Abstract: A display assembly may be fitted with display advertisements. The assembly may be affixed to pre-existing cooler doors, including those that do not permit a bracket to completely surround it. In addition, a display ad system for door handles may include electronics that provide multisensory stimuli. In one embodiment, an end cap includes light and sound triggered by a motion detector. In another embodiment, an end cap includes fan-directed aromas triggered by a motion detector. In a third embodiment, a flexible grid of LED lights backlights the display ad in any time sequence desired, and may be motion-triggered as well. A door handle embodiment may also provide a note board surface as an alternative to showing display ads. A universal door handle accessory attachment system which allows display assemblies of various sizes and surface topographies. Finally, a display ad system containing the improvement of a logo.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

| IPC(8) - G09F 7/18 (2013.01) | USPC - 40/599 |

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)

| IPC(8): | USPC - 40/599 |

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

| IPC(8): G09F 7/18 (2013.01) | USPC: 40/599, 611.06, 611.08, 611.09, 611.11, 661.12; 248:230.1, 230.2, 231.31, 309.1, 311.2; 248:230.1, 230.2, 231.31, 309.1, 311.2; 248:230.1, 230.2, 231.31, 309.1, 311.2; 211/49.1, 50 (keyword limited; terms below) |

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

Patbase, Google (Patents, Scholar, Web) Search terms used: display, ad, advertisement, flange, lip, track, rim, brim, retain, hold, held, secure, grip, clasp, grasp, end, top, edge, bottom, cap, cover, bonnet, top, refrigerator, door, handle, text, indicia, graphic, logo, picture, photograph, clip, attach, connect, couple, fasten, mount, etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 5,560,131 A (Gibson) 01 October 1996 (01.10.1996), entire document, especially Fig 1, 3, 6; col 1, In 10-16; col 3, In 34-59; col 4, In 36-47; col 4, In 60 to col 5, In 4; col 5, In 51 to col 6, In 17</td>
<td>1</td>
</tr>
<tr>
<td>Y</td>
<td>US 6,481,811 B1 (Marsh) 19 November 2002 (19.11.2002), Fig 1, 3, col 3, In 10-15</td>
<td>2</td>
</tr>
<tr>
<td>Y</td>
<td>US 4,955,153 A (Albrecht et al.) 11 September 1990 (11.09.1990), Fig 1; col 1, In 30-37; col 4, In 15-31</td>
<td>29-30</td>
</tr>
<tr>
<td>A</td>
<td>US 7,784,208 B2 (Thompson) 31 August 2010 (31.08.2010), entire document, especially Fig 1, 3, 3a and 4; col 2, In 34 to col 3, In 7</td>
<td>2</td>
</tr>
<tr>
<td>A</td>
<td>US 6,19,385 A (Olivier) 19 September 2000 (19.09.2000), entire document, especially Fig 1-2; col 2, In 50 to col 4, In 55</td>
<td>29-30</td>
</tr>
<tr>
<td>A</td>
<td>US 7,383,654 B2 (Olivier et al) 10 June 2008 (10.06.2008), entire document, especially Fig 4-7; col 6, In 34 to col 7, In 17</td>
<td>1, 2 and 29-30</td>
</tr>
<tr>
<td>A</td>
<td>US 4,344,244 A (Tyke) 17 August 1982 (17.08.1982), entire document, especially Fig 1-15; col 3, In 41 to col 5, In 62</td>
<td>1, 2 and 29-30</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

| * 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 considered to establish the publication date of another citation or other special reason (as specified) |
| "O" document referring to an oral disclosure, use, exhibition or other means |
| "P" document published prior to the international filing date but later than the priority date claimed |
| "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention |
| "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step 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 |
| "G" document member of the same patent family |

Date of the actual completion of the international search
10 February 2014 (10.02.2014)

Date of mailing of the international search report
21 FEB 2014

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer:
Lee W. Young
PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (July 2009)
INTERNATIONAL SEARCH REPORT

International application No. PCT/US 13/47048

Box No. II  Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

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

1. □ Claims Nos.:  
   because they relate to subject matter not required to be searched by this Authority, namely:
   
   □ Claims Nos.:
   because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. □ Claims Nos.:
   because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. II  Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

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

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I claims 1, 2, 29 and 30 directed to a system for displaying advertisements, comprising: a display assembly surface comprising opposing lip flanges, for receiving a display advertisement insert; a top end cap and a bottom end cap, comprising fins that engage the display assembly using a friction fit, and that cooperates with the lip flanges to contain said insert along the surface; and one or more removable and replaceable brackets affixed to the display assembly, for attaching the assembly to a pre-existing door handle.

Group II claims 3-11 directed to a display system comprising: a surface for holding a graphical display, a bracket or clamp physically coupled to the surface for affixing the surface to the handle of a door, and a motion or proximity sensing device, physically coupled to the surface, and at least one device electrically coupled to the motion or proximity sensing device, whereby a person passing in front of the surface causes the device to actuate.

- Please see extra sheet -

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

2. □ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.

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

4. □ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos. 1, 2, 29 and 30

Remark on Protest

□ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.

□ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.

□ No protest accompanied the payment of additional search fees.

Form PCT/ISA/210 (continuation of first sheet (2)) (July 2009)
Continuation of Box No. III: Observations where unity of invention is lacking

Group III: claims 12-14 directed to a note board system comprising: a wet-erasable board surface, and a bracket or clamp physically coupled to the surface for affixing the surface to the handle of a door.

Group IV: claims 15-28 directed to a universal door handle accessory attachment system comprising: an accessory having an accessory aperture; a multi-bended clip having a clip aperture and a curved length extending away from the clip aperture; a head bolt with a shaft and a head, the shaft diameter sufficient to pass through the accessory aperture and the clip aperture, the shaft terminating in an accessory end, whereby the head diameter is larger than the shaft diameter; a pair of nuts positioned along the shaft in the vicinity of the accessory end and placing the accessory and the multi-bended clip into a fixed distance from one another, whereby the head bolt passes through both the accessory aperture and the clip aperture; a block comprising a slot into which the head of the head bolt may slideably engage; and a block nut positioned along the shaft in the vicinity of the head and affixing the head bolt to the block by locking the head of the head bolt into position in the block slot; whereby the pair of nuts is capable of simultaneously affixing the accessory to the multi-bended clip and affixing the multi-bended clip to a door handle along its curved length extending away from the clip aperture, by pushing the head bolt or block nut against the block while pushing the multi-bended clip against the door handle and the accessory.

The inventions listed as Groups I-IV do not relate to a single general inventive concept under PCT Rule 13.1 because under PCT Rule 13.2 they lack the same or corresponding special technical features for the following reasons:

Groups II-IV do not include the special technical feature of Group I which is a system for displaying advertisements, comprising: a display assembly surface comprising opposing lip flanges, for receiving a display advertisement insert; a top end cap and a bottom end cap, comprising fins that engage the display assembly using a friction fit, and that cooperates with the lip flanges to contain said insert along the surface.

Group I, III and IV do not include the special technical feature of Group II which is a display system comprising: a surface for holding a graphical display, and a motion or proximity sensing device, physically coupled to the surface, and at least one device electrically coupled to the motion or proximity sensing device, whereby a person passing in front of the surface causes the device to actuate.

Groups I, II and IV do not include the special technical feature of Group III which is a note board system comprising: a wet-erasable board surface.

Groups I-III do not include the special technical feature of Group IV which is a universal door handle accessory attachment system comprising: an accessory having an accessory aperture; a multi-bended clip having a clip aperture and a curved length extending away from the clip aperture; a head bolt with a shaft and a head, the shaft diameter sufficient to pass through the accessory aperture and the clip aperture, the shaft terminating in an accessory end, whereby the head diameter is larger than the shaft diameter; a pair of nuts positioned along the shaft in the vicinity of the accessory end and placing the accessory and the multi-bended clip into a fixed distance from one another, whereby the head bolt passes through both the accessory aperture and the clip aperture; a block comprising a slot into which the head of the head bolt may slideably engage; and a block nut positioned along the shaft in the vicinity of the head and affixing the head bolt to the block by locking the head of the head bolt into position in the block slot; whereby the pair of nuts is capable of simultaneously affixing the accessory to the multi-bended clip and affixing the multi-bended clip to a door handle along its curved length extending away from the clip aperture, by pushing the head bolt or block nut against the block while pushing the multi-bended clip against the door handle and the accessory.

Common Technical Features

The only features shared by Groups I-III that would otherwise unify those groups are a display surface and a bracket coupled to the display surface for affixing the display surface to the handle of a door. The only features shared by Groups I-IV are a door handle attachment bracket, clamp or clip. However, these shared technical features do not represent a contribution over the prior art of US 2001/0013186 A1 (Malitas), which teaches the common features of display surface (24; Fig 2; para [0021]) coupled to a door handle attachment bracket, clamp or clip (26, Fig 2; para [0021]-[0022]).

Therefore, Groups I-IV lack unity under PCT Rule 13 because they do not share a same or corresponding special technical feature.