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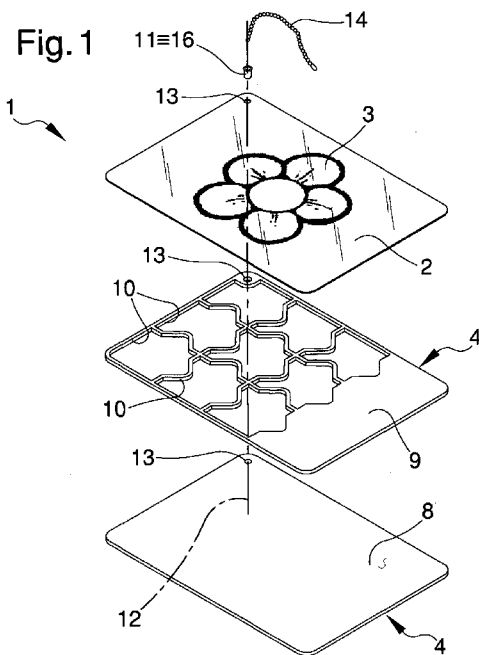
AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE,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

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(54) **Title:** COLLECTABLE PLAYING CARD



(57) **Abstract:** The collectable playing card (1) comprises a support element (2) in the form of a sheet bearing an image (3) and a sheet-shaped element (4) having a first face (5) on which is obtained at least a containment seat (6) suitable for containing at least a make-up substance (7), the support element (2) being suitable for being alternatively placed in a closing configuration, in which the support element (2) is substantially overlapped to the first face (5) of the sheet-shaped element (4) to close at least partially the containment seat (6), and in an opening configuration, in which the containment seat (6) is accessible from the outside for the pick-up of the make-up substance (7).

COLLECTABLE PLAYING CARD

Technical Field

The present invention relates to a collectable playing card.

Background Art

5 It is known how the need is particularly felt, in many industrial and commercial activity sectors, to renew manufactured products and obtain new ones in order to better distinguish them from those of competitors.

Such need is felt, in particular, in the sector of collectors' and/or playing-entertainment products made up of cards of picture cards type and sticker type
10 cards.

Such cards of known type are usually made up of a sheet of plastic, card or cardboard, most often of rectangular shape, having a face on which a collection or play image, or the like is printed, stamped or applied.

Generally speaking, the image consists of an illustration, a photo, a wording, a
15 drawing, generally in colour, inserted inside a collection or series of images referring to the same category of subjects.

Various subjects are shown on these cards – football players, famous people, protagonists of cartoon films, films, TV films or TV programmes, cars rather than other means of locomotion, etc, etc ...

20 These types of cards or stickers are normally collected by collectors of all ages, but especially by boys and girls, in special albums or binders.

The cards of known type, nevertheless, are susceptible to further upgrading in order to obtain original products and original shapes, which have innovative features aimed at increasing the aesthetic perception of the product and making
25 it more appealing for customers.

Description of the Invention

The main aim of the present invention is to provide a collectable playing card which allows achieving the above-mentioned upgrading and is innovative, original and well made.

30 Another object of the present invention is to provide a collectable playing card that allows to overcome the mentioned drawbacks of the state of the art in the ambit of a simple, rational, easy and effective to use as well as low cost

solution.

The above objects are achieved by the present collectable playing card comprising at least a support element in the form of a sheet bearing an image, characterized by the fact that it comprises a sheet-shaped element having a first
5 face on which is obtained at least a containment seat suitable for containing at least a make-up substance, said support element being suitable for being alternatively placed in a closing configuration, in which said support element is substantially overlapped to said first face of the sheet-shaped element to close at least partially said containment seat, and in an opening configuration, in which
10 said containment seat is accessible from the outside for the pick-up of said make-up substance.

Brief Description of the Drawings

Other characteristics and advantages of the present invention will become more evident from the description of a preferred, but not sole, embodiment of a
15 collectable playing card, illustrated purely as an example but not limited to the annexed drawings in which:

figure 1 is a schematic and partial exploded view of the card according to the invention;

figure 2 is a schematic and partial axonometric view of the card according to the
20 invention in an opening configuration;

figure 3 is an axonometric view of the card according to the invention in a closing configuration.

Embodiments of the Invention

With particular reference to such figures, a collectable playing card is globally
25 indicated by 1.

The card 1 comprises a support element 2, of the type of a plastic sheet, bearing an image 3, e.g., a photo, a figure, a wording, of decorative type and for collecting.

The card 1 also comprises a sheet-shaped element 4 having a first face 5 on
30 which are obtained one or more containment seats 6 suitable for containing one or more make-up substances 7.

In this respect, it must be pointed out that in the present treatise, by the term

make-up substance is meant a preparation in the form of paste or powder, which is intended for cosmetic make-up and which, for example, can be introduced into the containment seats 6 by means of aspiration or casting processes.

The support element 2 is substantially flexible while the sheet-shaped element 4 is substantially rigid; alternative embodiments cannot however be ruled out wherein the support element 2 is rigid and the sheet-shaped element 4 is flexible, or wherein both are substantially rigid.

Both the support element 2 and the sheet-shaped element 4, furthermore, have a substantially rectangular shape, with rounded edges, and are sized so as to substantially coincide, i.e., they substantially have the same width and length dimensions.

Other embodiments are however possible, wherein the profile of the elements 2, 4 is not necessarily rectangular (e.g., circular, hexagonal, star-shaped, etc.) or wherein the elements 2, 4 do not coincide and have a different conformation the one from the other.

In the embodiment of the invention shown in the illustrations, the sheet-shaped element 4 consists in the combination of a first sheet 8 and of a second sheet 9 joined together in a substantially superimposed way and coinciding, e.g., by interposing a layer of adhesive material, glue or the like.

Usefully, the second sheet 9 comprises one or more shaped openings 10, which are obtained passing through side to side of the second sheet 9 and which, in cooperation with the first sheet 8, are suitable for defining the containment seats 6.

In this embodiment therefore the depth of the containment seats 6 corresponds exactly to the thickness of the second sheet 9.

It is further emphasised that in this embodiment, the sheet-shaped element 4 can be manufactured in a practical, easy and functional way and with a particularly small total thickness which favours the handling and transportability of the card 1.

In an alternative embodiment of the invention not shown in the illustrations, on the other hand, the sheet-shaped element 4 consists in a shaped plate wherein the containment seats 6 are defined by one or more recesses obtained, e.g., by

removing material from the solid; in this case therefore the depth of the containment seats 6 depends on how much material has been removed from the solid.

The support element 2 is coupled or can be coupled with the sheet-shaped element 4 and, in detail, is suitable for being alternatively placed in a closing configuration, wherein the support element 2 is substantially superimposed on the first face 5 of the sheet-shaped element 4 on closing the containment seats 6, and in an opening configuration, wherein on the other hand the containment seats 6 are accessible from outside to pick up the make-up substances 7.

10 In the particular embodiment of the invention shown in the illustrations, the card 1 comprises hinging means 11 for the reciprocal hinging of the support element 2 and the sheet-shaped element 4 around a rotation axis 12 allowing them to pass from the closing configuration to the opening configuration and vice versa. In detail, the support element 2 and the sheet-shaped element 4 are substantially parallel to each other, the rotation axis 12 being substantially at right angles to both the elements 2, 4.

During the rotation, therefore, the support element 2 slides above the sheet-shaped element 4 remaining substantially adherent to the first face 5.

Advantageously, the hinging means 11 consist in a cylindrical rivet fitted into corresponding holes 13, with round configuration, obtained passing through the support element 2, the first sheet 8 and the second sheet 9.

The hinging means 11 are arranged in the proximity of the perimeter of the support element 2 and the sheet-shaped element 4 and preferably in correspondence to one of their angles, so that the rotation of the support element 25 2 with respect to the sheet-shaped element 4 starting from the closing configuration allows to expose the largest possible quantity of the first face 5 and makes accessible all the containment seats 6.

The rivet 11 is hollow inside, so that in assembly configuration it can act as a transit seat for a pickup member 14.

30 The pickup member 14 consists, e.g., in a flexible element, of the type of a cord or a chain, closed on itself in a loop and fitted passing through the rivet 11.

Usefully, the card 1 comprises protection means 15 for wrapping and containing

the support element 2 and the sheet-shaped element 4.

The protection means 15 are visible in figure 3 and consist, e.g., in a pocket element, of the type of a flexible sock in plastic, leather or fabric.

Preferably, the pocket element 15 is at least in part transparent to allow seeing
5 the image 3 on the support element 2, but on the contrary, it cannot be ruled out that this be covering and, for example, be decorated itself with the image 3 or with a different image.

The card 1 according to the present invention also comprises temporary stopping means 16 intended to block the support element 2 on the sheet-shaped
10 element 4 in the closing configuration.

The temporary stopping means 16 coincide, e.g., with the hinging means 11, meaning by this that the rivet 11 is fitted in the holes 13 with interference and/or is beaten so as to ensure the crushing of the support element 2 on the sheet-shaped element 4.

15 This way, the friction between the support element 2, the sheet-shaped element 4 and the rivet 11 allows preventing relative movements between them unless the user applies a strong enough force on the two elements 2, 4 to overcome such friction.

Even if the coupling between the rivet 11 and the holes 13 were slack, it is
20 underlined that the use of the pocket element 15 not only provides the protection of the image 3 but also the maintaining of the closing configuration of the support element 2 and of the sheet-shaped element 4; in other words, the temporary stopping means 16 coincide with the protection means 15.

As an alternative or in combination with the temporary stopping means 16
25 already described above, it cannot be ruled out that they also comprise one or more interlocking teeth, not illustrated in the figures, which are suitable for interlocking in a removable and temporary way the support element 2 and the sheet-shaped element 4 in the closing configuration.

It has in point of fact been ascertained how the described invention achieves the
30 proposed objects.

In this respect, the fact is underlined that the particular solution of providing a sheet-shaped element having containment seats for make-up substances allows

combining the support element bearing the collectable image with a sort of make-up kit, resulting innovative and original for the user and of greater interest for customers.

It must also be pointed out that the card according to the invention has very
5 limited overall dimensions so it can be carried in a pocket, favouring its use by different types of users and not only by those strictly interested in collecting images.

In this respect in fact, it must be underlined that the card according to the present invention, besides being of the collectable type, allows users to avail
10 themselves of a container of compact shape for make-up substances that can be easily carried around and used on the most disparate occasions and, in particular, on those when you do not have a bag, a handbag or a rucksack, e.g., during sports events and concerts inside stadiums and covered facilities.

In these circumstances, in fact, the sports supporters, fans and admirers are
15 usually packed into a small environment and prefer using objects that can be carried in the pocket and worn in a comfortable and practical way.

CLAIMS

- 1) Collectable playing card (1) comprising at least a support element (2) in the form of a sheet bearing an image (3), characterized by the fact that it comprises a sheet-shaped element (4) having a first face (5) on which is obtained at least a
5 containment seat (6) suitable for containing at least a make-up substance (7), said support element (2) being suitable for being alternatively placed in a closing configuration, in which said support element (2) is substantially overlapped to said first face (5) of the sheet-shaped element (4) to close at least partially said containment seat (6), and in an opening configuration, in which
10 said containment seat (6) is accessible from the outside for the pick-up of said make-up substance (7).
- 2) Card (1) according to the claim 1, characterized by the fact that it comprises hinging means (11) for said support element (2) and for said sheet-shaped element (4) around a rotation axis (12) between said closing configuration and
15 said opening configuration.
- 3) Card (1) according to one or more of the preceding claims, characterized by the fact that said support element (2) and said sheet-shaped element (4) are substantially parallel to each other, said rotation axis (12) being substantially at right angles to both said elements (2, 4).
- 20 4) Card (1) according to one or more of the preceding claims, characterized by the fact that said hinging means (11) are arranged in the proximity of the perimeter of said support element (2).
- 5) Card (1) according to one or more of the preceding claims, characterized by the fact that said support element (2) and said sheet-shaped element (4) are sized
25 substantially coinciding.
- 6) Card (1) according to one or more of the preceding claims, characterized by the fact that it comprises protection means (15) for containing said support element (2) and said sheet-shaped element (4).
- 7) Card (1) according to one or more of the preceding claims, characterized by
30 the fact that said protection means (15) comprise at least a pocket element.
- 8) Card (1) according to one or more of the preceding claims, characterized by the fact that at least one between said support element (2) and said protection

means (15) is at least partially transparent.

9) Card (1) according to one or more of the preceding claims, characterized by the fact that it comprises temporary stopping means (16) of said support element (2) in said closing configuration.

5 10) Card (1) according to one or more of the preceding claims, characterized by the fact that said temporary stopping means (16) coincide with said hinging means (11).

11) Card (1) according to one or more of the preceding claims, characterized by the fact that said temporary stopping means (16) coincide with said protection
10 means (15).

12) Card (1) according to one or more of the preceding claims, characterized by the fact that said temporary stopping means (16) comprise at least an interlocking tooth suitable for interlocking said support element (2) and said sheet-shaped element (4) at least in the closing configuration.

15 13) Card (1) according to one or more of the preceding claims, characterized by the fact that said sheet-shaped element (4) comprises at least a first sheet (8) and at least a second sheet (9) joined together substantially overlapped, said second sheet (9) comprising at least a shaped opening (10) which, in cooperation with said first sheet (8), is suitable for defining said containment seat (6).

20 14) Card (1) according to one or more of the preceding claims, characterized by the fact that said sheet-shaped element (4) comprises a shaped plate with at least a recess which is suitable for defining said containment seat (6).

15) Card (1) according to one or more of the preceding claims, characterized by the fact that said sheet-shaped element (4) comprises a plurality of said
25 containment seats (6).

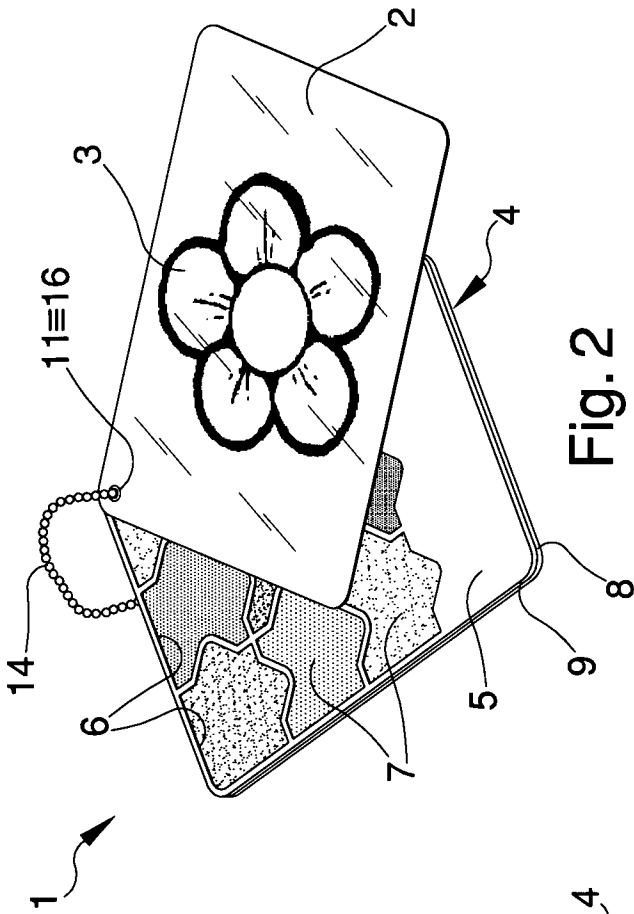


Fig. 1

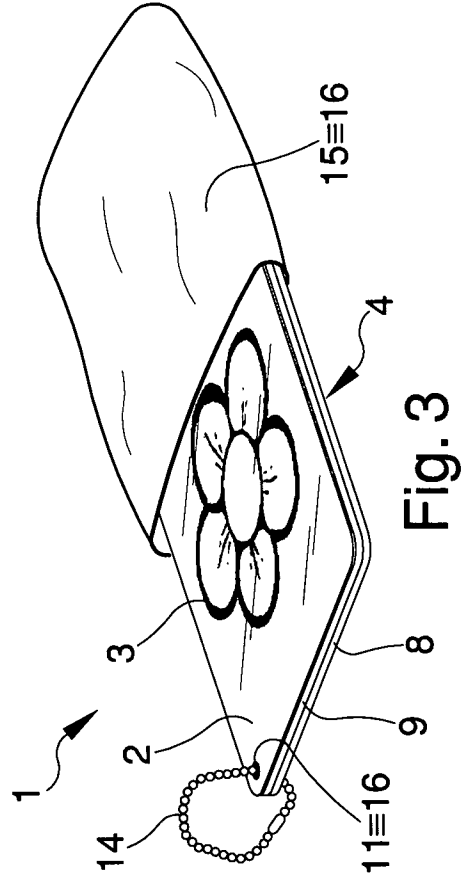


Fig. 2

Fig. 3

INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2011/001145

A. CLASSIFICATION OF SUBJECT MATTER
INV. A63F1/02 A63H33/00 A45D40/00
ADD.
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)
A63F A63H A45D

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 practical, search terms used)
EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 88/07825 A1 (BIGWAY KK [JP]) 20 October 1988 (1988-10-20) page 3, line 26 - page 5, line 10; figures -----	1-15
A	FR 2 076 190 A5 (COMMISSARIAT ENERGIE ATOMIQUE) 15 October 1971 (1971-10-15) page 1, line 38 - page 2, line 33; figures -----	1-15
A	US 2003/042678 A1 (JIANG STEIN DEBORAH KATE [US]) 6 March 2003 (2003-03-06) paragraph [0014] - paragraph [0018]; figures -----	1-15
A	US 5 520 985 A (HELICHER LEONARD [US]) 28 May 1996 (1996-05-28) column 2, line 14 - column 3, line 40; figures -----	1-15
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Further documents are listed in the continuation of Box C.

See patent family annex.

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"A" document defining the general state of the art which is not considered to be of particular relevance

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"&" document member of the same patent family

Date of the actual completion of the international search 12 September 2011	Date of mailing of the international search report 27/09/2011
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INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2011/001145

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	GB 2 205 744 A (CHANSON COSMETIC INC CHANSON COSMETIC INC [JP]) 21 December 1988 (1988-12-21) page 11, line 6 - page 12, line 2; figures -----	1-15

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

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