing adhesive from the display layer; and

a lead layer at least indirectly coupled to the adhesive layer.

16. The golf club graphic of claim 15, wherein the adhesive layer comprises an adhesive removable from metal.

17. The golf club graphic of claim 15, wherein the display layer comprises an aperture and the lead layer is disposed within the aperture.

18. The golf club graphic of claim 15, wherein the lead layer significantly alters the balance of the golf head.

19. The golf club graphic of claim 17, wherein the lead layer is configured to remain attached to a surface when the display layer is removed therefrom.

20. The golf club graphic of claim 15, wherein the lead layer is integral to the message.

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