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(71) Applicant(s):
Charles Horn
The Round House, Paxford,
CHIPPING CAMPDEN, Gloucestershire,
GL55 6XP, United Kingdom

Robin Michael Simpson
Maugersbury Court, Maugersbury,
STOW-ON-THE-WOLD, Gloucestershire,
GL54 1HP, United Kingdom

(72) Inventor(s):
Charles Horn
Robin Michael Simpson

(74) Agent and/or Address for Service:
Charles Horn
The Round House, Paxford,
CHIPPING CAMPDEN, Gloucestershire,
GL55 6XP, United Kingdom

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G09F 3/00 (2006.01)

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B8F FBG FBX
G4A AUXB

(56) Documents Cited:
GB 2389836 A **GB 2365151 A**
EP 0974282 A2 **US 5809481 A**
US 20040049396 A1 **US 20040019609 A1**
US 20030214404 A1

(58) Field of Search:
INT CL⁷ **A45C**
Other: **EPODOC, WPI, INTERNET**

(54) Abstract Title: **Promotional property-identifying tag and data capture system**

(57) A promotional, marketing, customer retention or benefit system designed to data capture information using a tag/sticker/label/fob or other device used for property ownership identification (in the event of loss).

Using a unique identification sequence to be linked to an owner's contact details by a central database, the device (which may incorporate third party advertising) is designed to be attached to items of personal property such as bags, cases, keys, portable electronic and/or sports equipment.

Activated by electronic means utilising the World Wide Web, full device benefits are provided to users agreeing to provide their contact details and/or answers to marketing and other questions to third parties during the on-line device registration process. Data thus captured is available to third parties for their own promotional, marketing, customer retention or benefit purposes.

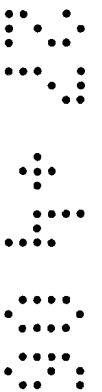
Any registered property lost and found may be notified by the finder electronically using the World Wide Web.

Figure 1



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Figure 1: example of sticker device
(approximate scale 10:1)



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Figure 2: example of tag device (approximate scale 5:1)

(reverse side to be used for advertising purposes, brand names, logos etc.)

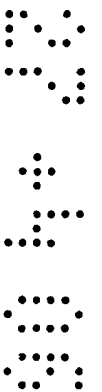


Figure 3: example of fob device (approximate scale 3:1)

*(reverse side to be used
for advertising purposes,
brand names, logos etc.)*

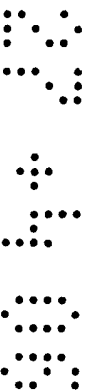


Figure 4: example of host service functions

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Found property

Choose this option if you have **found** someone else's property with our web address tag, sticker or keyfob on it : .



Lost property

Choose this option if you have **lost property** previously registered with us .



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Choose this option if you have purchased or been given a free membership tag, sticker or keyfob and want to **register** it :



Membership

Choose this option for details on how to become a **member** or obtain additional memberships

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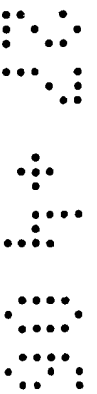
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Thank you for finding our member's property

Please would you complete the details below and we will immediately forward these to our member, who will get in contact with you to arrange a convenient time to collect their property.

■ MEMBERSHIP NUMBER (shown on tag/sticker/keyfob)

① Please confirm the membership number

■ YOUR NAME

■ TELEPHONE NUMBER (with dialing code)

■ EMAIL ADDRESS

■ YOUR LOCATION (Town/Country)

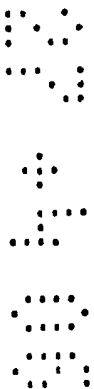
■ Please enter more details to enable our member to collect their lost property

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- lostacam.com
- lostacamera.com

Figure 5: example of 'found' function

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Thank you for visiting our 'Lost Property' information page.

If you have **FOUND** someone else's lost property, please click on the 'Found Property' button and follow the online instructions

If you have **LOST** property protected by one of our [www.lostpropertyclub.com](#) tags you will automatically receive an email (to your registered email address) once your property is reported found



Please check that your registered email address is current Please also check that you have previously **REGISTERED** your **MEMBERSHIP NUMBER**

If you have made a separate note of your membership number but have not yet registered it, please do so immediately, to enable your unique membership number to be linked to your email address

If you have not made a separate note of your membership number and have not yet registered it, we will be unable to link any 'Found Property' information to your email address

Please note that we operate a online lost property office, connecting finders to registered club members who have lost tagged property We do not therefore keep separate records of lost property that is not found We also do not collect or store lost property

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Figure 6: example of 'lost' function

Figure 7: example of 'register' function

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Register your property

Please enter the following information to register your identification tag, sticker or keyfob

■ NAME

■ MEMBERSHIP NUMBER

Please confirm the membership number

■ EMAIL ADDRESS

(You must provide an email address in order for your property to be recovered. If you do not have an email address, ask for permission to use a friend's email address before you register.)

Please confirm your email address

(Please type the registration password you see displayed to the right in order to register your membership number)

upped

PLEASE TYPE THE WORD YOU SEE ABOVE

I agree to the

Register

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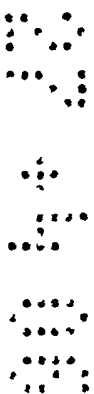
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The service works 24 hours a day, 365 days a year.

www.lostpropertyclub.com operates global membership services to help individual club members protect, locate and retrieve any lost item of personal property registered under the domain and sub-domains of www.lostpropertyclub.com

www.lostpropertyclub.com tags, stickers and keyfobs are designed for use on all types of personal property including mobile phones, bags, cases, keys, cameras, computers, games, coats, watches, sports equipment, etc.

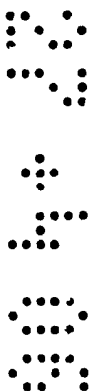
www.lostpropertyclub.com membership is normally provided on a sponsored basis by our club sponsors as a promotional gift for their marketing and customer benefit purposes (please see our 'Membership' and 'Sponsors' sections). You can also purchase membership packs to suit your individual requirements.

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Figure 9: example of host service functions



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For example, a retailer may provide you with a free membership for visiting their shop, a garage may offer a free membership for each test-drive, or a bank may provide you with a free membership as part of a customer benefits package.

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Figure 10: example of sponsor functions

1.

PROMOTIONAL DATA CAPTURE SYSTEM

This invention relates to an advertising, promotional, marketing, brand awareness, loyalty or retention or benefit system designed to data capture information using a tag/sticker/label/fob or other device used for property ownership identification, in the event of loss.

This invention enables companies, organisations, individuals or groups to carry out large scale advertising, promotional, marketing, brand awareness, loyalty or retention or benefit campaigns or programmes by offering customers (or prospective customers) a lost property service or club membership as a promotional, marketing, customer retention or other customer/member benefit tool via a host lost property service.

The device (typically a tag, sticker, label or fob) which may be branded (with a third party name/logo) or generic (host service branding) is designed to be attached to items of personal property such as bags, cases, keys, telephones, laptops, portable electronic and/or sports equipment etc. for ownership identification purposes using a code, number or other unique identification sequence.

Distributed via point of sale, customer collection, mail out, customer order, publication insert, special offer, promotion or other method, a lost property club service or club membership is provided via the device. Activated by the end user by electronic means utilising the World Wide Web (for connection to the host service central database), lost property service or club membership benefits are provided to all device registrants for a period of time.

Full or enhanced lost property service or club membership benefits are provided to registrants who agree to provide contact details and/or answers to marketing and/or other questions and/or to receiving direct contact from third party providers of other goods and services, in collaboration with the host lost property service provider.

Utilizing the on-line device registration process for data capture purposes, information thus provided by end users is available for the advertising, promotional, marketing, brand awareness, loyalty or retention or benefit purposes of the third party providers of other goods and services in collaboration with the host lost property service provider.

2.

Any property marked with a device that may be lost and found may be notified to the host lost property service central database electronically by a finder of device marked property using the World Wide Web to access the host lost property service central database. An electronic communication is then automatically generated by the host lost property service central database, providing the registered owner with information regarding their found property, including location, contact and collection details.

The essential feature of the invention is that a host lost property service is used as a vehicle for both direct advertising purposes (on the device itself) as well as data capture of information by the host service on behalf of third parties (during the on-line device registration process).

An example of the invention will now be described by referring to the accompanying drawings and illustrations:

Figures 1-3 show examples of devices:

Figure 1 shows an example of a sticker device.

Figure 2 shows an example of a tag device.

Figure 3 shows an example of a fob device.

Figures 4-10 show illustrations of host lost property service central database functions:

Figure 4 shows an example of host service functions

Figure 5 shows an example of a 'found' function

Figure 6 shows an example of a 'lost' function

Figure 7 shows an example of a 'register' function

Figure 8 shows an example of a 'data capture' function

Figure 9 shows further examples of host service functions

Figure 10 shows examples of sponsor functions

CLAIMS

- (1) An advertising, promotional, marketing, brand awareness, loyalty or retention or benefit system designed to data capture information using a tag/sticker/label/fob or other device used for property ownership identification, in the event of loss.
- (2) A data capture system according to claim 1, in which companies, organisations, individuals or groups may carry out large scale advertising, promotional, marketing, brand awareness, loyalty or retention or benefit campaigns or programmes by offering customers (or prospective customers) a lost property service or club membership as a promotional, marketing, customer retention or other customer/member benefit tool via a host lost property service.
- (3) A data capture system according to any of the preceding claims utilising a device (typically a tag, sticker, label or fob) which may be branded (with a third party name/logo) or generic (host service branding) designed to be attached to items of personal property such as bags, cases, keys, telephones, laptops, portable electronic and/or sports equipment etc. for ownership identification purposes using a code, number or other unique identification sequence.
- (4) A data capture system according to any of the preceding claims whereby a lost property club service or club membership is provided via the device and distributed via point of sale, customer collection, mail out, customer order, publication insert, special offer, promotion or other method.
- (5) A data capture system according to any of the preceding claims activated by the end user by electronic means utilising the World Wide Web (for connection to the host service central database), whereby lost property service or club membership benefits are provided to the device registrant for a period of time.
- (6) A data capture system according to any of the preceding claims providing full or enhanced lost property service or club membership benefits to registrants who agree to provide contact details and/or answers to marketing and/or other questions and/or to receiving direct contact from third party providers of other goods and services, in collaboration with the host lost property service provider.

4.

- (7) A data capture system according to any of the preceding claims utilizing the on-line device registration process for data capture purposes, whereby information provided by end users is available for the advertising, promotional, marketing, brand awareness, loyalty or retention or benefit purposes of the third party providers of other goods and services in collaboration with the host lost property service provider.
- (8) A data capture system according to any of the preceding claims whereby any property marked with a device that may be lost and found may be notified to the host lost property service central database electronically by a finder of device marked property using the World Wide Web to access the host lost property service central database.
- (9) A data capture system according to any of the preceding claims whereby an electronic communication is automatically generated by the host lost property service central database upon receiving an electronic 'found property' notification, providing the registered owner with information regarding their found property, including location, contact and collection details.
- (10) A data capture system according to any of the preceding claims whereby the essential and distinctive technical feature is that a host lost property service is used as a vehicle for both direct advertising purposes (on the device itself) as well as data capture of information by the host service on behalf of third parties (during the on-line device registration process).



Application No: GB0509242.4

Examiner: Stephen Smith

Claims searched: -

Date of search: 26 July 2005

Patents Act 1977: Search Report under Section 17

Documents considered to be relevant:

Category	Relevant to claims	Identity of document and passage or figure of particular relevance
	-	US 5809481 A (BARON) whole document; note especially lines 22-27 of column 6
	-	EP 0974282 A2 (KAGO) abstract; note also advertising space 7
	-	GB 2389836 A (ILUTRA) whole document
	-	GB 2365151 A (TRUELOVE) whole document
	-	US 2004/0049396 A1 (HOPE) whole document
	-	US 2004/0019609 A1 (ORTON) whole document
	-	US 2003/0214404 A1 (THOMAS) whole document

Categories:

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art
Y	Document indicating lack of inventive step if combined with one or more other documents of same category	P	Document published on or after the declared priority date but before the filing date of this invention
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.

Field of Search:

Search of GB, EP, WO & US patent documents classified in the following areas of the UKC^X :

Worldwide search of patent documents classified in the following areas of the IPC⁰⁷

A45C

The following online and other databases have been used in the preparation of this search report



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