

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
13 October 2011 (13.10.2011)

PCT

(10) International Publication Number  
**WO 2011/126830 A3**

(51) International Patent Classification:

A63H 33/04 (2006.01) E04B 1/02 (2006.01)  
B42D 15/00 (2006.01)

(21) International Application Number:

PCT/US2011/030301

(22) International Filing Date:

29 March 2011 (29.03.2011)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/319,182 30 March 2010 (30.03.2010) US  
61/319,184 30 March 2010 (30.03.2010) US

(71) Applicant (for all designated States except US): **BRICK-STIX LLC** [US/US]; W310 N6764 Chenequa Drive, Hartland, WI 53029 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **MACLEAN, Amy, R.** [US/US]; W310 N6764 Chequa Drive, Hartland, WI 53029 (US). **MACLEAN, Greyson, A.** [US/US]; W310 N6764 Chehequa Drive, Hartland, WI 53029 (US).

(74) Agent: **MILLER, Thomas, A.**; Michael Best & Friedrich LLP, 100 East Wisconsin Avenue, Suite 3300, Milwaukee, WI 53202-4108 (US).

(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, 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.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, 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, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

(88) Date of publication of the international search report:  
26 January 2012

(54) Title: REUSABLE CLING DECALS FOR PLASTIC TOYS, BUILDING BRICKS, AND ACCESSORIES AND SYSTEM FOR CUSTOMIZING

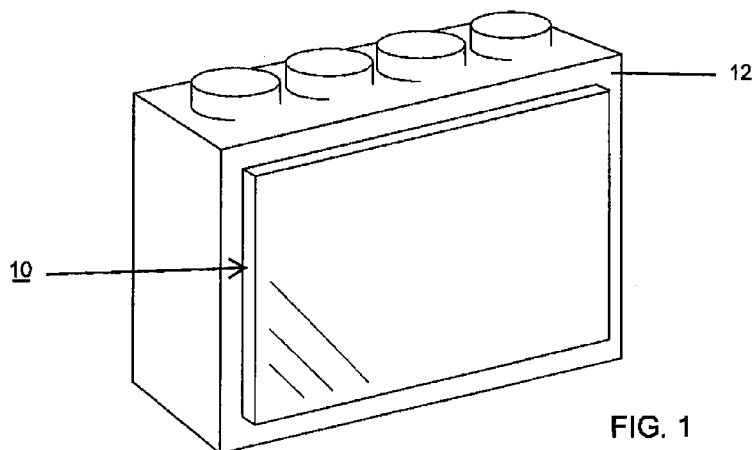


FIG. 1

(57) Abstract: A reusable decal system for use with building bricks, toys, and accessories made of plastic or other similar substance, which includes flexible cling decals and a non-porous backing sheet and a system for customizably designing and printing images on the cling decals. The cling decals are cut in a plurality of shapes and printed with a plurality of designs as to form windows, doors, signs, vehicle parts, animals, people, letters, numbers and symbols for the purpose of creating customized play sets, building brick creations, toys, and accessories. In use, the cling decals are peeled from a backing sheet and applied to the plastic building bricks, toys, or accessories in a variety of configurations. The cling decals can be reused in different or changed plastic building brick creations, other plastic toys, or other plastic accessories.



WO 2011/126830 A3

**A. CLASSIFICATION OF SUBJECT MATTER***A63H 33/04(2006.01)i, B42D 15/00(2006.01)i, E04B 1/02(2006.01)i*

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)

A63H 33/04

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: "cling", "adhesion", "stick", "bond", "attach"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 05964634A A (CHANG; JAMES) 12 October 1999 See figures 8, 9.	1-26
A	US 6568981 B1 (CHANG; JAMES) 27 May 2003 See figures 8, 9.	1-26
A	KR 20-0271892 Y1 (JIN, SUN TAE) 12 April 2002 See claim 1, figure 2.	1-26
A	KR 20-0316098 Y1 (LEE, HEE GAB) 12 June 2003 See claim 1, figures 2, 3.	1-26

 Further documents are listed in the continuation of Box C. 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

"E" earlier application or patent 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 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 when the document is taken alone

"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

02 DECEMBER 2011 (02.12.2011)

Date of mailing of the international search report

**07 DECEMBER 2011 (07.12.2011)**

Name and mailing address of the ISA/KR

Korean Intellectual Property Office  
Government Complex-Daejeon, 189 Cheongsu-ro,  
Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

BAEK, Jae Hong

Telephone No. 82-42-481-5477



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2011/030301**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 05964634A A	12.10.1999	None	
US 6568981 B1	27.05.2003	None	
KR 20-0271892 Y1	12.04.2002	None	
KR 20-0316098 Y1	12.06.2003	None	