

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
6 August 2009 (06.08.2009)

PCT

(10) International Publication Number
WO 2009/094702 A1

(51) International Patent Classification:

B65D 43/02 (2006.01) **B65D 51/24** (2006.01)
G09F 23/08 (2006.01) **A47G 19/22** (2006.01)
G09F 1/02 (2006.01)

(21) International Application Number:

PCT/AU2009/000089

(22) International Filing Date: 30 January 2009 (30.01.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

2008900439 1 February 2008 (01.02.2008) AU

(71) Applicant (for all designated States except US): **GROENING, Carol, Ann** [AU/AU]; 47 Henry Street, Cook, ACT 2614 (AU).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **GROENING, Dean** [AU/AU]; 19 Boronia Drive, O'Connor, ACT 2602 (AU).

(74) Agent: **PIZZEYS**; Level 2, Woden Plaza Office, s, Woden, ACT 2606 (AU).

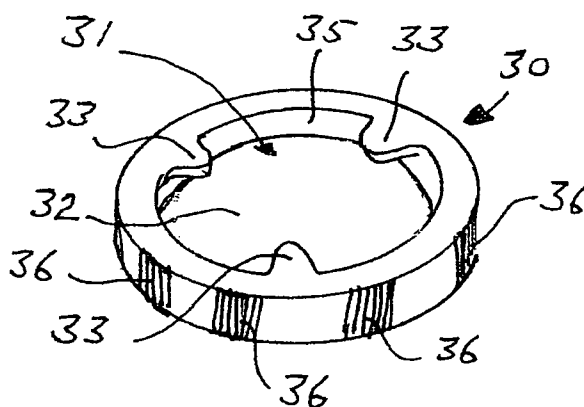
(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published: — with international search report

(54) Title: ADVERTISING DISCS AND LIDS TO RECEIVE ADVERTISING DISCS

FIG. 3



(57) Abstract: The invention relates to lids for containers, such as disposable beverage containers, which are adapted to receive and hold without adhesive advertising or promotional material. Lids according to the invention include a receptacle with a floor and an inner side wall; wherein the receptacle is capable of receiving the advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle. The invention also encompasses an advertising or promotional disc and disposable container lid combination, and a method of providing advertising or promotional media to a consumer.

ADVERTISING DISCS AND LIDS TO RECEIVE ADVERTISING DISCS

Technical Field

The invention concerns advertising. More particularly, it concerns (a) discs for use in advertising (including promotions, brand awareness, marketing, loyalty schemes, and the like, which, in the rest of this specification, for convenience, will be referred to collectively as "advertising") and (b) lids for containers, such as jars, tins, plastic or waxed cardboard "take-away" drink cups - for example, coffee cups - and the like, for receiving such discs.

Definitions

In this specification, including the claims, "directional" terms (such as "top", "bottom", "side", "underside", "upper", "lower", "above", "upwards", "below", "inwards", "behind", and the like) will be used in the sense that these terms would have with reference to an embodiment of the invention positioned as shown in Figure 3 of the accompanying drawings.

The term "disc" is intended to encompass a flat circular object which may include printing on one or both sides or faces. A disc may include a single thin sheet, or two or more thin sheets, all of which may have printing on one or both sides or faces, such as a pad or booklet. The term "disc" also encompasses what might more correctly be described as a "tablet", and hence a "disc" need not be circular but might include other shapes, such as oval, hexagonal, pentagonal, octagonal or square, for example. A disc according to the invention may for example be made from plastic or paper products.

Throughout this specification and the claims which follow, unless the context requires otherwise, the word "comprise", and variations such as "comprises" and "comprising", will be understood to imply the inclusion of a stated integer or step or group of integers or steps but not the exclusion of any other integer or step or group of integers or steps.

The reference to any prior art in this specification is not, and should not be taken as, an acknowledgement or any form of suggestion that the prior art forms part of the common general knowledge.

Background to the Invention

Lids of containers, such as jars, tins, cups, and the like, sometimes have product information impressed or glued thereon, which provides information to the consumer. However, such arrangements are limited to a very small array of information media. For example, with respect to advertising material, such media is generally limited to a simple decal. Moreover, difficulties arise where the information printed thereon needs to be individual to a particular shop or outlet, or if it is desirable to attach such media at the point of sale. Further still, it is often desirable that advertising media can be easily removed from the lid, or such media often needs to be of a particular form, such as TazosTM and the like, which is highly distinctive in nature.

The present inventor has recognised that this situation represents a failure to capitalise on a potentially useful space on container lids.

Disclosure of the Invention

It is an object of the present invention to provide a mechanism whereby lids may be used to carry advertising or promotional material.

In one aspect, the invention resides in a disc having (or being adapted to have) advertising material printed or otherwise carried on it. All discs have at least two faces. The present inventor now proposes that advertising material may be carried on at least one face of a disc. If the disc has advertising on only one face, another face may carry a layer of a material which enables the disc to be positioned and held on a lid of a receptacle (or on another surface). Such a disc can then be used to display the advertising material on a lid.

The layer of material which enables the disc to be mounted on a lid may be a layer of an adhesive material. In this case, the disc will be securely mounted on the top of a lid (or another surface) by the adhesive. An adhesive material of the type commonly used to attach and readily remove small sheets of paper to a surface, and an adhesive material which can be readily removed from the surface to which it is attached (such material is commonly used to attach replacement credit cards and the like to a sheet of paper when that card is sent through the post), may also be used in this aspect of the invention.

Such a material will be termed a “partially adhesive” material in this specification (including the claims). Double sided adhesive tape may also be used for this purpose.

The periphery or edge disc need not be circular. In fact, the disc may be any shape adapted to fit in the recess of complementary container lid, such as those discussed in greater detail below. The shape and edge of the disc may be in some instances be uniquely shaped to form one part of a unique locking pair for engagement of the disc in a recess in a complementary lid. In this scenario, no adhesive would be required to secure the disc in the lid.

In another aspect, the invention requires the lid structure to be modified so that a disc with no adhesive (or no partially adhesive material, or no other attachment material) may be held in position on the lid. For example, the modification may include the provision of a one or more inwardly facing small protrusions or “nibs”, behind which (that is, underneath which) a disc may be positioned, or one or more indentations that can receive one or more protrusions from a complementary disc, or one single circular indentation or recessed edge that can receive a complementary disc. In relation to the former, preferably, the protrusion(s) or nib(s) will extend inwardly a short distance over the top of a recessed region of the lid.

Advertising discs constructed to be retained in place by the nibs, or indentations, on the lid may also be provided with a layer of an adhesive or partially adhesive material, to assist in the retention of the disc in position on the lid, if necessary.

Thus, according to the present invention, an advertising carrier comprises a disc (as defined above), said disc having two or more faces, characterised in that: at least one face of the disc carries, or is adapted to carry, advertising material. In a specific example, one face of the disc carries, or is adapted to carry, advertising material and the other face of the disc is at least partially covered by a layer of a material that enables the disc to be mounted on the lid of a receptacle of the type described above.

According to another aspect, the invention resides in a lid for a container, comprising:

- a) a receptacle with a floor and an inner side wall;

wherein the receptacle is capable of receiving an advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle.

Preferably, the inner side wall includes at least one protrusion, which is a nib which extends inwardly above the receptacle floor. Alternatively, the protrusion comprises a substantially continuous rim on the sidewall, and the rim extends inwardly above the receptacle floor. The rim can be located at the end of the sidewall distal to the receptacle floor. Alternatively, there can be no distinct protrusion and the angle between the floor and the inner side wall of the receptacle is less than 90 degrees. Preferably, the disc is held in the receptacle of the lid without the use of adhesive. In an alternative arrangement, the inner side wall of the receptacle includes at least one indentation. Thus, a disc received by the receptacle will have at least one protrusion for locking engagement with the at least one indentation. A disc received by the lid of the second aspect is substantially planar with the floor of the receptacle and held in place by the underside of the nib or rim. Again, preferably no adhesive is required.

The indentation may be a recess in the inner side wall or a continuous, or substantially continuous recess, in the inner side wall. The lid can further comprise a recess for disc removal, i.e.: such a recess allowing access to the side edge of a disc held in a lid.

A lid of the invention may include a disc removal recess in the side wall to allow easy access to the side of a disc held in the lid. Thus, a disc held in a lid can easily be removed from the lid by a consumer. The lid may have more than one recesses to facilitate disc removal.

Preferably, a disc for use with the lid of the invention is circular. As mentioned above however, other shapes are envisaged by the invention. The disc may have three or greater sides, and include for example triangles, squares, pentagonals, hexagonals, etc. The disc may be a multilayered disc, such as a booklet and contain advertising or promotional material.

It is especially preferred that the lid of the invention be employed with containers which are beverage containers, such as disposable coffee or hot chocolate cups. Such "take-away" cups generally have a spout through which the beverage is consumed.

In one embodiment, a lid according to the invention includes a plurality (preferably three or more) of inwardly extending nibs; said nibs being so spaced apart that that a respective edge zone of a disc mounted on said lid underlies each nib; whereby said nibs hold said disc in position on said lid.

Typically, as noted above, the region of the lid which is covered by an advertising disc mounted on said lid will be recessed, and said nibs will extend inwardly above said recessed region.

In another aspect the invention resides in an advertising or promotional disc and disposable container lid combination, comprising a lid and an advertising disc (both as described above). A disc being capable of easy removal from the lid by the consumer.

Preferably, the disc is held in the lid without the need for adhesive. The disc may be circular with a weakened central region, through which a straw can be punched. Preferably, the container is a disposable beverage container.

In a further aspect the invention resides in a method of providing advertising or promotional media to a consumer comprising:

- a) placing in the outer lid of a container an advertising or promotional disc;
- b) placing the lid of step a) onto a container, and
- c) delivering the container, its contents, and the lid of step b) to the consumer,

wherein the lid and disc are as described as above. Preferably, the container is a disposable beverage container, and the advertising or promotional material is held in the lid without the use of adhesive.

Embodiments of the present invention will now be described, by way of example only. In the following description, reference will be made to the accompanying drawings.

Brief Description of the Drawings.

Figure 1 is a perspective sketch showing two views of an advertising carrier (a disc) which is in accordance with the present invention.

Figure 2 is a perspective sketch of another form of advertising carrier (also a disc) which is in accordance with the present invention.

Figure 3 is a perspective sketch of a lid which is constructed in accordance with an aspect of the present invention.

Figure 4 is a partly schematic sketch of a lid of a disposable drink cup, in accordance with an aspect of the present invention.

Figure 5 shows another form of lid, constructed in accordance with an aspect of the present invention.

Figure 6 shows a lid for a "take-away" drink cup, constructed in accordance with a preferred embodiment of the present invention.

Figure 7 shows a lid for a "take-away" drink cup, constructed in accordance with a preferred embodiment of the present invention.

Figure 8 shows a lid for a "take-away" drink cup, constructed in accordance with a preferred embodiment of the present invention and including a drinking spout.

Figure 9 shows a lid for a "take-away" drink cup, constructed in accordance with a preferred embodiment of the present invention and including a drinking spout.

Detailed Description of the Illustrated Embodiments.

Figure 1 depicts a disc 10 having a first face 11 and a second face 12. The two faces are separated by a peripheral edge 13. The disc 10 is a circular disc, but a disc which is in accordance with the present invention may have a peripheral edge of any suitable shape.

The face 11 of the disc 10 is adapted to have advertising material printed on it (or mounted on it if the advertising material is - for example - three dimensional).

The disc 10 may be constructed of any suitable material. Thin cardboard will be suitable for some uses of the disc. A disc made from a flexible and resilient plastic material, or a solid disc, will be preferred for other uses of the disc (for example, if the advertising material indicates that a number of discs are to be collected to qualify for a reward from the advertiser, another company or a promoter). Two or more thin discs may be laminated to produce any of these forms of disc. Alternatively, the disc may take the form of a pad or booklet having a number of leaves.

A layer 14 of an adhesive or partially adhesive (as hereinbefore defined) material may be attached to the face 12 (the underside) of the disc 10. This layer 14 - which, as noted above, need not be a thin layer, and is optional - enables the disc to be stuck (essentially permanently if the layer 14 is a layer of adhesive; removably adhered if the layer 14 is of a partially adhesive material) to a lid or to another surface.

The layer 14 does not have to be applied to the face 12 of the disc 10 in a single location on that face, or applied to the face 12 at all. The layer may comprise two or more "spots" of adhesive or partially adhesive material. Alternatively, the layer may comprise several "bands" of adhesive material, or (as shown in Figure 2) an annulus of adhesive material may be applied to the face 12. The layer 14 may cover the entire face 12. These alternatives are not exhaustive.

Figure 2 depicts the topside - Figure 2(a) - and the underneath side - Figure 2(b) - of a disc 20 that is designed for a specific use, namely, as an advertising carrier to be mounted on the lid of a drink container (typically, but not necessarily, a soft drink container). The disc 20 has an upper face 21, on which advertising material may be carried, and a lower (underneath) face 22 onto which an annulus (it need not be this shape) of an adhesive or partially adhesive material 24 has been attached. Alternatively, the disc of Figure 2 can be used in conjunction with a lid described below, where no adhesive is required. The central portion of the disc 20 has a weakened cross-shaped zone 25. This weakened "cross" zone 25 is broken open along the arms of the cross when a straw (or a similar item) is pressed firmly against the central part of the disc 20.

The straw can then penetrate the lid of the soft drink container underneath (that lid may also have a weakened, central, “cross” region), to gain access to the drink in the container.

The lid on which disc of Figure 2(a) is to be mounted may have a central circular section removed (for example, during the die casting process which produces the lid). In this case, instead of a weakened cross-shaped zone 25, the disc 21 may also have a central circular section removed to enable a straw to be pushed through the disc and also through the lid on which the disc has been mounted. Such a central hole in a disc will usually be covered with a material through which an end of a straw may be readily pushed.

Figures 3 to 7 illustrate lid constructions in accordance with another aspect of the present invention.

The lid 30 of Figure 3 is a typical container lid, such as for use with glass jars, or bottles, or, in fact, any container. The top of the lid 30 has a recessed region 31 that extends downwardly to a “floor” 32. Three nibs 33 (a “nib”, in this specification, means an extended region like a small shelf or bracket) extend inwardly from the top of the inside wall 35 that extends upwardly from the floor 32. Corrugated regions 36 are provided on the outside of the lid to facilitate the tightening and loosening of the lid when it is on a container.

A circular advertising disc, which is preferably a flexible and resilient disc, can be inserted underneath the nibs 33. If the advertising disc covers the floor 32, and the thickness of the advertising disc is slightly less than the distance between the underside of a nib and the floor 32, the disc should be held in place in the recess 31 by the nibs 33. However, if the disc is a thin, flexible disc, or if desired, a layer of an adhesive material or of a partially adhesive material may be applied to a region (or regions) of the underside of the disc, to remove any possibility that the disc may slip out of the recess 31.

Figure 4 shows, partly schematically, how the present invention may be used in the lid of a drink container of the type used to supply “take-away” coffee. The lid 40 has a

similar construction to the lid 30 shown in Figure 3, with a recessed region 41, nibs 43 and a “floor” 42. However,

- a) the lid 40 is made from a plastic material with a known moulded part lower region 46, which enables the lid to be readily mounted or pressed onto the top rim of a drink container;
- b) an elongate (horizontal) drinking aperture 47 is also provided, in a raised moulded part of the top surface of the lid, to enable the contents of the drink container to be drunk without the need to remove the lid from the container; and
- c) air holes 48 are provided to enable air to replace the liquid that is drunk from the container through the drinking aperture 47.

Figure 5 depicts a container lid 50 which has a moulded construction comprising four nibs 53 formed integrally with, and extending from, the uppermost surface of the lid 50. A respective recessed region 51 is formed beneath each nib 53. The edges of an advertising disc may be inserted underneath each nib 53. The nibs 53 have sufficient resiliency to hold the advertising disc in position. However, as noted previously, an advertising disc may be held on the lid 50 not only by the nibs 53 but also by a layer (or layers) of an adhesive or partially adhesive material on the underside face of the disc, if required.

The nibs 43 and 53 may have any suitable shape. They may be flexible and resilient, or (if they are to retain a flexible and resilient disc) they may be inflexible.

The lids depicted in Figures 6 and 7 are particularly well suited for use on the top of takeaway or disposable beverage containers, such as takeaway coffee and chocolate cups. The lids of figures 6 and 7 are preferably constructed from moulded plastic, or the like.

With reference to Figure 6, Figure 6(b) depicts a view from above the container lid 60, whereas figures (a) and (c) are side views of the same lid. Figure (d) is a perspective view of the lid. Rim 62 of lid 60 is intended to be pressed into locking engagement with the top rim of a beverage container. The lid 60 includes a recessed region 61 that extends downwardly to a floor 63. Three nibs 64 (a “nib”, in this specification, is as defined above) extend inwardly from the top of the inside wall 65 that extends upwardly

from the floor 63. Corrugated regions (not shown) may be provided on the outside of the lid to facilitate the attachment of the lid to the beverage container.

An advertising disc, which is preferably a flexible and resilient disc, can be inserted underneath the nibs 64. If the advertising disc covers the floor 63, and the thickness of the advertising disc is slightly less than the distance between the underside of a nib and the floor 63, the disc should be held in place in the recess 61 by the nibs 64. However, if the disc is a thin, flexible disc, or if desired, a layer of an adhesive material or of a partially adhesive material may be applied to a region (or regions) of the underside of the disc, to remove any possibility that the disc may slip out of the recess 61.

The advertising disc held in place in lid 60 can be removed from the lid by the consumer inserting a finger nail between the edge of the disc and the inside wall 65 of the lid 60. Alternatively, the lid can be distorted, or pressure applied to the bottom of the floor 63, to force the disc from the recessed region 61.

The lid 70 of figure 7 has a similar construction to the lid 60 shown in Figure 6, with a recessed region 71, floor 73, inner side wall 75 and disc removal recess 78. However, lid 70 does not include three separate nibs to hold a disc, but rather employs a substantially continuous rim 76 of smaller diameter than the diameter of the floor 73. Thus, a disc positioned in the recessed region 71 and of a size similar to that of the floor will be held in place by the inwardly sloping inner side wall 75. In other words, the inner wall is essentially a single substantially continuous "nib" for retaining a disc, only broken by disc removal recess 78. The inner side wall is thus 90 degrees or less to floor 73. Corrugated regions 77 are provided on the outside of the lid to facilitate the attachment of the lid to the beverage container.

In an alternative embodiment not shown, the lid may include one or more recesses around the perimeter of inner side wall of the recessed region for engagement with one or more protrusions on an advertising disc.

The lid 70 of Figure 7 includes a disc removal recess 78. In use, a disc held in place in lid 70 can easily be removed from the lid as the side of the disc can easily be accessed by the consumer. The lid may have one or more recesses to facilitate disc removal.

Figure 8 shows a lid that is very similar to the lid of Figure 6, as described above, except that it includes a drinking spout 82. Figure 9 shows a lid that is very similar to the lid of Figure 7, as described above, except that it includes a drinking spout.

Engineers and advertising executives will appreciate that examples only of the present invention have been illustrated in the accompanying drawings, and described above. Variations of, and modifications to, the illustrated embodiments (in addition to the alternative constructions already noted above) may be made without departing from the present inventive concept, as defined by the claims.

The claims defining the invention are as follows:

1. A lid for a container, comprising:
 - a) a receptacle with a floor and an inner side wall;
wherein the receptacle is capable of receiving an advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle.
2. The lid of claim 1, wherein the inner side wall includes at least one protrusion.
3. The lid of claim 2, wherein the protrusion is a nib which extends from the inner side wall inwardly above the receptacle floor.
4. The lid of claim 2, wherein the protrusion is a continuous or substantially continuous rim that extends inwardly above the receptacle floor.
5. The lid of claim 4, wherein the rim is located at the end of the sidewall distal to the floor.
6. The lid of claim 1, wherein the angle between the floor and the inner side wall of the receptacle is less than or equal to 90 degrees.
7. The lid of claim 1, wherein the inner side wall of the receptacle includes at least one indentation.
8. The lid of claim 7, wherein the indentation is a recess in the inner side wall.
9. The lid of claim 7, wherein the indentation is a continuous or substantially continuous recess in the inner side wall.
10. The lid of any one of claims 1-9, wherein a disc received and held by the lid is substantially planar with the floor of the receptacle.
11. The lid of any one of claims 1-10, further comprising a recess for disc removal.

12. The lid of claim 11, wherein the recess is in the side wall and allows access to the side edge of a disc held in the lid.
13. The lid of any one of claim 1-12 wherein the lid is for a disposable beverage container.
14. The lid of claim 13, wherein the beverage container is a coffee or hot chocolate cup.
15. An advertising or promotional disc and disposable container lid combination, comprising:
 - a) a lid including a receptacle with a floor and an inner side wall;and
 - b) an advertising disc having two or more faces and carrying advertising or promotional material on at least one face, andwherein the receptacle is capable of receiving the advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle, with the disc being capable of easy removal from the lid by the consumer.
16. The combination of claim 15, wherein the disc is held in the lid without the need for adhesive.
17. The combination of claim 15 or 16, wherein the disc is circular and has a weakened central region.
18. The combination of any one of claims 15-17, wherein the disc is a booklet.
19. The combination of any one of claims 15-18, wherein the disc is for advertising purposes.
20. The combination of claim 19, wherein the container is a disposable beverage container.

21. A method of providing advertising or promotional media to a consumer comprising:

- a) placing in the outer lid of a container an advertising or promotional disc;
- b) placing the lid of step a) onto a container, and
- c) delivering the container, its contents, and the lid of step b) to the consumer,

wherein the lid has a receptacle with a floor and an inner side wall; and

wherein the receptacle is capable of receiving the advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle.

22. The method of claim 21, wherein the advertising or promotional material is held in the lid without the use of adhesive.

23. The method of claim 21 or 22 wherein the container is a disposable beverage container.

24. The method of claim 21, wherein the inner side wall includes at least one protrusion.

25. The method of claim 24, wherein the protrusion is a nib which extends from the inner side wall inwardly above the receptacle floor.

26. The method of claim 24, wherein the protrusion is a continuous, or substantially continuous rim that extends inwardly above the receptacle floor.

27. The method of claim 26, wherein the rim is located at the end of the sidewall distal to the floor.

28. The method of claim 21, wherein the angle between the floor and the inner side wall of the receptacle is less than or equal to 90 degrees.

29. The method of claim 21, wherein the inner side wall of the receptacle includes at least one indentation.

30. The method of claim 29, wherein the indentation is recess in the inner side wall.
31. The method of claim 29, wherein the indentation is a continuous, or substantially continuous recess in the inner side wall.

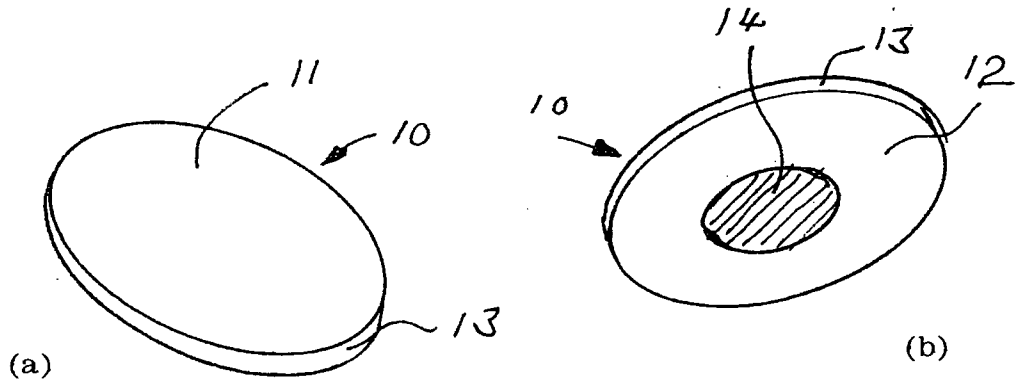


FIG. 1

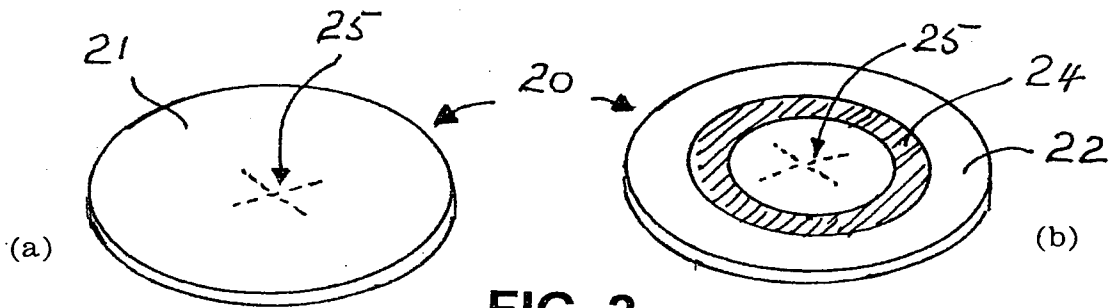


FIG. 2

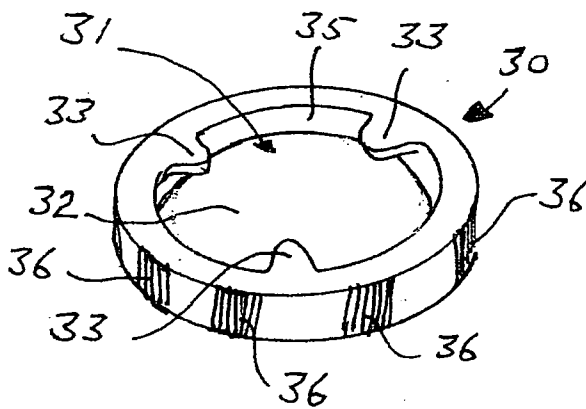


FIG. 3

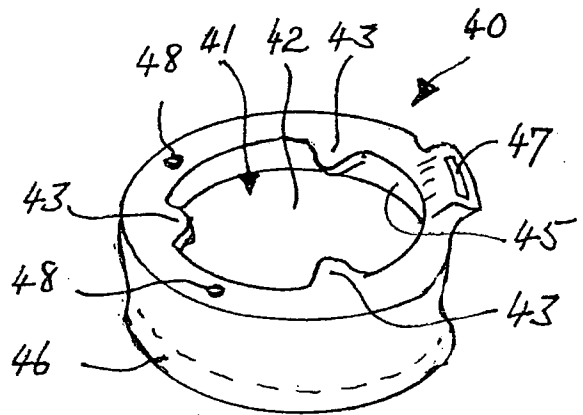


FIG. 4

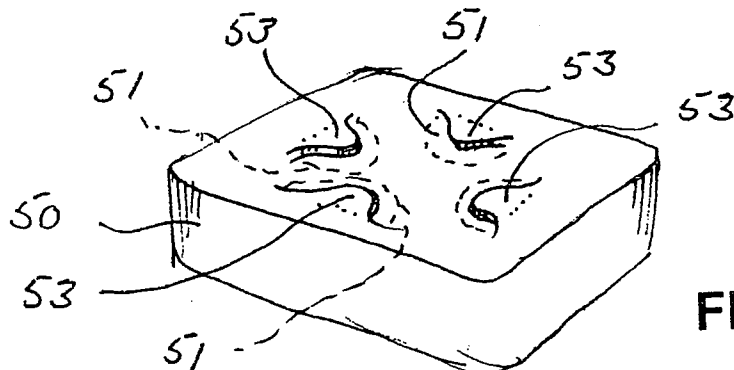


FIG. 5

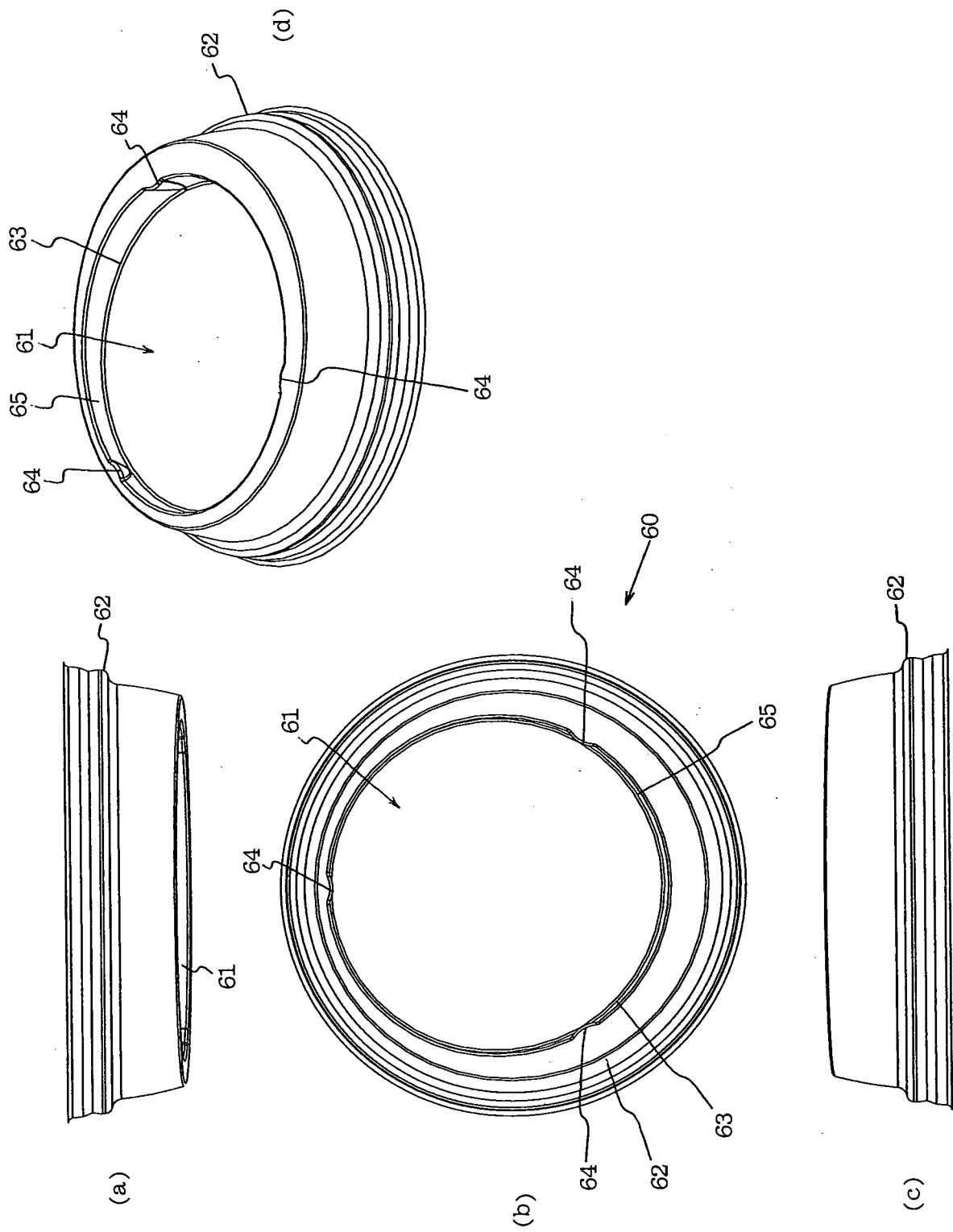


FIG. 6

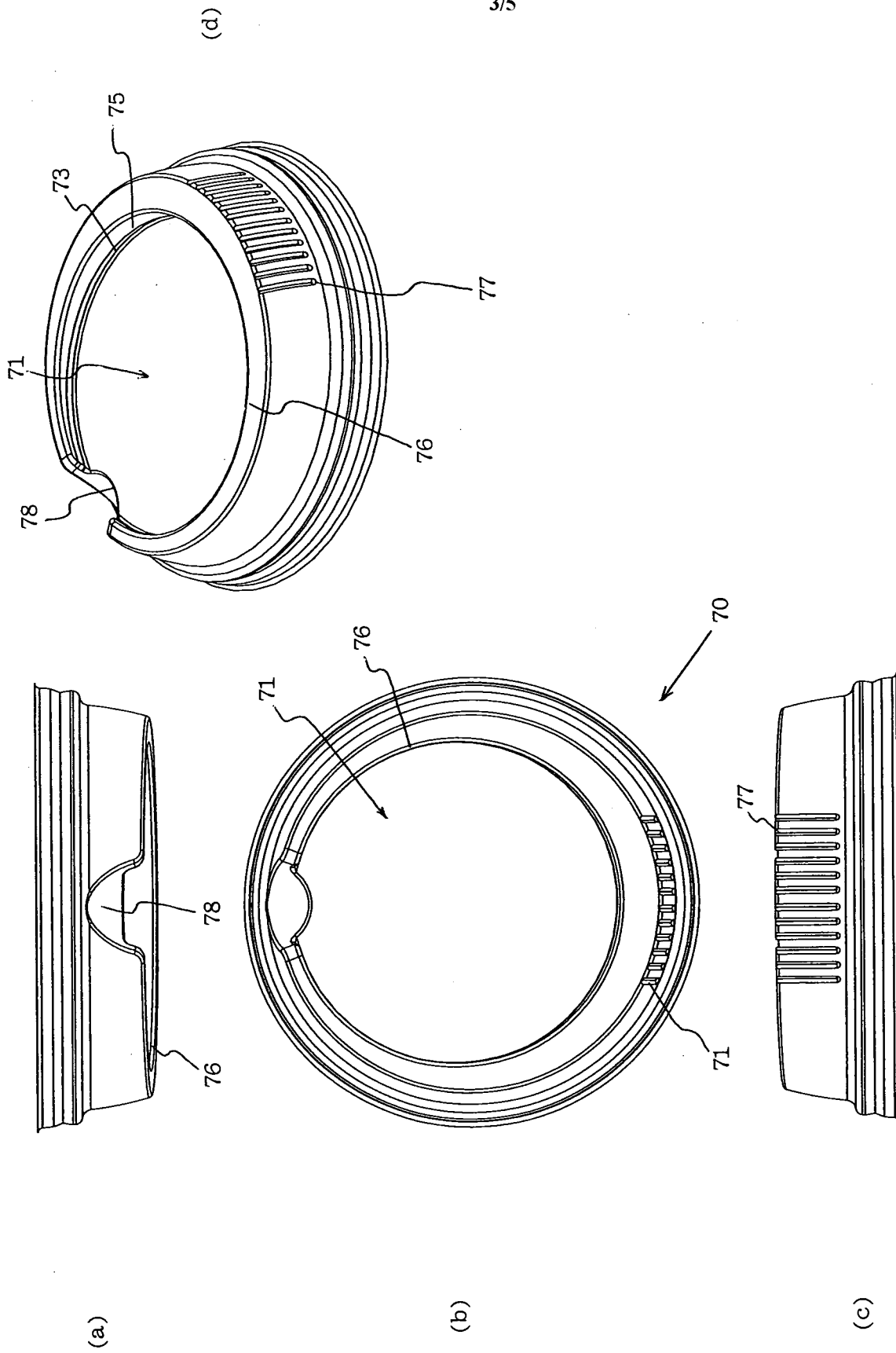


FIG. 7

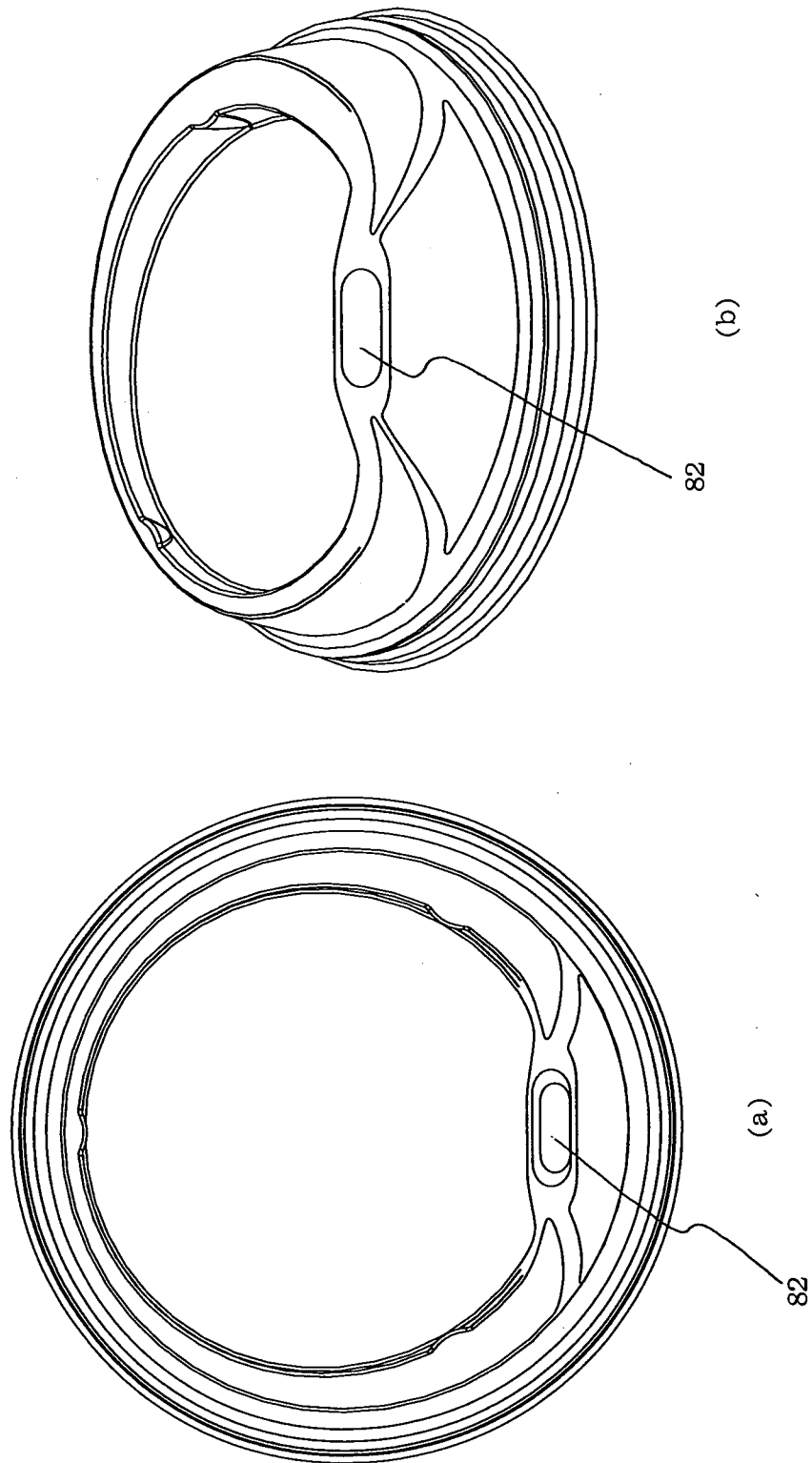


FIG. 8

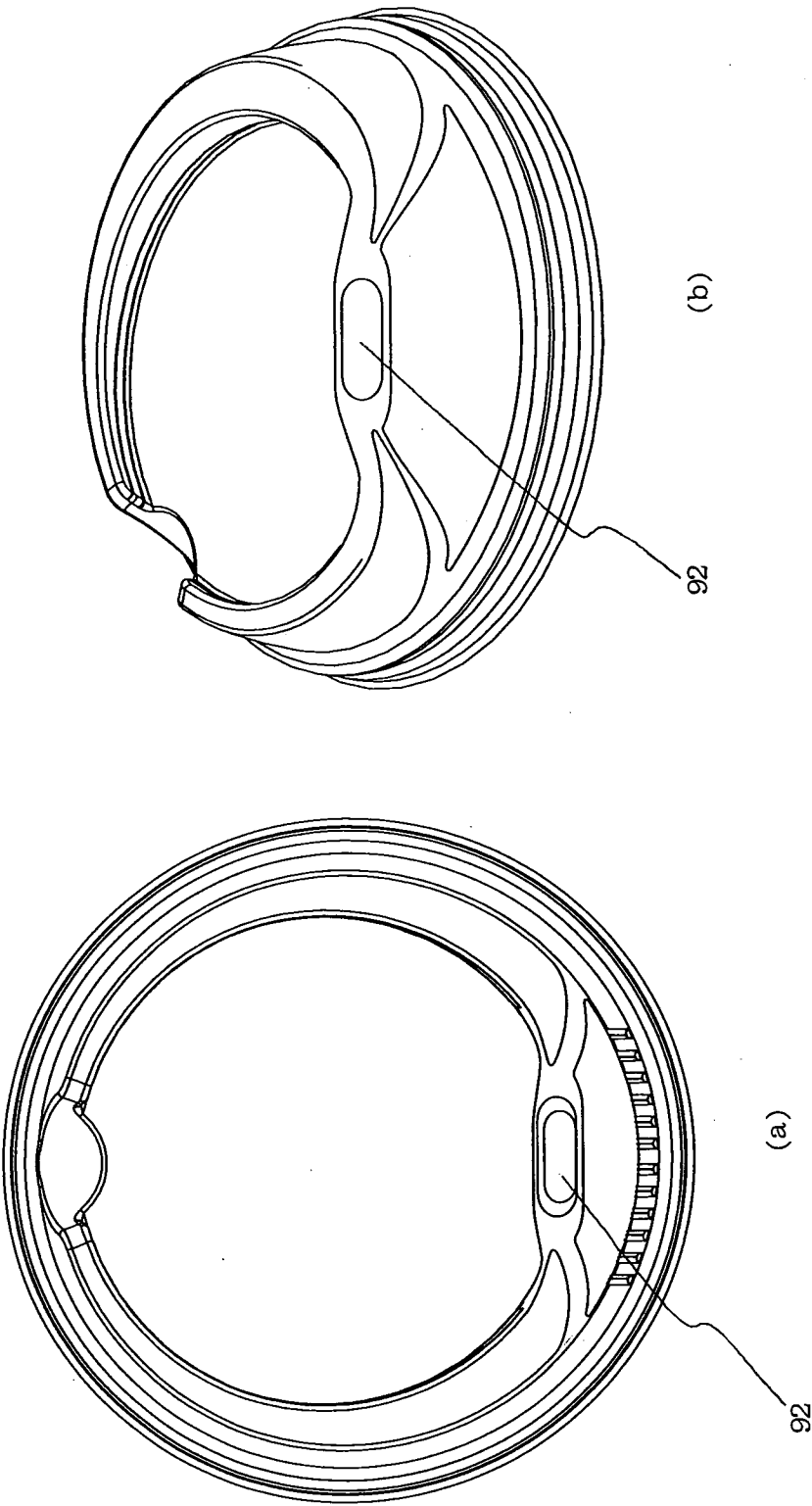


FIG. 9

INTERNATIONAL SEARCH REPORT

International application No.
PCT/AU2009/000089

A. CLASSIFICATION OF SUBJECT MATTER

Int. Cl.

B65D 43/02 (2006.01) **G09F 23/08** (2006.01) **G09F 1/02** (2006.01)
B65D 51/24 (2006.01) **A47G 19/22** (2006.01)

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EPODOC and DWPI IPC & ECLA G09F, A47F19/22, B65D39/- to B65D55/-, B65D83/-, B65D85/- and KEYWORDS cup, container, can, lid, closure, advertisement, promotion, logo, trademark, label, card, display, identification, indicia, coupon, character, cartoon, graphic, text, message, inlay, tablet, disk, circle, round, beverage, coffee, drink, and similar terms..

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6158155 A (BONEY) 12 December 2000 Whole document, in particular column 1 line 15 – 52, column 3 line 44 – column 4 line 65, column 6 line 54 – 62, and figure 1, 6, and 7	1 – 10, 13 - 31
Y	Whole document.	11, 12

☒ Further documents are listed in the continuation of Box C ☒ See patent family annex

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"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
"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)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search 2 April 2009	Date of mailing of the international search report 06 APR 2009
Name and mailing address of the ISA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustralia.gov.au Facsimile No. +61 2 6283 7999	Authorized officer Kevin Restrick AUSTRALIAN PATENT OFFICE (ISO 9001 Quality Certified Service) Telephone No : +61 2 6225 6116

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU2009/000089

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5592766 A (MYGATT) 14 January 1997 Whole document, in particular column 3 line 44 – 55, column 4 line 28 – 46, and figure 3 and 5	1, 2, 4, 5, 7, 8, 9, 10, 15, 16, 18, 19, 21, 22, 24, 26, 27, 29, 30, 31
Y	Whole document.	11, 12
X	US 4389802 A (MCLAREN et al.) 28 June 1983 Whole document, in particular column 3 line 4 – column 4 line 39, and figure 2 and 3	1, 2, 4, 5, 7, 8, 9, 10, 15, 16, 18, 19, 21, 22, 24, 26, 27, 29, 30, 31
Y	Whole document	11, 12
X	US 3421653 A (WHALEY) 14 January 1969 Whole document, in particular column 3 line 4 – column 4 line 47, and figure 2	1, 2, 4, 5, 7, 8, 9, 10, 15, 16, 18, 19, 21, 22, 24, 26, 27, 29, 30, 31
Y	Whole document	11, 12
Y	JP 2005-170436 A (ACECOOK Co Ltd.) 30 June 2005 Whole document, in particular paragraph 0017, and figure 2 and 4 English language machine translation available from Patent Abstract of Japan website.	11, 12
Note: for the 'Y' indicated documents, JP 2005-170436 A can be combined with any of the first four documents for claims 11 and 12.		

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/AU2009/000089

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report			Patent Family Member				
US	6158155		NONE				
US	5592766		NONE				
US	4389802	AU	89410/82	DK	502782	EP	0079472
		JP	58090052				
US	3421653		NONE				
JP	2005-170436		NONE				
Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.							
END OF ANNEX							