NAMEPLATE AND BUSINESS CARDHOLDER

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ABSTRACT
An identification device having a surface for the display of a person's name or other information and a compartment for the receipt of business calling cards.

1 Claim, 11 Drawing Figures
NAMEPLATE AND BUSINESS CARDHOLDER

This is a continuation-in-part of application Ser. No. 44,002 filed June 8, 1970 by CHARLES FREDERICK J. PRICE and now abandoned.

BACKGROUND OF THE INVENTION

In many businesses, it has become both necessary and desirable for persons with whom the public enters into contact to be properly identified in the mind of the customer or client.

It has also become desirable to provide persons attending business meetings, social events, conventions, etc., with identification devices so that the problems involved with remembering the names of a large number of new acquaintances can be avoided.

A wide variety of devices have been introduced which will produce the desired result in that the wearer's name may be made readily visible to other parties by means of name tags, badges, and pocket inserts. Many name tags and badges have been provided with a light coating of adhesive or a pin for attachment to the coats or shirts of the individuals wearing them, but have proven to be unsatisfactory since the adhesive-coated articles cannot be transferred from coat to coat and the devices provided with pins damage the apparel to which they are attached.

The pocket inserts which have been devised have produced a more satisfactory result in that they are capable of being used indefinitely without damaging the apparel. However, they, as well as the badges and labels, are not totally satisfactory in making a lasting impression upon the customer or other person to whom the wearer's name is displayed. Such a lasting impression is considered to be very important when there is to be repeated contact between the new acquaintances or between a salesman and his customer or client.

Such a lasting impression can be created through the use of business cards which are in common use. In the past, if the person to be identified desired to carry business cards for distribution, he carried them in a wallet or other device or allowed them to be loosely held in a pocket of his clothing. Unfortunately, it is very easy to forget to put the cards into the pocket and/or to allow the supply to become exhausted without realizing it. Also, if the person to be identified wished to utilize both an identification device and a card to aid in keeping his name available and known to the people he met, he was required to remember to place both the identification device and the cards into his clothing. Even when he did remember, the use of both devices created additional bulk to be carried and caused the clothing to bulge in a number of places so that it appeared to be ill-fitted. Further, it is often difficult and awkward to remove a loose card from a pocket since cards are often difficult to grasp when the pockets in which they are loosely carried out deep and narrow.

Additionally, such business cards which are carried in the pocket of the person to be identified also become dampened through perspiration and persons receiving such cards have a natural repulsion to accepting and retaining them.

On the other hand, when business cards are carried in a container or within a pocket in such a way as to allow their removal one by one, some means must be provided to prevent all of the cards from falling out at once if the person should bend over, etc.

SUMMARY OF THE INVENTION

The present invention relates to an easily installed and removed device by means of which the wearer can be readily identified. The invention further comprises a device by means of which the wearer is provided with a ready supply of business or calling cards so that he may present them to his customers or his acquaintances so that they may carry away a remembrance of his name, address, business association, etc.

More specifically, one form of the invention relates to a pocket insert which may be placed into the upper suit coat pocket of a wearer and has an upper edge or lip which fits over the upper surface of the pocket for proper positioning of the insert but which may be lowered into the pocket when it is desired to conceal the wearer's identity.

The name of the wearer is inscribed, embossed, or otherwise placed on the front surface of the lip. A main body portion of the insert extends into the suit coat pocket to ensure that the insert is positively retained therein. A device is placed or formed on the rear surface of the main body portion for the reception of business cards, e.g., cards of approximately 2⅜ x ⅛ inches, therein so that the insert wearer will always have a readily available supply of his cards for distribution to the persons he meets. The cards are conveniently held close to the upper edge of the pocket, allowing them to be easily grasped and removed one at a time by the wearer.

With this device, the person to be identified is required to place only a single article into his pocket so that his name may be readily apparent when he meets people and a reminder of his name carried away with them when they part. The wearer is required to remember only a single identification device and only one pocket of his apparel must be burdened by the insert and the name cards. Further, when the wearer uses a device formed according to the present invention, he will be fully aware each time he places it into his pocket of whether or not a sufficient supply of calling or business cards are present for distribution purposes since the cards are readily visible when the insert is not in the coat pocket.

In another form of the invention, a pocket-like device is provided with a ferrous strip on the rear surface thereof which is then placed in position against the shirt, sweater, etc., of the person to be identified. One or more magnets are then positioned inside the shirt in alignment with the ferrous strip so as to hold the identification device in place relative to the shirt. When this embodiment is used, the wearer may remove both of the elements, place them together, and cause the combination to be held in place by placing it against a metallic device in such a way that the magnets may be attracted to both the ferrous strip of the pocket-like member and the metallic device.

In the past, one problem experienced with such a device has been the tendency for all of the business cards to fall out of the cardholder if the holder is held upside-down, if the wearer should bend over, etc. This has been obviated by the provision of one or more tabs formed in the walls of the holder which bias the cards toward the opposite holder wall. The tab or tabs will not prevent the user's fingers from removing the cards one or more at a time when he reaches into his pocket,
but they exert sufficient force against the cards to prevent them from being able to fall out.

Other advantages, objects, and embodiments of the present invention will become apparent to those skilled in the art by reference to the Detailed Description and accompanying drawings which illustrate what are presently considered to be preferred embodiments of the best mode contemplated for utilizing the novel principles set forth in the claims.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a perspective illustration of a small portion of a suit coat pocket, showing an identification device formed according to the present invention, extending therefrom in the desired manner;

FIGS. 2 and 3 are front and rear perspective views, respectively, of a first embodiment of a device formed according to the present invention;

FIGS. 4 and 5 are front and rear perspective views, respectively, of a second embodiment of an identification device formed according to the present invention;

FIGS. 6 and 7 are front and rear perspective views, respectively, of a third embodiment of a device formed according to the present invention;

FIG. 8 is a developed view of a blank which may be used to form a fourth embodiment of the present invention;

FIG. 9 is a side view of the embodiment which is developed in FIG. 8, illustrating the manner in which the device is formed;

FIG. 10 is a front view of a fifth embodiment of the invention which may be held against the clothing of the party to be identified by means of magnetic elements; and

FIG. 11 is a top view of the embodiment of the present invention illustrated in FIG. 10, taken along the line XI—XI therein.

DETAILED DESCRIPTION

As shown in FIG. 1, an identification member 11 is fitted over the upper edge 13 of a pocket 15 formed on a suit coat or other article of clothing 17. The device is provided with a forward portion of lip 19 which is bent so as to hang over the upper edge 13 of the pocket for support thereof relative to the pocket. The name of the person to be identified may be inscribed, embossed, or in any other suitable way positioned on the front surface of the lip 19 so that the name of the person wearing the insert is clearly displayed.

As shown in FIGS. 2 and 3, the device 11 comprises the lip 19 which is integral with a main body portion 21 and a reverse lip portion 23. The reverse lip 23 is formed so as to bend upwardly and produce an "S-curve" with the main body portion 21 and the lip 19. A transverse seat 25 is formed between the main body portion and that portion of the reverse lip 23 which is parallel to the main body portion so that a plurality of business or calling cards 27 may be supported thereon against vertical movement and for easy removal without having to dig down into the pocket to grip them. A suitable support member 29, which may be formed from any desired material, whether rigid or pliable, is attached to the rear surface of the main body portion 21 to prevent the calling cards 27 from falling off of the transverse seat 25. The support 29 may be attached to the rear surface by any suitable method. For example, if the support is formed from a thin sheet of polyurethane, it may be heat-sealed to the main body portion along the abutting sections thereof.

A tab 30 is formed in the main body portion 21 by forming a lace cut thereon. The tab 30 is bent away from the main body portion along a line 32 so that it extends into the calling card holding volume. Ideally, the tab is bent so that its lower end is located closely adjacent the inner surface of support 29.

When cards are placed into the holder, they will push tab 30 away from support 29. However, the resiliency of the material will cause the tab to hold the cards tightly against the support and prevent inadvertent removal thereof. On the other hand, tab 30 will not impede removal of the cards by a deliberate act of the user.

Referring now to a second embodiment illustrated in FIGS. 4 and 5, a pocket insert 111 has been illustrated which is similar to that previously described. The elements of the insert 111 which are obviously similar or identical to those of the previously described embodiment have been provided with similar reference numerals preceded by the numeral "1." such that main body portion 21 is now labeled "121," etc. No further description of these portions of the device are believed to be necessary.

In order to provide vertical support for a plurality of business cards 127 relative to the transverse vertical support surface 125, the insert 111 is produced by forming a pair of lance cuts 131 and 133 extending inwardly a predetermined distance from the opposite sides of the main body portion 121. The portions 135 and 137 of the main body portion intermediate the cuts 131 and 133 are then bent into U-shaped support arms relative to the rear surface of the main body portion to prevent horizontal movement of the cards 127. As clearly illustrated in FIG. 5, the business cards 127 are firmly held in position by the transverse surface 125 and the arms 135 and 137 so that they may easily be removed from the wearer's pocket. Further, tab 130 prevents the cards from inadvertently falling out of the holder.

Now with reference to FIGS. 6 and 7, a third embodiment of a pocket insert 211 has been illustrated and those elements thereof which are similar to or identical to the structure described relative to the previous embodiment has been labeled with a similar identification reference numeral, preceded by the numeral "2," such that main body portion 21 is now referred to as “221.”

As shown in FIG. 7 a support member 241 is mounted on the rear surface of the main body portion 221 and is fastened thereto about three sides thereof to form a pocket into which a plurality of business cards 227 may be mounted. The pocket-forming support 241 may be formed of any suitable material, whether pliable or rigid, and may be fastened to the main body portion in any desired manner such as heat or adhesive bonding, riveting, etc.

A fourth embodiment of such an identification device is shown at 311 in FIGS. 8 and 9. Referring first to FIG. 8, the device comprises a front panel 313 which is connected to a lip member 315 at a bend line 317 and a rear panel 319 by means of a support section 321 which is defined by a pair of bend lines 325 and 327. A pair of tabs 329 are also attached to the panel 313 by means of a pair of bend lines 331 and 333, and a tab 330 is formed therein in the manner previously de-
scribed. A comparison of FIGS. 8 and 9 will show that when bends are formed along the bend lines 317, 325, 327, 331, and 333, the panels 313 and 319 and support section 321 will form a pocket into which business cards 341 may be inserted. The tabs 329 define the edges of the pocket and may be provided with any suitable bonding material such as glue, so that the outer ends of the tabs will be permanently attached to the panel 319. Consequently, the pocket portion of the device can be inserted into a pocket of the wearer and the lip 315, having identification inscribed thereon, may be allowed to extend over the top edge of the clothing pocket so as to be seen. As is also seen in FIGS. 8 and 9, panel 319 is provided with a tab 330a by cutting and then bending the material along a line 332a in the manner previously described. Thus, referring to FIG. 9, tab 330a biases the cards in one direction and tab 330 biases them in the opposite direction. As a result, the holding force exerted on the cards by the unit is significantly increased and the danger of the cards falling out is even further diminished.

Now referring to FIGS. 10 and 11, an identification device 411 has been illustrated having a front panel 413 which is shorter than a rear panel 415. The panels are connected by a support surface 417 and, if desired, the device can be so dimensioned that business cards can be placed on the support surface and between the panels so that the longer dimension thereof extends in a horizontal direction.

A pair of tabs 419 and 421 may be used to maintain the spacing between the panels while holding them together through the use of a suitable bonding material and a pair of tabs 430 may be used to hold the cards in place.

A metallic strip 425 may be fastened on the rear surface of the rear panel 415 so as to cooperate with one or more magnets 427 which may be mounted on a panel 429.

With this device, the party to be identified can place his business cards into the pocket in such a way that information contained thereon can be visible if the cards are properly printed. Alternatively, identification matter can be inscribed on the front surface of panel 413 or the upper portion of the front surface of panel 415. When the device is to be used, it is placed against the shirt or blouse of the wearer so that the metallic strip 425 is in abutment therewith. The panel 429 carrying the magnets 427 may then be positioned on the opposite side of the layer of clothing so that the magnetic attraction between the magnets and the metallic strip will hold the device in place.

When the wearer desires to remove the device temporarily, he may place the panel 429 into position such that the magnets enter into direct contact with the metallic strip 425. The entire device may then be attached to a ferrous surface merely by placing the rear surface of panel 429 into contact therewith. Proper selection of the material of panel 429 will allow the magnetic field generated by the magnets 427 to also exert an attraction force to the ferrous surface, thereby holding the entire device in place until ready for use again.

It is apparent now that the identification devices formed according to the present invention produce the desired result by clearly displaying the name of the wearer of the insert and providing the wearer with a ready supply of business cards for presentation to new acquaintances. The devices are compact and produce a minimum of distortion of the wearer's clothing and each time the wearer installs or removes the device from his clothing, the quantity of business cards remaining within the support structure is clearly evident. Further, the support structure may serve to maintain the business cards in a position which is out of the view of a person seeing the insert but easily available to the wearer without forcing him to extend his hand or fingers a large distance into the confines of a narrow upper pocket normally provided on wearing apparel. Alternatively, the business cards may be visible to display information thereon. Consequently, the wearer maintains a neat, well-groomed appearance, reveals his name to his acquaintances with a minimum of effort and misunderstanding, and can present his business card to them so that they may carry it away for lateral referral and contact with a minimum of time and effort.

With this disclosure, the applicant has provided several embodiments of a new and improved concept in the art of personal identification which yields a true advance in that art. Many further modifications, alterations, and embodiments of this invention will now be apparent to those skilled in the art without exceeding the scope of the invention as defined in the following claims.

What is claimed is:

1. A device for storing business cards and the like for providing a visual display to an observer comprising a substantially rigid compartment for card storage comprising a first panel, a second panel, means for substantially rigidly positioning said first and second panels in parallel, spaced relationship, said first and second panels defining an opening at the upper end thereof through which cards may be passed into said compartment so as to extend therefrom when the cards are seated therein, lip means integral with said first panel and bent to a position substantially parallel thereto and having a display surface thereon upon which information may be displayed, and means located between said first and second panels for releasably gripping cards inserted into said compartment comprising opposed means in each of said panels, each biasing cards inserted into said compartment against the opposite of said panels.

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