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(71) Applicant: **MEDIA FAST, LC** [US/US]; 767 S. Auto Mall Drive #8, American Fork, Utah 84003 (US).

(72) Inventors: **HAFEN, Amy**; 767 S. Auto Mall Drive #8, American Fork, Utah 84003 (US). **DIAZ, William**; 767 S. Auto Mall Drive #8, American Fork, Utah 84003 (US).

(74) Agent: **FRODSHAM, Michael J.**; Workman Nydegger, 60 E. South Temple, Suite 1000, Salt Lake City, Utah 84111 (US).

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(54) Title: CUSTOMIZABLE MARKETING APPARATUS

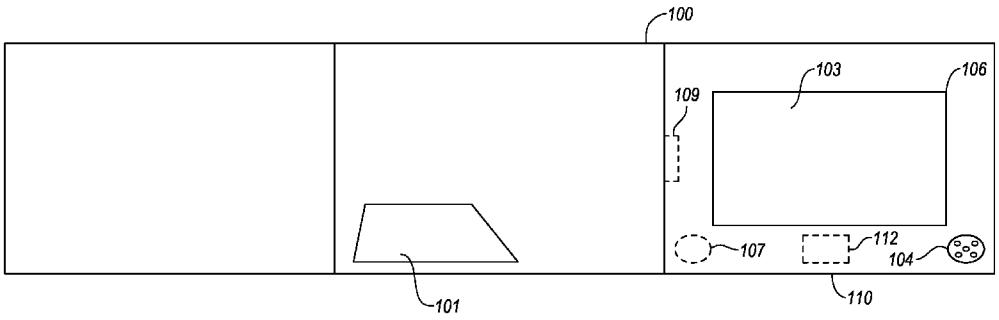


FIG. 1B

(57) Abstract: Embodiments are directed to systems, apparatuses and methods for personalizing marketing materials such as video brochures. In one scenario, an electronic marketing apparatus is provided which includes a battery, an electronic display device powered by the battery, and a housing. One window is cut into the housing which allows the electronic display to be seen through at least a portion of the housing. A second window provides a view of an insert in the housing that is printed using a commodity printer. A method is also provided for personalizing marketing materials. The method includes printing a custom design on an insert using a commodity printer, cutting out at least a portion of the insert, arranging the cut out portion of the insert to show through a die cut window of the video brochure, and adhering the cut out portion of the insert to the video brochure in the arranged position.

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[Continued on next page]

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

G09F 9/302(2006.01)i, G09F 1/10(2006.01)i, G06Q 30/02(2012.01)i, G06Q 10/10(2012.01)i, B42D 15/02(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)
G09F 9/302; G06Q 30/02; G09F 9/35; H04N 7/18; H05K 7/02; G09F 1/12; H05K 13/00; H04N 5/64; H04N 9/47; G09F 27/00; G09F 1/04; G09F 1/10; G06Q 10/10; B42D 15/02

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) & Keywords: electronic marketing, customizable, display, insert, commodity printer, window, die cut, cardstock, size, shape

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2015-0371288 A1 (FRANK S. MAGGIO) 24 December 2015 See paragraphs [0036]-[0059]; claim 16; and figures 1A-3.	1-20
A	US 2007-0171278 A1 (TONY CHEN) 26 July 2007 See paragraphs [0022]-[0036]; and figures 1-8.	1-20
A	CN 204759956 U (AMERICHIP AG) 11 November 2015 See paragraphs [0025]-[0030]; and figures 1-3.	1-20
A	US 2011-0088294 A1 (BRIDGET TERESA DOCKING) 21 April 2011 See paragraphs [0044]-[0057]; and figures 11-25.	1-20
A	US 2015-0022980 A1 (ACCESS BUSINESS GROUP INTERNATIONAL LLC) 22 January 2015 See paragraphs [0025]-[0032]; and figures 1-7.	1-20

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents:
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"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
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
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Name and mailing address of the ISA/KR
International Application Division
Korean Intellectual Property Office
189 Cheongsa-ro, Seo-gu, Daejeon, 35208, Republic of Korea
Facsimile No. +82-42-481-8578

Authorized officer
CHIN, Sang Bum
Telephone No. +82-42-481-8398

INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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		WO 2013-103749 A3	12/12/2013