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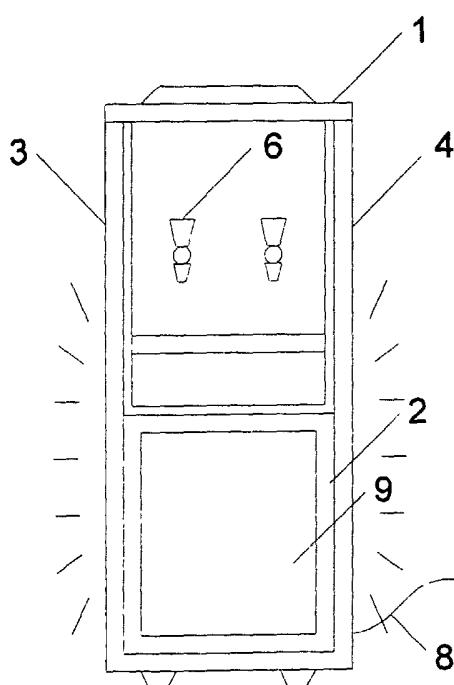
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(71) Applicants and
(72) Inventors: STEFANOVIĆ, Janette [YU/YU]; Gandijeva
153/3, YU-11070 Novi Beograd (YU). MANDIĆ, Milan
[YU/YU]; Cvijiceva 83, YU-11000 Beograd (YU).

(74) Agent: NIKOLIĆ, Jasna; Cingrijina 20, YU-11000
Beograd (YU).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: WATER COOLER APPLIED FOR THE ADVERTISING PURPOSE



(57) Abstract: The main difference between state-of-the-art water coolers and water coolers applied for the advertising purpose is in the exchange of at least one of the front panel (2) and side panels (3) and (4) with advertising billboards (9) made of a material that diffusely diverge light, the assembly of a light source (10) inside the cabinet (1) and the connection of a light source (10) with the electric system (8).

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WATER COOLER APPLIED FOR THE ADVERTISING PURPOSE

Technical Field

5 This invention relates to the field of water coolers, and more particularly their application for the advertising purpose.

10 State-of-the-art water coolers are located in crowded places, like airports, bus and railway stations, department stores, schools, government offices, offices, etc. Large number of people consume water from them or at least pass by water coolers, thus enabling significant influence of the applied advertisement, if water coolers are applied for the advertising purpose. This invention solves the problem of the water cooler application for the advertising purpose.

Background Art

15 There is no mention of the water cooler applied for the advertising purpose in the background art, neither such apparatus is in the production programs of known water cooler manufacturers.

Disclosure of the Invention

20 The first object of this invention is to provide novel water cooler with a front panel made in the form of an illuminated advertising billboard instead of the usual front panel made of an opaque material.

The second object of this invention is to provide novel water cooler with side panels made in the form of an illuminated advertising billboard instead of the usual side panels made of an opaque material.

25 The third object of this invention is to provide novel water cooler with a front panel and side panels made in the form of an illuminated advertising billboard instead of the usual front and side panels made of an opaque material.

Brief Description of Drawings

30 The other parts and the preferred embodiments of this invention will be further described in detail in connection with the accompanying drawings in which:

FIG. 1 is a front view of state-of-the-art water cooler.

FIG. 2 is a front view of a water cooler with the front panel applied for the advertising purpose.

FIG. 3 is a front view of a water cooler with side panels applied for the advertising purpose.

5 **FIG. 4** is a front view of a water cooler with the front panel and side panels applied for the advertising purpose.

FIG. 5 is a side view of state-of-the-art water cooler.

FIG. 6 is a side view of a water cooler with the front panel applied for the advertising purpose.

FIG. 7 is a side view of a water cooler with side panels applied for the advertising purpose.

10 **FIG. 8** is a side view of a water cooler with the front panel and side panels applied for the advertising purpose.

FIG. 9 and **FIG. 10** depict a light source based on fluorescent tubes inside a cabinet (housing) of a water cooler applied for the advertising purpose.

15 **FIG. 11** depicts a light source based on incandescent bulbs inside a cabinet of a water cooler applied for the advertising purpose.

FIG. 12 depicts a light source based on light emitting diodes inside a cabinet of a water cooler applied for the advertising purpose.

Best Mode(s) for Carrying Out the Invention

20 A cabinet **1** of state-of-the-art water cooler encompasses a water reservoir **5**, a water valve **6**, a cooler system **7** and an electrical system **8**. Novel water cooler applied for the advertising purpose comprises all parts of state-of-the-art water cooler, with modified at least one of the front panel **2** and side panels **3** and **4** of the cabinet **1** and a light source **10** added inside the cabinet **1**.

25 An advertising billboard **9** is assembled instead of an opaque material to at least one of the front panel **2** and side panels **3** and **4**. The advertising billboard **9** is made of a material that diffusely diverges light, which is illustrated by the set of divergent lines in **FIGs. 3, 4, 6 and 8**. The appropriate advertisement picture with transparent colors is printed or glued onto the advertising billboard **9**. The light source **10** is assembled inside the cabinet **1**, in that manner to illuminate the advertising billboard **9**. The purpose of the light source **10** can be fulfilled by fluorescent tubes **11**, incandescent bulbs **15**, light emitting diodes **16**, etc.

Industrial Applicability

The application of fluorescent tubes **11** requires the assembly of a starter **12**, a ballast **13** and an optional switch **14** for turning on fluorescent tubes **11**, etc. "turning the advertisement on", as well as the connection with an electric system **8**, which is well known to those skilled in the
5 illumination art. The application of incandescent bulbs **15** optionally requires the assembly of the switch **14** for turning on incandescent bulbs **15**, etc. "turning the advertisement on", as well as the connection with the electric system **8**, which is well known to those skilled in the illumination art. The application of light emitting diodes **16** requires the assembly of a power supply **17**, the optional switch **14** for turning on of light emitting diodes **16**, etc. "turning the
10 advertisement on", as well as the connection with the electric system **8**, which is well known to those skilled in the illumination art.

Although the preferred embodiments of the present invention are described and illustrated, those skilled in the art can perform various modifications and design equivalents of this invention. According to the above description, the present invention is intended to cover all such
15 modifications and equivalents within the scope of the following claims.

CLAIMS

We claim:

1. A water cooler applied for the advertising purpose, **comprising** a cabinet (1) with a front panel (2) and side panels (3) and (4), and an electric system (8),
5 **characterized in that**,
at least one of said front (2) and side panels (3) and (4) comprises an advertising billboard (9); and
a light source (10) is assembled inside said cabinet (1), for illuminating said advertising billboard (9).

10

2. The water cooler applied for the advertising purpose of claim 1, **wherein** said advertising billboard (9) is made of a material that diffusely diverges light.
3. The water cooler applied for the advertising purpose of claim 1, **wherein** said light source (10) **comprises** at least one fluorescent tube (11) connected with said electric system (8) through a starter (12) and a ballast (13).
4. The water cooler applied for the advertising purpose of claim 3, **wherein** said light source (10) **further comprises** a switch (14) for turning on said fluorescent tube (11).

20

5. The water cooler applied for the advertising purpose of claim 1, **wherein** said light source (10) **comprises** at least one incandescent bulb (15) connected with said electric system (8).
6. The water cooler applied for the advertising purpose of claim 5, **wherein** said light source (10) **further comprises** a switch (14) for turning on said incandescent bulb (15).
7. The water cooler applied for the advertising purpose of claim 1, **wherein** said light source (10) **comprises** at least one light emitting diode (16) connected with said electric system (8) through a power supply (17).

30

8. The water cooler applied for the advertising purpose of claim 7, **wherein** said light source (10) **further comprises** a switch (14) for turning on said light emitting diode (16).

9. A method for applying water cooler for the advertising purpose, **comprising** assembling a light source (10) inside a cabinet (1), for illuminating at least one of said front (2) and side panels (3) and (4).

5 10. The method of claim 9, **further comprising** assembling at least one advertising billboard (9) in at least one of said front (2) and side panels (3) and (4).

10 11. The method of claim 9, **wherein** assembling a light source (10) **comprises** assembling of at least one fluorescent tube (11) inside said cabinet (1); and connecting said fluorescent tube (11) with an electric system (8) through a starter (12) and a ballast (13).

15 12. The method of claim 11, **further comprising** turning on said fluorescent tube (11) using a switch (14).

13. The method of claim 9, **wherein** assembling a light source (10) **comprises** assembling of at least one incandescent bulb (15) inside said cabinet (1); and connecting said incandescent bulb (15) with an electric system (8).

20 14. The method of claim 13, **further comprising** turning on said incandescent bulb (15) using a switch (14).

25 15. The method of claim 9, **wherein** assembling a light source (10) **comprises** assembling of at least one light emitting diode (16) inside said cabinet (1); and connecting said light emitting diode (16) with an electric system (8) through a power supply (17).

30 16. The method of claim 15, **further comprising** turning on said light emitting diode (16) using a switch (14).

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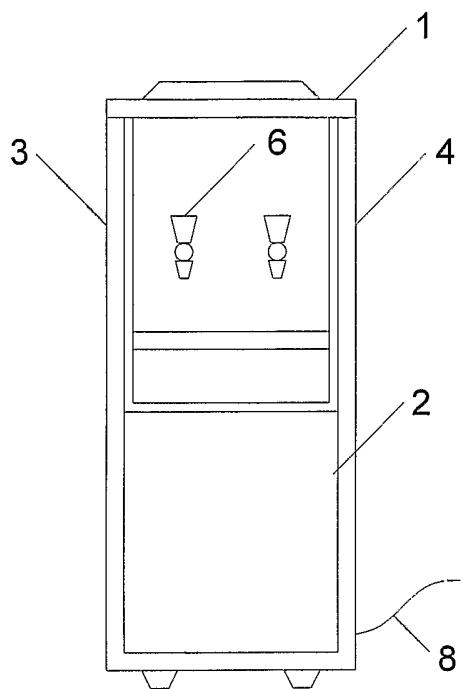


FIG. 1

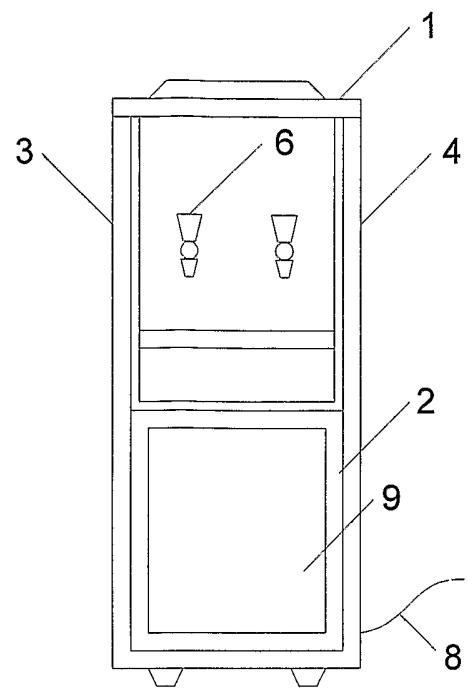


FIG. 2

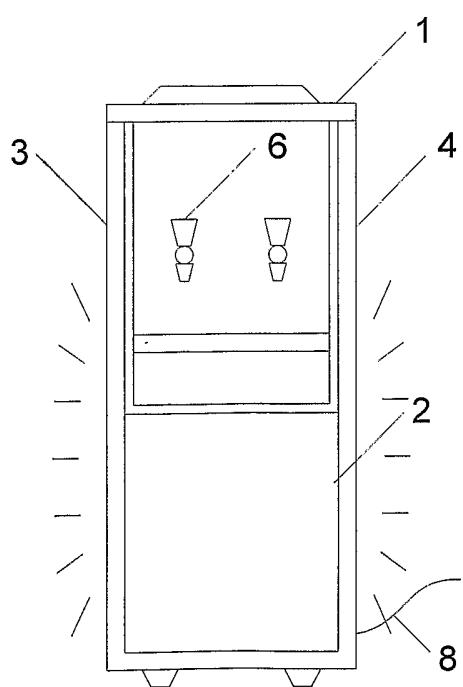


FIG. 3

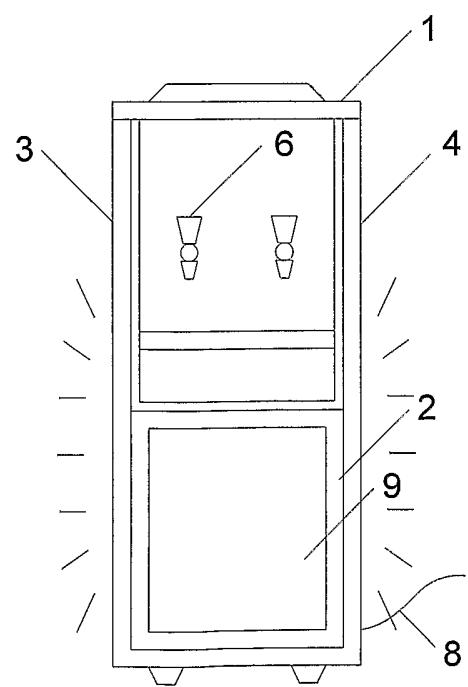


FIG. 4

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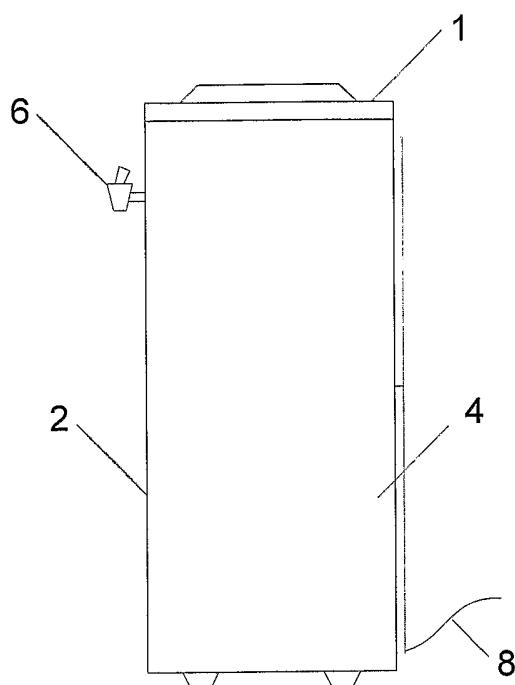


FIG. 5

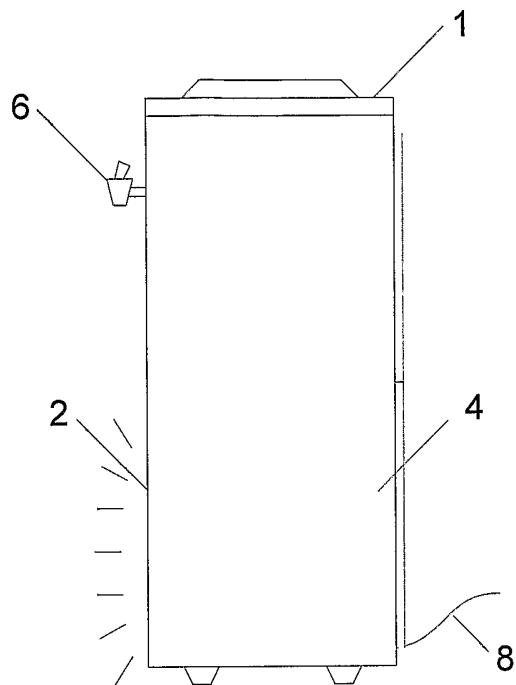


FIG. 6

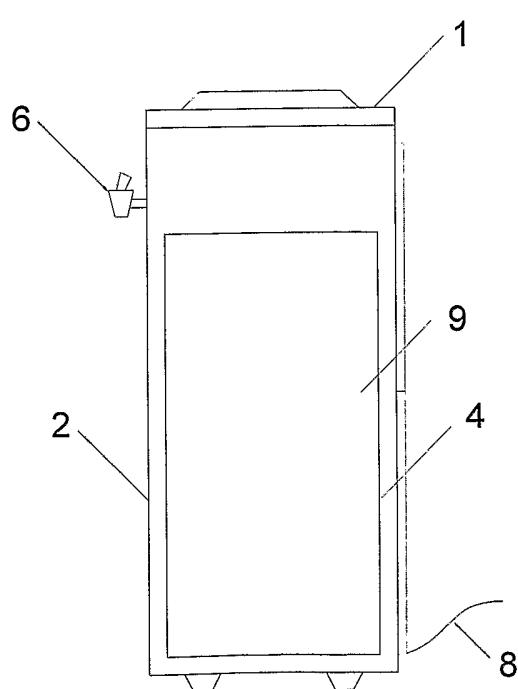


FIG. 7

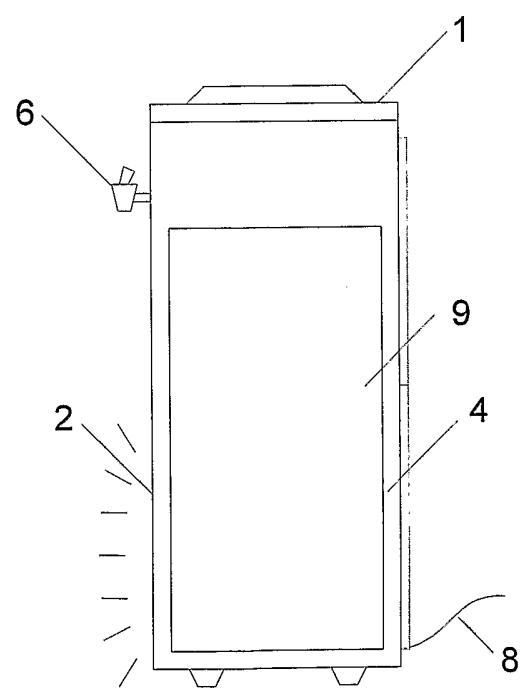


FIG. 8

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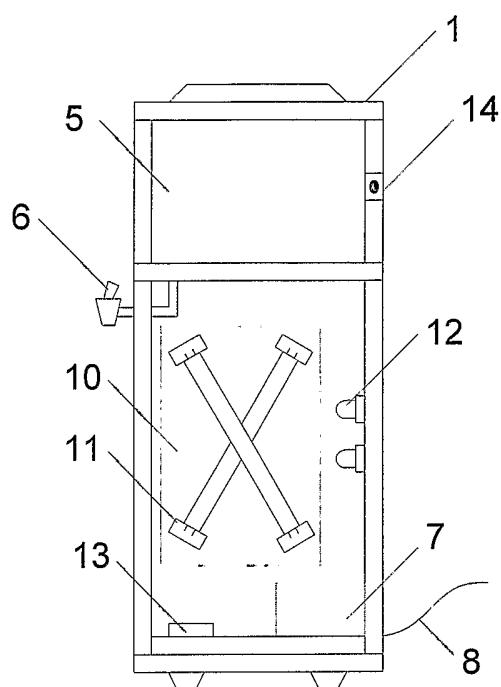


FIG. 9

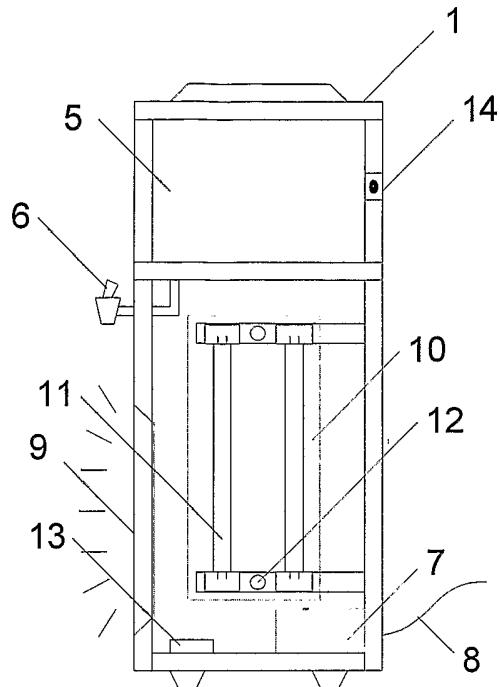


FIG. 10

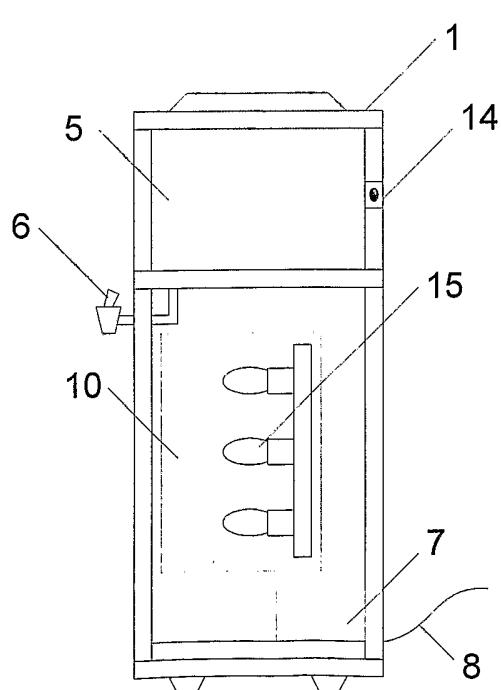


FIG. 11

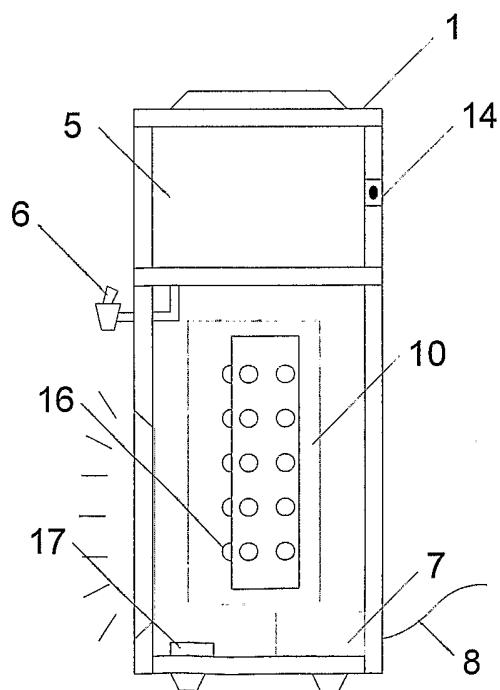


FIG. 12

INTERNATIONAL SEARCH REPORT

International Application No

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A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G09F23/06 B67D3/00

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 7 G09F B67D

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 practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 00 68138 A (MEDER ATHOL E ; BELL JEFFREY L (US); PURE WATER INC (US)) 16 November 2000 (2000-11-16) abstract; claims; figures -----	1-16
X	US 5 927 553 A (FORD DAVID F) 27 July 1999 (1999-07-27) column 8, line 29 - line 52; figures -----	1-16

 Further documents are listed in the continuation of box C. Patent family members are listed in annex.

* Special categories of cited documents :

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- *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

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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.

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Date of the actual completion of the international search

Date of mailing of the international search report

3 December 2002

20/12/2002

Name and mailing address of the ISA

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NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Gallo, G

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/YU 02/00015

Patent document cited in search report	Publication date	Patent family member(s)		Publication date
WO 0068138	A 16-11-2000	AU WO	4707200 A 0068138 A1	21-11-2000 16-11-2000
US 5927553	A 27-07-1999	US CA	5918768 A 2211352 A1	06-07-1999 24-01-1998