

Commonwealth of Australia
The Patents Act 1952
DECLARATION IN SUPPORT

In support of the (Convention) Application made by: Jacob FAST, a citizen of the United States of America, 7561 N.W. 9th Street, Plantation, Florida 33317, United States of America

for a patent for an invention entitled:

"LABEL HOLDER FOR DISPLAYING PRODUCT INFORMATION"

I ~~(XXX)~~ Jacob Fast

~~of and on behalf of the applicant company~~ do solemnly and sincerely declare as follows:

a) I am ~~(XXXX)~~ the applicant~~(X)~~ for the patent
or

~~XXXXXXX I am authorized by the applicant(s) for the patent to make this declaration on behalf of~~

Delete the following if not a Convention Application.

The basic application~~(X)~~ as defined by section 141 (142) of the Act was ~~(XXXX)~~ made

on January 21, 1987 in the United States of America

~~or~~

~~xxxx~~

~~or~~

~~xxx~~

by Jacob Fast

The basic application~~(X)~~ referred to in this paragraph is ~~(XX)~~ the first application~~(X)~~ made in a Convention country in respect of the invention the subject of the application.

a) I am ~~(XXXX)~~ the actual inventor~~(X)~~ of the invention.

or

b)

~~is (are) the actual inventor(s) of the invention and the facts upon which~~

~~is (are) entitled to make the application are as follows xxx~~

Ft. Lauderdale, Florida

Declared at U.S.A. this 22nd day of August 1988

Signed Jacob Fast Status Applicant

Declarant's Name Jacob Fast

F. B. RICE & CO PATENT ATTORNEYS

This form is suitable for any type of Patent Application. No legalisation required.

(12) PATENT ABRIDGMENT (11) Document No. AU-B-11088/88
(19) AUSTRALIAN PATENT OFFICE (10) Acceptance No. 594227

(54) Title
LABEL HOLDER FOR DISPLAYING PRODUCT INFORMATION

(51)⁴ International Patent Classification(s)
G09F 003/18

(21) Application No. : **11088/88**

(22) Application Date : **21.12.87**

(87) WIPO Number : **WO88/05588**

(30) Priority Data

(31) Number	(32) Date	(33) Country
005908	21.01.87	US UNITED STATES OF AMERICA

(43) Publication Date : **10.08.88**

(44) Publication Date of Accepted Application : **01.03.90**

(71) Applicant(s)
JACOB FAST

(72) Inventor(s)
JACOB FAST

(74) Attorney or Agent
F.B. RICE & CO.

(56) Prior Art Documents
AU 26521/67 G09F 3/18

(57) Claim

1. A label holder comprising an elongate strip of sheet material such as plastic, said elongate strip having contact adhesive on one surface whereby the strip may be looped around an elongate hook prong or the like and secured to the prong by contact adhesion between opposite end sections of the strip, the strip including a widened flange at one end thereof substantially free of the adhesive and providing a support element for a fold-down label holding panel at or near a distal end of the hook.



594227

 INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 4 :

G09F 3/18

A1

(11) International Publication Number:

WO 88/ 05588

(43) International Publication Date:

28 July 1988 (28.07.88)

(21) International Application Number: PCT/US87/03449

(22) International Filing Date: 21 December 1987 (21.12.87)

(31) Priority Application Number: 005,908

(32) Priority Date: 21 January 1987 (21.01.87)

(33) Priority Country: US

(71)(72) Applicant and Inventor: FAST, Jacob [US/US]; 7561 N.W. 9th Street, Plantation, FL 33317 (US).

(74) Agents: STERN, Marvin, R. et al.; Holman & Stern, 2401 Fifteenth Street, N.W., Washington, DC 20009 (US).

(81) Designated States: AT (European patent), AU, BE (European patent), CH (European patent), DE (European patent), FR (European patent), GB (European patent), IT (European patent), JP, LU (European patent), NL (European patent),

SE (European patent).

Published

With international search report.

This document contains the amendments made under Section 49 and is correct for printing.

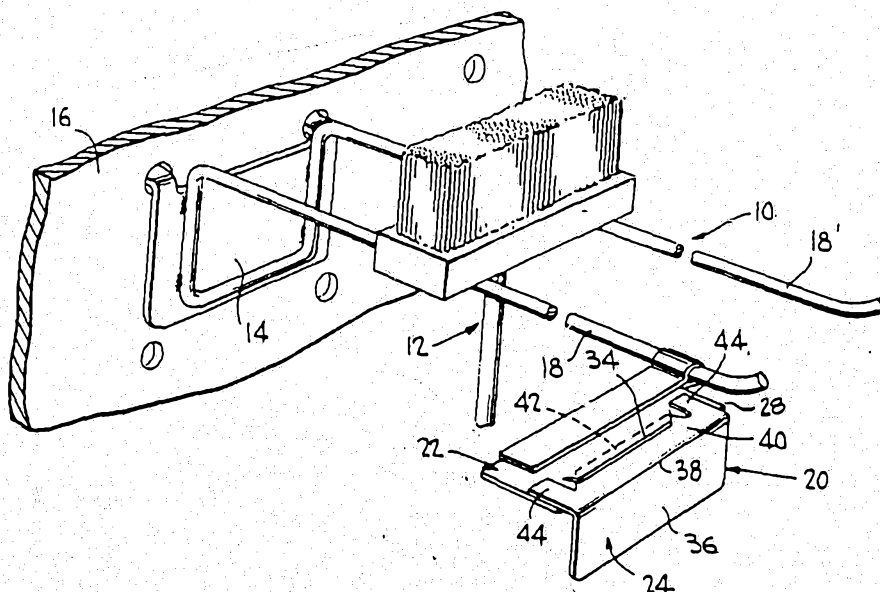
A.U.J.P. 15 SEP 1988

AUSTRALIAN

10 AUG 1988

PATENT OFFICE

(54) Title: LABEL HOLDER FOR DISPLAYING PRODUCT INFORMATION



(57) Abstract

A label holder (20) particularly for use on an elongate broom hook (10) in a store display for providing product information in relation to brooms suspended from the hook is formed from a sheet of plastic material having an elongate strip element (26) which is looped around the hook and secured thereto by self adhesion of a contact adhesive (30) on one surface of the strip. The strip has a flange (28) at one end that extends laterally from the hook and a label attachment (24) with a label panel (36) depends from the flange. The label provides a customer with substantially unobstructed vision of the product information and does not impede access to brooms on the hook.

- 1 -

1 LABEL HOLDER FOR DISPLAYING PRODUCT INFORMATION

2 BACKGROUND OF THE INVENTION3 Field of the Invention:

4 This invention relates a label holder for
5 displaying product information in connection with
6 products suspended in supermarkets or other stores on
7 horizontal elongate support hooks.

8 For example, it is common practice in
9 supermarkets, hardware stores and the like to display
10 brooms on elongate two-prong broom hooks which project
11 horizontally from a perforated support board or the like,
12 with the hook having a bracket or other attachment at its
13 proximal end whereby the hook is secured to the board. A
14 row of brooms may be suspended from such a hook in an
15 inverted position with the broom heads spanning the hook
16 prongs and the broomsticks extending downwardly between
17 the prongs.

18 It is generally necessary with product displays of
19 the above type to provide some form of labelling in
20 association with the hook indicative of product price or
21 providing other product information. Moreover, for

- 2 -

1 optimal effect, it is desirable to provide such labelling
2 at or near the distal end of the hook rather than at its
3 proximal end where a label may, for example, be obscured
4 from customer view by the products themselves. Moreover,
5 with broom hooks, it may be impractical to provide a
6 label holder of the type which extends front to back over
7 the length of the hook, because of the presence of the
8 broom heads above the hook prongs. The present invention
9 accordingly provides an alternative approach to this type
10 of labelling.

11 SUMMARY OF INVENTION

12 It is an object of the invention to provide a
13 novel form of label holder which can be readily
14 manufactured from plastic sheet material for use in
15 association with an elongate product support hook, such
16 as a broom hook, for the display of product information
17 at or near a distal end of the hook. While the invention
18 finds particular application to broom hooks, it is
19 understood that it is not limited thereby and is
20 applicable to other types of an elongate hooks and the
21 like.

22 Another object of the invention is to provide a
23 label holder as referred to above which can be attached
24 to a elongate support hook at or near its distal end, so
25 as to extend laterally from one side of the hook whereby,
26 at least in the case of broom hooks, the label provides
27 substantially no obstruction to removal of articles from
28 the hook, and is not itself disturbed by removal of the
29 articles, while providing a substantially unobstructed
30 view of product information contained thereon:



SUMMARY OF THE INVENTION

The present invention seeks to provide a novel form of label holder which can be readily manufactured from plastic sheet material for use in association with an elongate product support hook, such as a broom hook, for the display of product information at or near a distal end of the hook. While the invention finds particular application to broom hooks, it is understood that it is not limited thereby and is applicable to other types of an elongate hooks and the like.

In a preferred embodiment of the present invention there is provided a label holder as referred to above which can be attached to a elongate support hook at or near its distal end, so as to extend laterally from one side of the hook whereby, at least in the case of broom hooks, the label provides substantially no obstruction to removal of articles from the hook, and is not itself disturbed by removal of the articles, while providing a substantially unobstructed view of product information contained thereon.



- 3 -

1 Thus, a label holder in accordance with the
2 invention comprises an elongate strip of plastic or like
3 sheet material having contact adhesive on one surface,
4 which may be covered prior to use with release paper,
5 whereby the strip may be looped around an elongate hook
6 prong or like member and secured to the prong by ~~self~~^{contact}
7 adhesion between opposite end sections of the strip, and
8 the strip further including a widened section or flange
9 at one end providing a support element, positioned to one
10 side of the prong when the strip is secured as aforesaid,
11 for a fold-down label holding panel.

12 Preferably in accordance with the ^{present} invention the
13 strip element of the label holder is secured around the
14 prong or the like with the widened section at the bottom
15 of the loop and accordingly label holders in accordance
16 with the invention may be provided in left and right-hand
17 versions. Alternatively, the strip may have widened
18 sections at both ends or on opposite sides, so that it
19 may be used to provide either a left or right-hand label
20 holder.

21 Further, the fold-down label holding panel may be
22 formed integrally with the widened section of the label
23 holder or may be in the form of a separate attachment.

24 Additional features and advantages of the
25 invention will become apparent from the following
26 description and claims read in conjunction with the
27 accompanying drawings.

28 BRIEF DESCRIPTION OF DRAWINGS

29 Figure 1 is a perspective in-use view of a
30 two-prong broom hook and attached left hand label holder
31 in accordance with the invention,



- 4 -

Figure 2 is a view similar to Figure 1 of a distal end portion of the hook with an attached right hand label holder in accordance with the invention,

Figure 3 is a plan view of a part of the label holder shown in Figure 1 prior to use,

Figure 4 is an exploded plan view of the label holder shown in Figure 2 prior to use, and

Figure 5 is a plan view of part of a reversible label holder in accordance with the invention.

DESCRIPTION OF PREFERRED EMBODIMENT

Referring initially to Figures 1 and 2, there is illustrated a conventional form of broom hook 10 for displaying brooms, 12 in a supermarket, hardware store or the like. The hook has a bracket 14 at its proximal end for supporting the hook cantilever-wise from a perforated board 16, and pair of elongate prongs 18, 18' extending from the bracket. Brooms may be suspended from the hook in the manner shown in Figure 1 with the broom heads supported by and spanning the prongs, and with the broomsticks extending down between the prongs. Figure 1 shows a left-hand label holder 20 according to the invention attached to left-hand prong 18 adjacent its distal end for the display of product information, and Figure 2 shows an alternative right-hand label holder 20' similar to label holder 20 attached adjacent the distal end of right-hand prong.

Label holders 20, 20' may be formed from suitable plastic sheet well known for the purpose and may comprise respective body parts 22, 22' and respective label holding attachments 24, 24'. The body parts 22, 22' (Figures 3 and 4) have respective elongate strip elements 26, 26' with widened sections or flanges 28, 28" at one

- 5 -

1 end. For example, the strip elements may have an overall
2 length of about five and a quarter inches, and a width of
3 about one half inch. The flanges may have a length of
4 about two inches and the width of about one half inch. The
5 flanges may have a length of about two inches and the
6 width of about one half inch. One surface of the
7 respective strip elements, the upper surface as
8 illustrated, is covered with suitable contact adhesive
9 30, 30' and a suitable release paper strip 32, 32'. The
10 respective flanges 28, 28' are left free of adhesive and
11 are formed with respective elongate arrowhead-type slits
12 34, 34' for securing of the respective label holding
13 attachments 24, 24' as will be described.

14 The attachments 24, 24' have respective label
15 panels 36, 36' (which may be printed with a label or may
16 have an adhesive label applied thereto) separated by
17 respective transverse bend lines 38, 38' from respective
18 attachment panels 40, 40'. The attachment panels have
19 respective arrowhead-like projections 42, 42' at one edge
20 bounded by respective side tabs 44, 44'. Projections 42,
21 42' are complimentary to slits 34, 34' enabling the
22 attachments to be secured to the respective flanges 28,
23 28' by sliding the respective projections from above into
24 the respective slits. The tabs 44, 44' engage the upper
25 surface of the respective flange preventing the
26 attachment from tilting upwardly. Panels 36, 36' are
27 bent down vertically about bends 38, 38'.

28 To attach a respective body part 22 or 22' to a
29 prong of hook 10, the release paper 32, 32' is removed,
30 the two ends of the respective strip element are brought
31 together and adhered over a length of about one inch
32 leaving the rest of the strip element as a loop of
33 sufficient diameter to slide over the respective prong 18
34 or 18'. The loop is preferably slid onto the prong with

- 6 -

1 flange 28 or 28' at the bottom and positioned as required
2 along the prong with the flange substantially
3 horizontal. The facing adhesive sections of the strip
4 element are pressed together along their entire exposed
5 length to tighten the loop around the prong and secure
6 the body portion in place. The respective label holding
7 attachment 24 or 24' may then be secured to the body
8 portion as described above.

9 Figure 5 shows a label holder body portion 22"
10 similar to portions 22, 22' insofar as it here has an
11 elongate strip element 26" with adhesive 30" and release
12 paper 32" as previously. In this case, however, the
13 strip element has a flange 28" at each end so that it can
14 be used either as a left or right-hand label holder.

15 In a further modification of the invention, a
16 fold-down label holding panel equivalent to panels 36,
17 36' may be formed integrally with flange 28 or 28' where,
18 for example, replacement labelling may not be required.

19 While only a preferred embodiment of the invention
20 has been described herein in detail, the invention is not
21 limited thereby and modifications may be within the scope
22 of the attached claims.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:-

1. A label holder comprising an elongate strip of sheet material such as plastic, said elongate strip having contact adhesive on one surface whereby the strip may be looped around an elongate hook prong or the like and secured to the prong by contact adhesion between opposite end sections of the strip, the strip including a widened flange at one end thereof substantially free of the adhesive and providing a support element for a fold-down label holding panel at or near a distal end of the hook.
2. The invention as defined in claim 1 wherein the flange includes first attachment means for a separate label-holding attachment, the holder further including the separate holding attachment formed of sheet material which includes the fold-down panel and second attachment means engageable with the first attachment means for releasably securing the attachment to the flange.
3. The invention of claim 2 wherein the first attachment means comprises a slit in the flange and the second attachment means comprises a headed formation on the label holding attachment engageable in the slit.
4. The invention of claim 2 wherein the headed formation on the attachment is abounded by tab means for engaging an upper surface of the flange and preventing upward tilting of the attachment.
5. The invention of claim 1 wherein the flange is replicated at the end of the strip opposite said one end.
6. In combination with an elongate prong of a support hook for a product display, the support hook having proximal end mounting means for attachment to a vertical support with the prong extending forwardly from said mounting means, a label holder of sheet material including an elongate strip looped around a section of the prong forwardly of the mounting means to extend laterally from the prong with opposite end portions of the strip being



adhered together by contact adhesive on the surface of the strip, the strip including a widened flange extending laterally from one of said end portions and the holder further including a label panel folded down from the flange parallel to the strip.

7. The invention of claim 6 wherein the label panel forms part of a label holding attachment which can be detached from the flange.

8. The invention of claim 7 including attachment means between the flange and the label holding attachment comprising a slit in the flange and a complimentary headed projection on the attachment engaged in the slit.

9. The invention of claim 8 including tab means on the attachment adjacent to the headed projection, the tab means engaging in the upper surface of the flange to preclude upward tilting of the attachment.

10. The invention of claim 6 wherein the flange extends from a bottom leg of the strip.

11. A label holder substantially as hereinbefore described with reference to the accompanying figures.

DATED this 6th day of December 1989

JACOB FAST
Patent Attorneys for the
Applicant:

F.B. RICE & CO.



1 / 1

FIG. 1

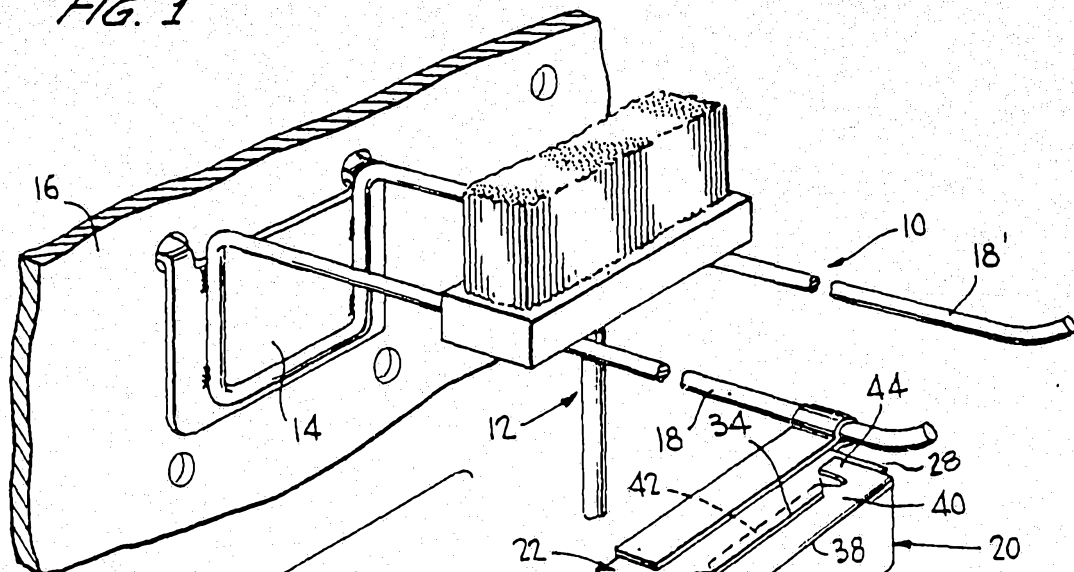


FIG. 2

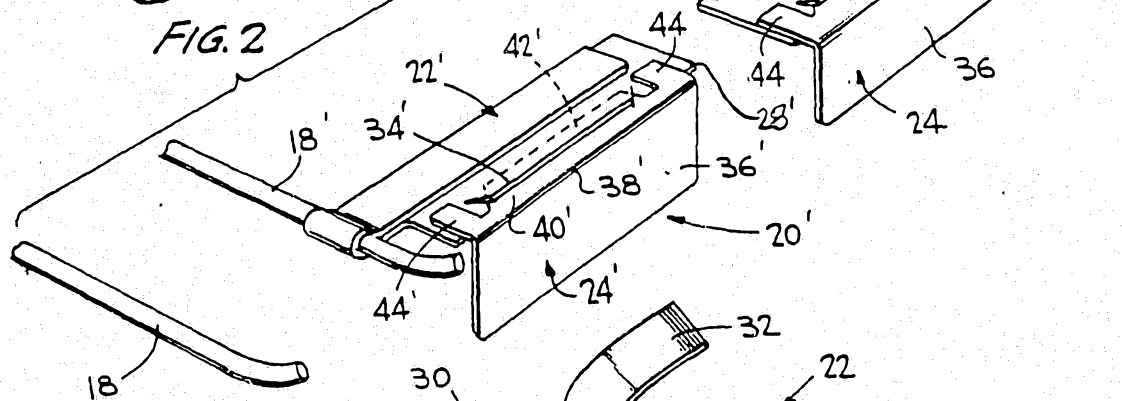


FIG. 3

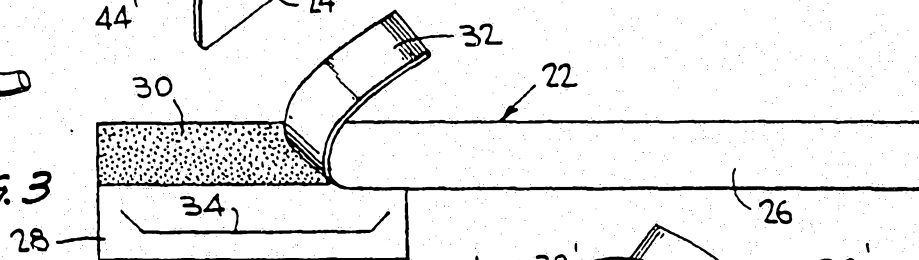


FIG. 4

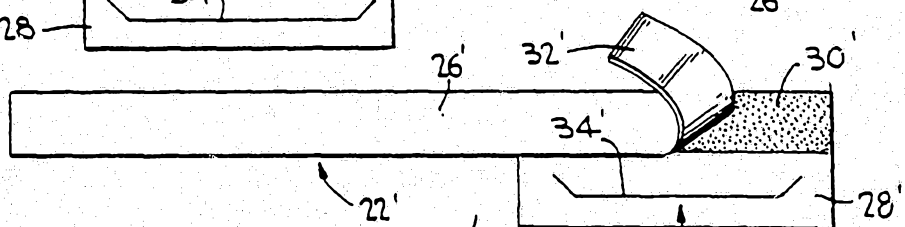
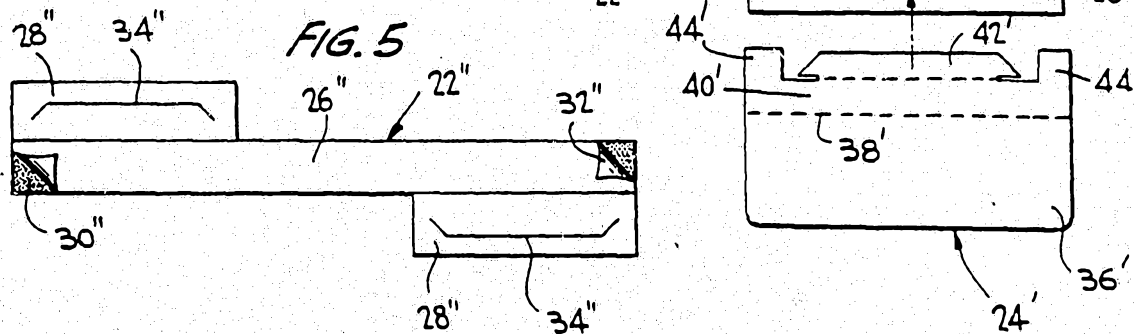


FIG. 5



INTERNATIONAL SEARCH REPORT

International Application No **PCT/US87/03449**

I. CLASSIFICATION OF SUBJECT MATTER (if several classification symbols apply, indicate all) ¹ According to International Patent Classification (IPC) or to both National Classification and IPC IPC(4): G09F 3/18 U.S. Cl: 40/10R						
II. FIELDS SEARCHED Minimum Documentation Searched ⁴ <table style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 25%; text-align: left; border-bottom: 1px solid black;">Classification System</th> <th style="text-align: left; border-bottom: 1px solid black;">Classification Symbols</th> </tr> <tr> <td style="vertical-align: top; padding: 5px;">U.S.</td> <td style="padding: 5px;">40/2R, 10R, 11R, 19.5, 20R; 24/683, 698 403/405 ; 248/220.4</td> </tr> </table> Documentation Searched other than Minimum Documentation to the Extent that such Documents are Included in the Fields Searched ⁵			Classification System	Classification Symbols	U.S.	40/2R, 10R, 11R, 19.5, 20R; 24/683, 698 403/405 ; 248/220.4
Classification System	Classification Symbols					
U.S.	40/2R, 10R, 11R, 19.5, 20R; 24/683, 698 403/405 ; 248/220.4					
III. DOCUMENTS CONSIDERED TO BE RELEVANT ¹¹						
Category ⁶	Citation of Document, ¹⁶ with indication, where appropriate, of the relevant passages ¹⁷	Relevant to Claim No. ¹⁸				
X — Y	US,A, 4,463,510 (WINDISH) 07 AUGUST 1984 See column 3, lines 62-68 See entire column 4	1,6,10 — 2-4,7-9				
Y	US,A, 4,583,308 (TAUB) 22 APRIL 1986 See column 5, lines 4-12; lines 48-68 See column 6, lines 17-35	2-4,7-9				
Y	GB,A, 9,930 (KERR ET AL.) 23 APRIL 1910 See figures. Specification not available	5				
A	US,A, 3,824,720 (LANGWELL) 23 JULY 1974. See column 3, lines 34-50	1				
A	US,A, 3,707,049 (THALENFELD) 26 DECEMBER 1972 See column 4, lines 24-35	1				
A	US,A, 3,728,806 (KOSTIUK) 24 APRIL 1973 See column 1, lines 54-65	1				
¹⁵ * Special categories of cited documents: ¹⁵ "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier document but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance: the claimed invention cannot be considered novel or cannot be considered to involve an inventive step "Y" document of particular relevance: the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art. "Δ" document member of the same patent family						
IV. CERTIFICATION						
Date of the Actual Completion of the International Search ¹ 29 FEBRUARY 1988	Date of Mailing of this International Search Report ¹ 29 MAR 1988					
International Searching Authority ¹ ISA/US	Signature of Authorized Officer ¹⁹ Michael Lynch					

FURTHER INFORMATION CONTINUED FROM THE SECOND SHEET

A	US, A, 2,857,696 (BARROW) 28 OCTOBER 1958 See column 4, lines 34-56	1
A	DE, A, 1,454,046 (BAUER) 14 FEBRUARY 1969 See figure	1

V. ☐ OBSERVATIONS WHERE CERTAIN CLAIMS WERE FOUND UNSEARCHABLE ¹⁰

This international search report has not been established in respect of certain claims under Article 17(2) (a) for the following reasons:

1. ☐ Claim numbers , because they relate to subject matter ¹² not required to be searched by this Authority, namely:

2. ☐ Claim numbers , because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out ¹², specifically:

VI. ☐ OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING ¹¹

This International Searching Authority found multiple inventions in this international application as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims of the international application.

2. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims of the international application for which fees were paid, specifically claims:

3. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claim numbers:

4. ☐ As all searchable claims could be searched without effort justifying an additional fee, the International Searching Authority did not invite payment of any additional fee.

Remark on Protest

☐ The additional search fees were accompanied by applicant's protest.

☐ No protest accompanied the payment of additional search fees.