

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
17 April 2008 (17.04.2008)

PCT

(10) International Publication Number
WO 2008/043136 A1

(51) International Patent Classification:
G06F 17/50 (2006.01) **B65D 27/00** (2006.01)
B42D 15/00 (2006.01)

(21) International Application Number:
PCT/AU2007/001525

(22) International Filing Date: 10 October 2007 (10.10.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2006905649 12 October 2006 (12.10.2006) AU

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, 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, 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, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

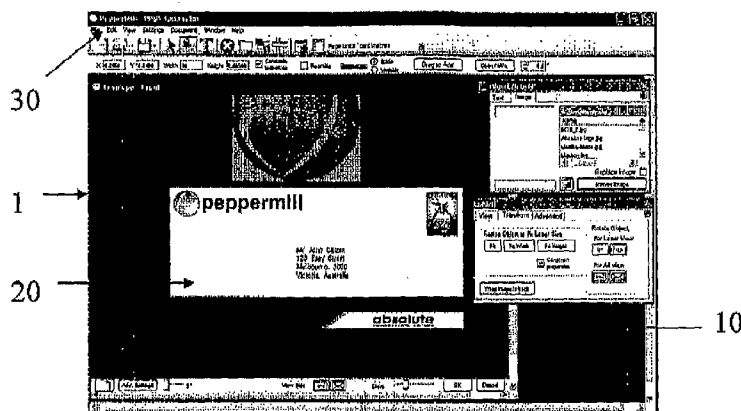
Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- of inventorship (Rule 4.17(iv))

Published:

- with international search report

(54) Title: METHOD AND SYSTEM OF CREATING CUSTOM DESIGNED TEMPLATES



(57) Abstract: The present invention provides a system and method for creating a custom designed template including a customised software application, at least one window/screen, at least one template for a product/item and at least one object and/or information wherein the system provides a means of assisting a user to design their own customised templates and print customised products.

WO 2008/043136 A1

METHOD AND SYSTEM OF CREATING CUSTOM DESIGNED TEMPLATES

Field of the Invention

The invention relates to the design and creation of personalised/customised stationery items or packaging items and in particular, to a method and system of creating custom designed templates, which provides a means of assisting a user to design their own customised templates and print customised products.

Whilst the invention can be applicable to various stationery items and packaging products including personal letterhead, pamphlets, brochures, CD/DVD inserts/cases, packaging labelling and invitations or the like, for convenience sake, it shall be described herein in terms of a method and system for the design and/or creation of customised templates.

Background to the Invention

In many situations, the use of customised stationery is preferred to standard stationery to provide a point of difference for the sender. This may involve the application of a company logo to indicate the identity of the sender or an image or design being applied to the envelope to provide decoration or indicate a special occasion.

Generally, custom designed stationery is sent to a professional designer who will correctly format and position the information and/or graphics so that it is printed correctly on the envelope. This editing process can often be very tedious and timely for the designers who will often have to independently place and adjust each image by trial and error until the correct alignment can be achieved when the product is printed.

Accordingly, it is an object of the present invention to overcome or substantially ameliorate the disadvantages of the prior art by providing a method and system for creating custom designed templates which provides a means of assisting a user to design their own customised templates and print customised products.

Summary of the Invention

In a first aspect, the present invention provides a system for creating a custom designed template including:

a customised software application;

at least one window/screen;

at least one template for a product/item;

and at least one object and/or information wherein the system provides a means of assisting a user to design their own customised templates and print customised products.

It is preferred that the product/item is an envelope.

The system preferably includes at least one database associated with the customised software application which is adapted to store information related to the system including, but not limited to, templates, fonts and graphics, created designs, settings and any other necessary details and/or information.

A primary window/screen system is preferably in the form of an interactive graphic interface which is adapted to enable a user to view and/or edit a layout of an envelope they are designing. The layout of the envelope can preferably be displayed in an A4 layout (where the envelope is in an unfolded open configuration) or an envelope layout (where the sides of envelope are folded) whereby the front and back sides of the envelope are displayed and treated as separate entities.

The interactive graphic interface preferably has provided at least one menu/selection option relevant to a specific functionality of the invention whereby the menu options are preferably listed horizontally along the top of the window/screen and are adapted to provide a list of one or more functions and/or options to a user upon selection.

It is preferred that at least one secondary window/screen is adapted to be associated with a particular function of the system and is displayed when that function is selected and/or is in use.

The interactive graphic interface preferably has provided at least one toolbar which has provided at least one shortcut button which is adapted to provide quick access

for a user to a particular function and/or option. The tool bar(s) preferably has/have provided at least one option/setting for the envelope which can be entered and/or selected by a user.

Preferably, the templates outline the dimensions and information areas of a standard envelope and information and/or graphics can be overlaid onto the template over the existing outline provided by the template.

The object can preferably be a text and/or graphic object which can be selected from a number of objects provided by the system and or imported from an external source. An object editing tool is preferably adapted to enable a user to edit/transform the inserted object by adjusting the settings/options of the object including, but not limited to, size, orientation, wrapping or positioning or the like. A conversion tool is preferably designed to calculate the X and Y position of the object(s) displayed in the template and create and attach a tag to the object which is adapted to store information regarding the object, including the X and Y position so that the object will be placed and positioned correctly within a selected view such as an A4 or DL view.

In a second aspect, the invention provides a method for creating a custom designed template including the following steps:

- providing a customised software application;
- providing at least one window/screen whereby a primary window/screen is in the form of an interactive graphic interface;
- providing at least one template for a product/item;
- a user selecting/creating at least one template;
- a user inserting at least one object and/or information onto a template to create a new design;
- a user editing said object(s)/information and/or template(s); and
- said software application converting a newly designed template into a printable format wherein the method provides a means of assisting a user to design their own customised templates and print customised products.

It is preferred that the product/item is an envelope.

In order that the invention may be more readily understood we will describe by way of non-limiting example specific embodiments thereof.

Brief Description of the Drawings Figures

- Figure 1 shows a front DL layout view of an envelope template of the method and system for creating custom designed envelopes according to an embodiment of the invention.
- Figure 2 shows a back DL layout view of an envelope template of the method and system for creating custom designed envelopes according to an embodiment of the invention.
- Figure 3 shows an A4 layout view of an envelope template of the method and system for creating custom designed envelopes according to an embodiment of the invention.
- Figure 4 shows a front DL layout view of an envelope template of the method and system for creating custom designed envelopes according to an embodiment of the invention.

Description of a Preferred Embodiment of the Invention

Figures 1 to 4 show the method and system for creating custom designed envelopes according to an embodiment of the invention.

In this preferred embodiment, the invention provides a system for creating at least one custom designed template which provides a means of assisting a user to design their own customised templates and print customised products. In a preferred embodiment, the system has provided a customised software application 1 which is adapted to enable a user to easily create their own customised template designs to be printed on a product. The invention shall be described herein using the method and system to create a custom designed envelope as an example of a product/item to demonstrate the features of the invention. However, it is to be acknowledged that the invention could readily be applied to various stationery items and packaging products including, but not limited to personal letterhead, pamphlets, brochures, CD/DVD inserts/cases, packaging labelling and invitations or the like. It is envisaged that the features of the invention may remain the same and/or be modified to suit these alternative examples.

In a preferred embodiment, the software application 1 is preferably provided as a stand-alone product which is adapted to be installed onto a suitable computer system (not shown) made by any computer manufacturer such as IBM, Hewlett-Packard, Dell, Compaq, Sony, Acer or the like. In a further embodiment, it is envisaged that the software application 1 may be in the form of a plug-in application which can work with existing technology and/or applications to provide the functionality of the invention to existing systems. In yet another further embodiment of the invention, it is envisaged that the system can be provided as an online application whereby the software application 1 can be installed on a server which can be accessible by at least one user connected over a distributed communications network such as the internet or the like.

The system preferably has provided at least one database (not shown) associated with the customised software 1 which is adapted to store information related to the system including, but not limited to, templates, fonts and graphics, created designs, settings and any other necessary details and/or information. It is envisaged that the information may be in any suitable format such as text, graphic, audio, video or the like necessary for the creation of the envelope. The information can preferably be provided by the service provider and/or creator of the system (not shown).

The system preferably has provided at least one window/screen 10 which is adapted to be displayed on a display screen (not shown) of a computer. A primary window 11 of the system is preferably in the form of an interactive graphic interface which is adapted to enable a user to view and/or edit the layout of an envelope 20 they are designing. At least one secondary window/screen 10 is preferably associated with a particular function of the system and is displayed when that function is selected and/or is in use. In a preferred embodiment, the user is able to view the layout of the envelope 20 in an A4 layout (where the envelope is in an unfolded, open configuration) or an envelope layout (where the sides of envelope are folded), whereby the front and back sides of the envelope 20 are displayed and treated as separate entities. However, it is envisaged that in an alternate embodiment of the invention, the two sides of the envelope 20 could also be treated as a single entity.

The interactive graphic interface 11 preferably has provided at least one menu/selection option 30 relevant to a specific functionality of the invention. The menu options 30 are preferably listed horizontally along the top of the layout screen 11 but may be positioned anyway on the window/screen 10 and are adapted to

provide a list of one or more functions and/or options to a user upon selection. Upon selection of a particular function, a new window 12 will preferably be opened and displayed on the screen with information relating to that function/option. In a preferred embodiment, the function/option may preferably include, but not be limited to, the following:

- new template/envelope;
- open existing template/envelope;
- save;
- view envelope/object;
- object details, adjustment and transformation;
- settings;
- document;
- window; and
- help.

The interactive graphic interface 11 preferably has provided at least one toolbar 31. The toolbar 31 preferably has provided at least one shortcut button 32 which is adapted to provide quick access for a user to a particular function and/or option. The tool bar(s) 31 may preferably also have provided at least one option/setting for the envelope which can be entered and/or selected by a user.

The system preferably has provided at least one template 40 which a user can edit to create their own template design for an envelope 20. The template(s) 40 preferably outline the dimensions and information areas of a standard envelope 20. The template(s) 40 is/are preferably created such that information and/or graphics can be overlaid onto the template 40 over the existing outline provided by the template 40. The location on the template 40 for the front face is calculated by the type of fold and size of the finished envelope 20. The balance of the sheet is divided and set aside for the information from the rear face of the envelope 20. Different zones of the template 40 are divided by fold lines and the front face of the envelope. The segment orientation is allowed for depending on the fold. The information is then placed on each of the segments and corrected orientated for the fold. It is envisaged that the system may have provided a number of preset templates which have been already designed to suit different envelope styles and dimensions whereby the user can simply insert the necessary information and/or objects as indicated on the template 40. However, the templates 40 can also include those which a user has already custom designed and saved on the system for future use.

The system preferably has at least one object 50 which is adapted to be inserted onto the template 40 in order to create a new custom designed template 40. The object 50 is preferably a text and/or graphic object. The system preferably has provided a number of objects 50 from which a user can select to suit their design. Alternatively, it is envisaged that the user can import the object as a file which may be stored on the computer and/or any other suitable media storage device and/or obtained from an external source such as the internet or the like. Once the object has been opened/selected/imported, the object can preferably be dragged and dropped onto the template 40 at the desired position.

The system preferably has provided an object editing tool 60 which is adapted to enable a user to edit/transform the inserted object 50 by adjusting the settings/options of the object including, but not limited to, size, orientation, wrapping or positioning or the like. Accordingly, the object 50 can be edited to align with the front of the envelope 20 and/or be "wrapped" around the envelope 20 so that a first part of the object 50 is visible on the front of the envelope 20 and the continuation of the object 50 may be visible on the back of the envelope 20 when it is in an open and/or closed configuration. If the object 50 is to be "wrapped", the system will calculate the area of the object 50 which is overhanging the edge of the template, and in particular the top corner of the A4 printing page, and replicate the object 50 to be positioned on the diagonally opposing corner, or opposing side, so that the entire object 50 will align, and be whole, when the envelope 20 is in a folded configuration.

A conversion tool (not shown) of the system is preferably designed to calculate the X and Y position of the object(s) 50 displayed in the DL envelope template layout and create and attach a tag (not shown) to the object 50. The tag is preferably adapted to store information regarding the object 50, including the X and Y position, so that the object 50 will be placed and positioned correctly within a selected view such as an A4 or DL view. For instance, an object 50 placed on the back envelope will have a flag to record that it is an object to be placed where the back flap will be printed in the A4 view 42.

The invention provides a method of designing and/or creating at least one custom designed envelope 20 using a customised software application 1. The method involves a user opening the customised software application 1 and selecting a template 40 for an envelope 20. The user preferably inserts at least one object 50

onto the envelope layout template 40 by uploading a stored file, pasting an image/text from the clipboard and/or typing in text. The user then uses the object editing tool to adjust the size, orientation, wrapping or positioning or the like of the object 50.

Once the object(s) 50 has/have been placed onto the envelope template 40 as desired, the user may preferably select the A4 layout display to prepare the envelope for printing. The system will then take the objects 50 which have been placed onto the DL envelope template 41 and copy and reposition them onto the A4 layout template 42 utilising a letter template to dictate how the objects 50 will need to be repositioned on the A4 layout 42 so that the objects 50 lie within the margins specified for the front and back of the envelope 20 on the A4 view 42, and it is suitable for printing. It is envisaged that the dimensions, angles and transformation of objects 50, such as text and images, will also be reflected when the design is converted and displayed between different layouts and/or views. In a preferred embodiment, the A4 layout 42 depicts the front of the envelope positioned angularly across the page with four flap portions extending outwardly from each side of the envelope to fill the remainder of the page. These flap portions 21 are adapted to contain the back layout for the envelope which will preferably be positioned such that when the four flaps 21 are folded together the objects 50 positioned thereon will align seamlessly to form the completed back layout. It is envisaged that a barcode area 22 of the envelope 20 will be protected from the surrounding design so that when the envelope 20 is printed there will be a white border surrounding the barcode 22 so that it can be read successfully.

Whilst the system has been designed herein in terms of envelopes, it is envisaged that the system of the invention could also be adapted to other stationery or packaging items which are often templated such as letterheads, invitations, thank you cards or the like.

While we have described herein a particular embodiment of a method and system for creating custom designed envelopes, it is further envisaged that other embodiments of the invention could exhibit any number and combination of any one of the features previously described. However, it is to be understood that any variations and modifications can be made without departing from the spirit and scope thereof.

The claims defining the invention are as follows:

1. A system for creating a custom designed template including:
 - a customised software application;
 - at least one window/screen;
 - at least one template for a product/item;
 - and at least one object and/or information wherein the system provides a means of assisting a user to design their own customised templates and print customised products.
2. A system for creating a custom designed template as claimed in claim 1 wherein the product/item is an envelope.
3. A system for creating a custom designed template as claimed in claim 1 which includes at least one database associated with the customised software application which is adapted to store information related to the system including, but not limited to, templates, fonts and graphics, created designs, settings and any other necessary details and/or information.
4. A system for creating a custom designed template as claimed in claim 1 or claim 2 wherein a primary window/screen system is in the form of an interactive graphic interface which is adapted to enable a user to view and/or edit a layout of an envelope they are designing.
5. A system for creating a custom designed template as claimed in claim 4 wherein the layout of the envelope is displayed in an A4 layout (where the envelope is in an unfolded, open configuration) or an envelope layout (where the sides of envelope are folded), whereby the front and back sides of the envelope are displayed and treated as separate entities.
6. A system for creating a custom designed template as claimed in claim 5 or claim 4 wherein the interactive graphic interface has provided at least one menu/selection option relevant to a specific functionality of the invention.
7. A system for creating a custom designed template as claimed in claim 6 where the menu options are preferably listed horizontally along the top of the

- window/screen and are adapted to provide a list of one or more functions and/or options to a user upon selection.
8. A system for creating a custom designed template as claimed in any one of claim 4 to claim 6 wherein the interactive graphic interface has provided at least one toolbar.
 9. A system for creating a custom designed template as claimed in claim 8 wherein the toolbar(s) has/have provided at least one shortcut button which is adapted to provide quick access for a user to a particular function and/or option.
 10. A system for creating a custom designed template as claimed in claim 8 or claim 9 wherein the tool bar(s) has/have provided at least one option/setting for the envelope which can be entered and/or selected by a user.
 11. A system for creating a custom designed template as claimed in any preceding claim wherein at least one secondary window/screen is adapted to be associated with a particular function of the system and is displayed when that function is selected and/or is in use.
 12. A system for creating a custom designed template as claimed in any preceding claim wherein the template(s) preferably outline the dimensions and information areas of a standard envelope and information and/or graphics can be overlaid onto the template over the existing outline provided by the template.
 13. A system for creating a custom designed template as claimed in any one of the above claims wherein the object can be a text and/or graphic object which can be selected from a number of objects provided by the system and/or imported from an external source.
 14. A system for creating a custom designed template as claimed in any preceding claim which includes an object editing tool which is adapted to enable a user to edit/transform the inserted object by adjusting the settings/options of the object including, but not limited to, size, orientation, wrapping or positioning or the like.
 15. A system for creating a custom designed template as claimed in any preceding claim which includes a conversion tool that is designed to calculate the X and Y

position of the object(s) displayed in the template and create and attach a tag to the object.

16. A system for creating a custom designed template as claimed in claim 15 wherein the tag is preferably adapted to store information regarding the object, including the X and Y position so that the object will be placed and positioned correctly within a selected view such as an A4 or DL view.
17. A method for creating a custom designed template including the following steps:
 - providing a customised software application;
 - providing at least one window/screen whereby a primary window/screen is in the form of an interactive graphic interface;
 - providing at least one template for a product/item;
 - a user selecting/creating a template;
 - a user inserting at least one object and/or information onto a template to create a new design;
 - a user editing said object(s)/information and/or template(s); and
 - said software application converting a newly designed template into a printable format wherein the method provides a means of assisting a user to design their own customised templates and print customised products.
18. A method for creating a custom designed template as claimed in claim 17 wherein the product/item is an envelope.
19. A method and system for creating a custom designed template as substantially described herein with reference to the above examples and drawing figures.

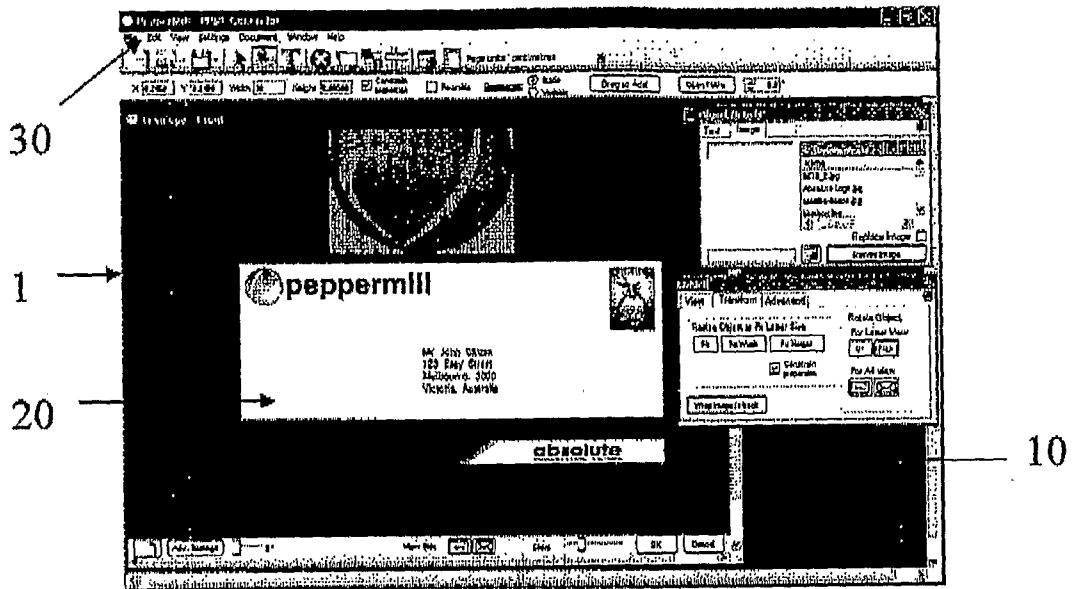


Figure 1

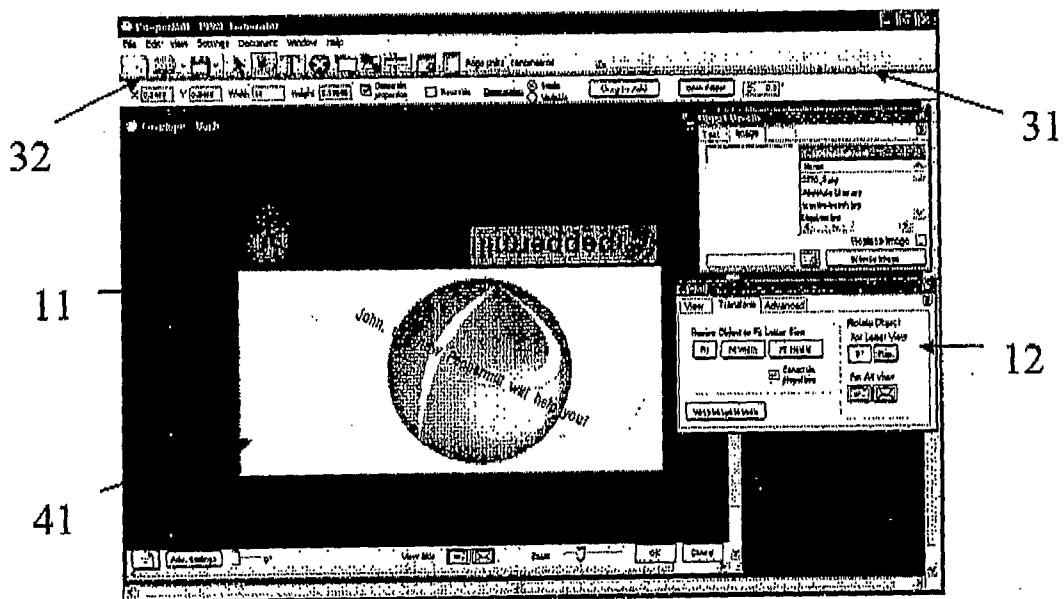


Figure 2

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU2007/001525

A. CLASSIFICATION OF SUBJECT MATTER		
Int. Cl.		
G06F 17/50 (2006.01) B42D 15/00 (2006.01) B65D 27/00 (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)		
DWPI and keywords: envelope, print, software, design, custom 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 6882441 B1 (FAUST et al.) 19 April 2005 See whole document, especially: abstract; Figures 1, 3-5; column 4, line 60 – column 7, line 30	1-14, 17-19
X	US 5995985 A (CAI) 30 November 1999 See whole document, especially: abstract; column 7, lines 38-44	1-14, 17-19
X	US 2002/0110397 A1 (BUSSELL) 15 August 2002 See whole document, especially: abstract; paragraphs 39-49	1-14, 17-19
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C <input checked="" type="checkbox"/> See patent family annex		
* Special categories of cited documents:		
"A" document defining the general state of the art which is not considered to be of particular relevance	"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	
"E" earlier application or patent but published on or after the international filing date	"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	
"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)	"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	
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family	
"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 17 December 2007	Date of mailing of the international search report 20 DEC 2007	
Name and mailing address of the ISA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustalia.gov.au Facsimile No. +61 2 6283 7999	Authorized officer ROSEMARY LONGSTAFF AUSTRALIAN PATENT OFFICE (ISO 9001 Quality Certified Service) Telephone No : (02) 6283 2637	

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU2007/001525

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 981111 A2 (PITNEY BOWES INC.) 23 February 2000 See whole document, especially: paragraphs 10-37	1-14, 17-19
X	WO 2001/069404 A1 (JKG GROUP, INC.) 20 September 2001 See whole document, especially: abstract; Summary of the Invention (pages 3-5)	1-14, 17-19
X	WO 2001/042956 A1 (CARDSTORE.COM) 14 June 2001 See whole document, especially: abstract; Figure 3; page 15, lines 18-22	1-14, 17-19

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/AU2007/001525

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 6882441			
US 5995985			
US 2002110397	US 6939063		
EP 0981111	US 6342899		
WO 0169404	AU 45778/01	EP 1279105	US 6765689
	US 7283278	US 2004207877	
WO 0142956	AU 27260/01		
Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.			
END OF ANNEX			