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(54) **INTERACTIVE GIFT BAG**

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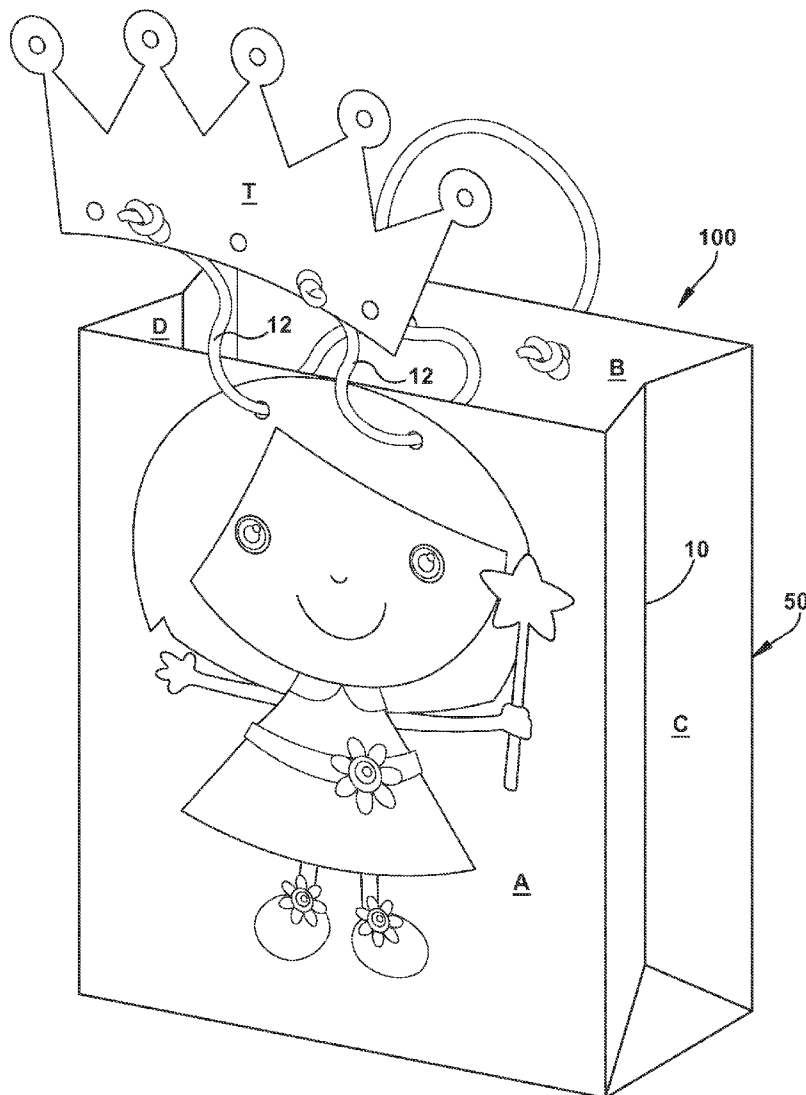
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(57) **ABSTRACT**

A gift bag topper which, in one embodiment, includes a substantially planar die cut piece of material such as cardboard or paperboard which is attached to one or more handles of a conventional gift bag such that the topper adds an additional entertainment element to the gift bag and may complete the artwork or picture printed on the outer surface of the gift bag. In another embodiment, one or more die cut components are inserted via narrow slots or openings contained thereon onto the top edge of the open end of two or more greeting card panels. The die cut components sit atop the gift bag and may serve to conceal the contents of the gift bag from the recipient.



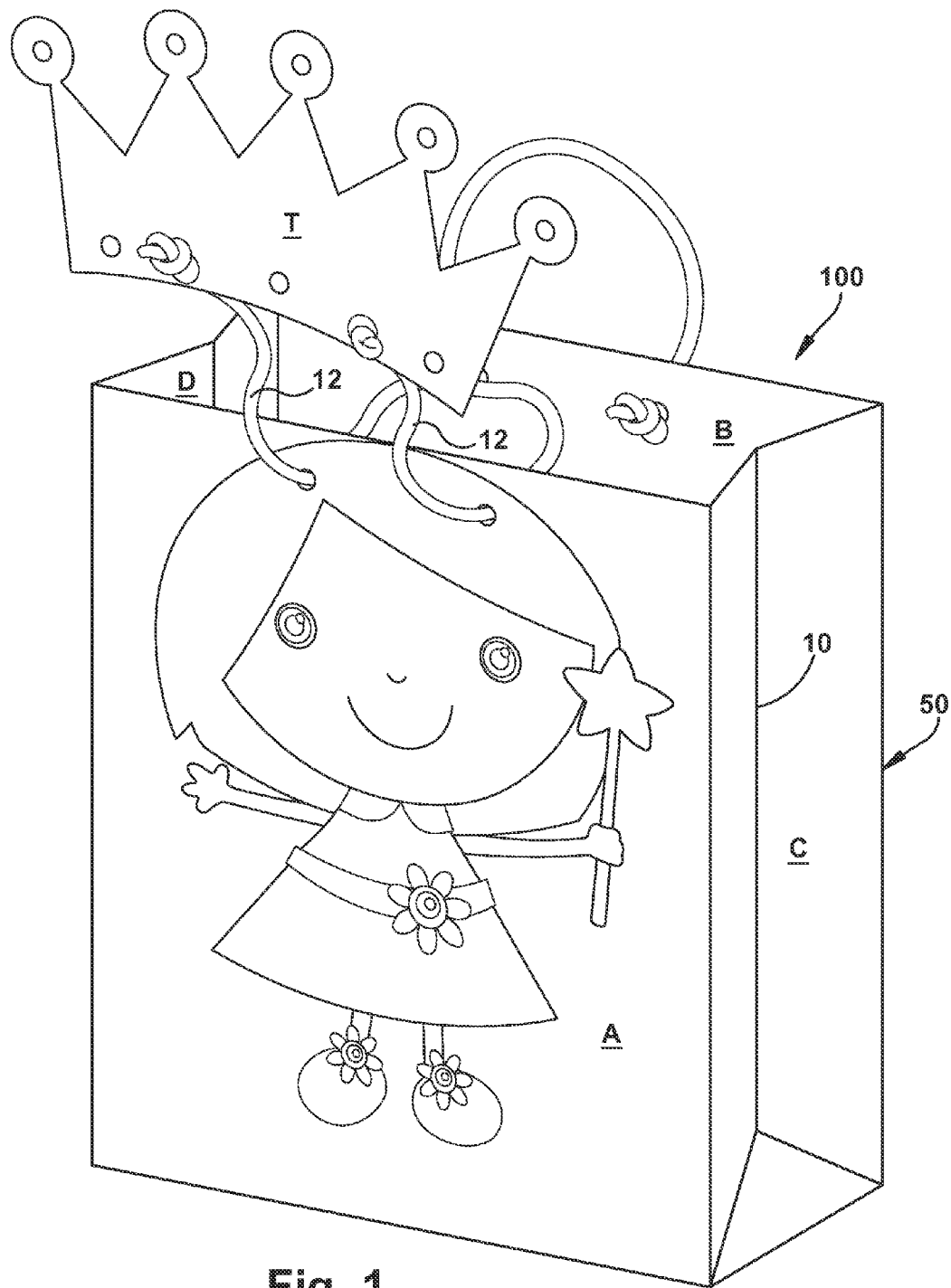


Fig. 1

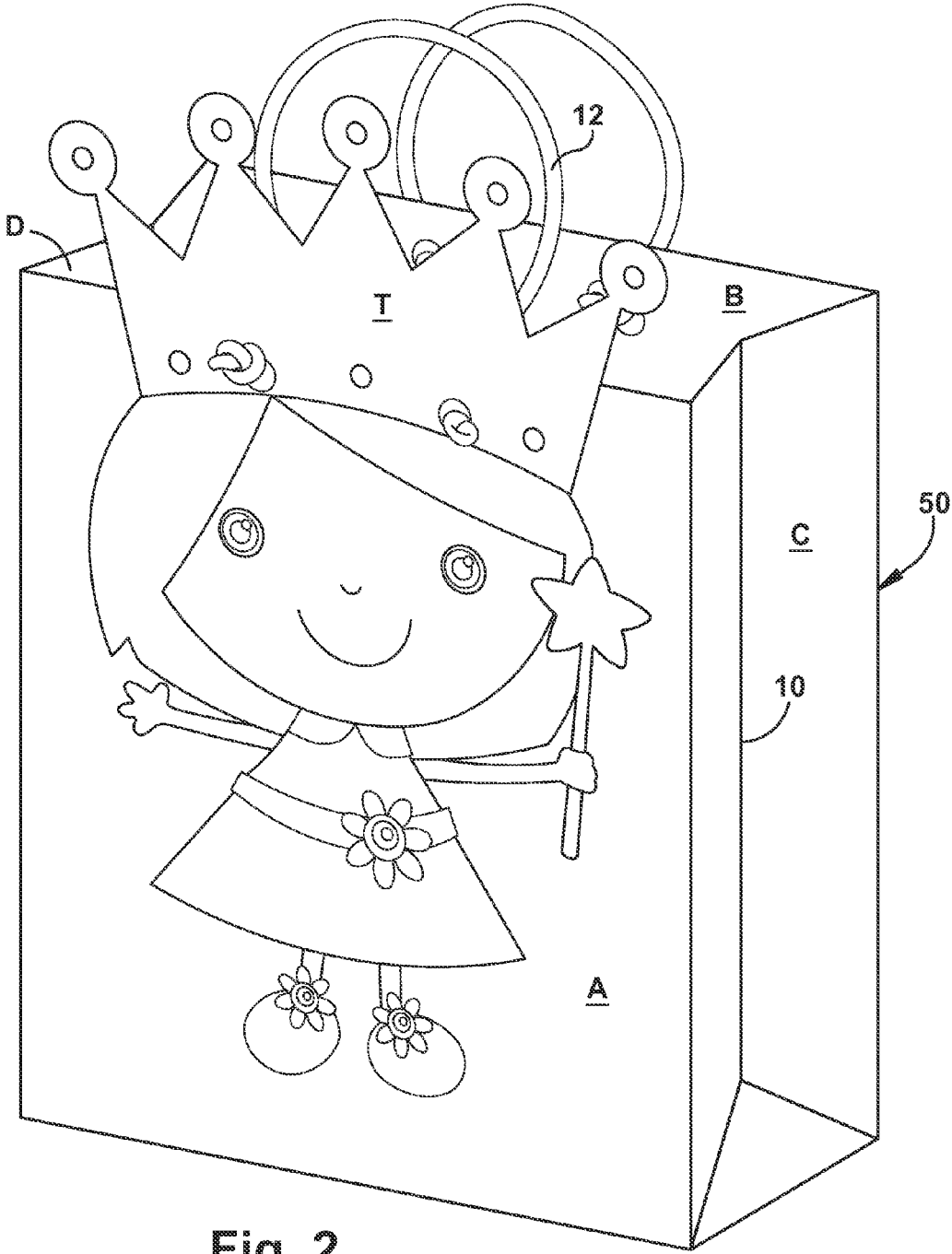


Fig. 2

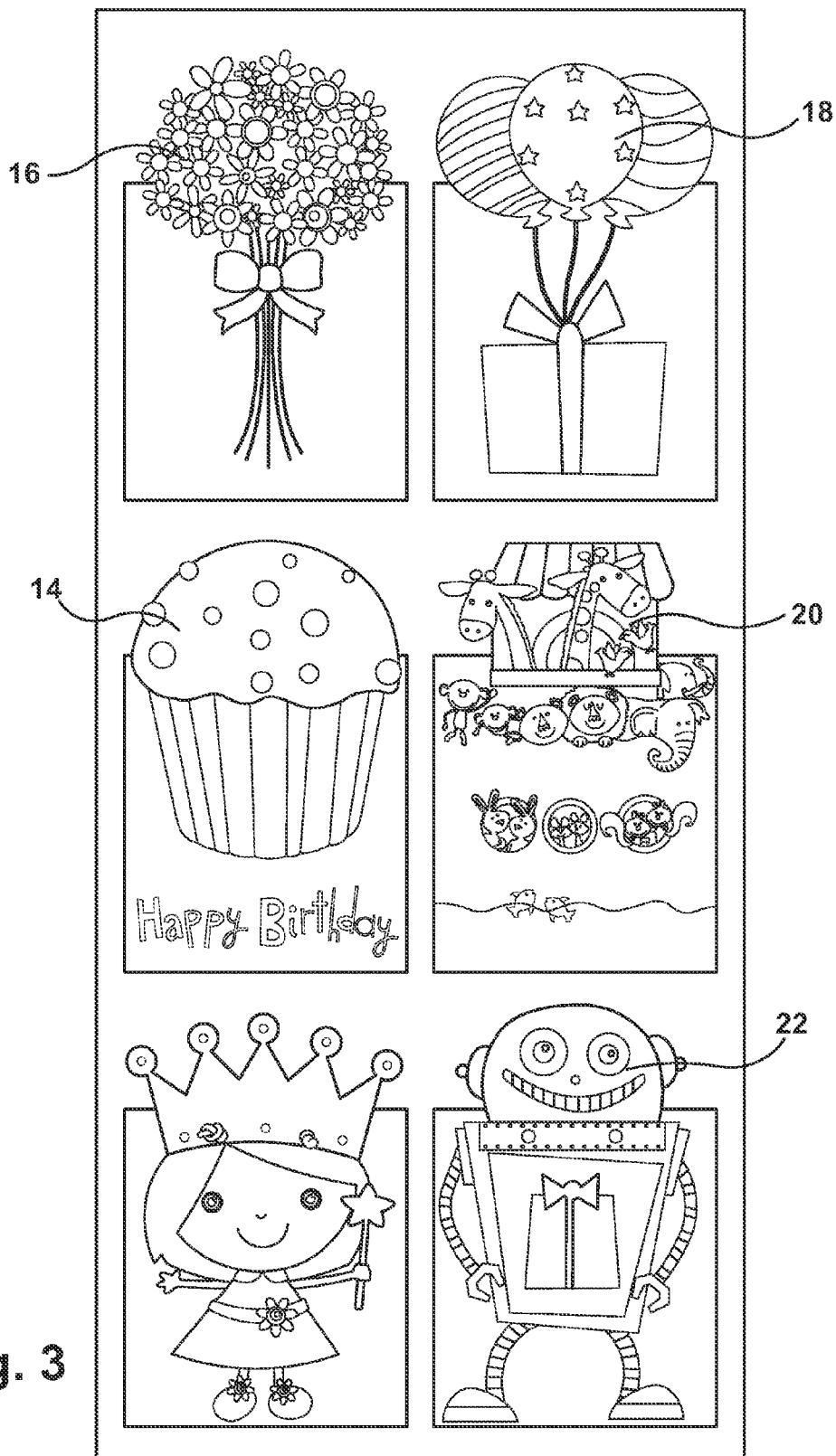


Fig. 3

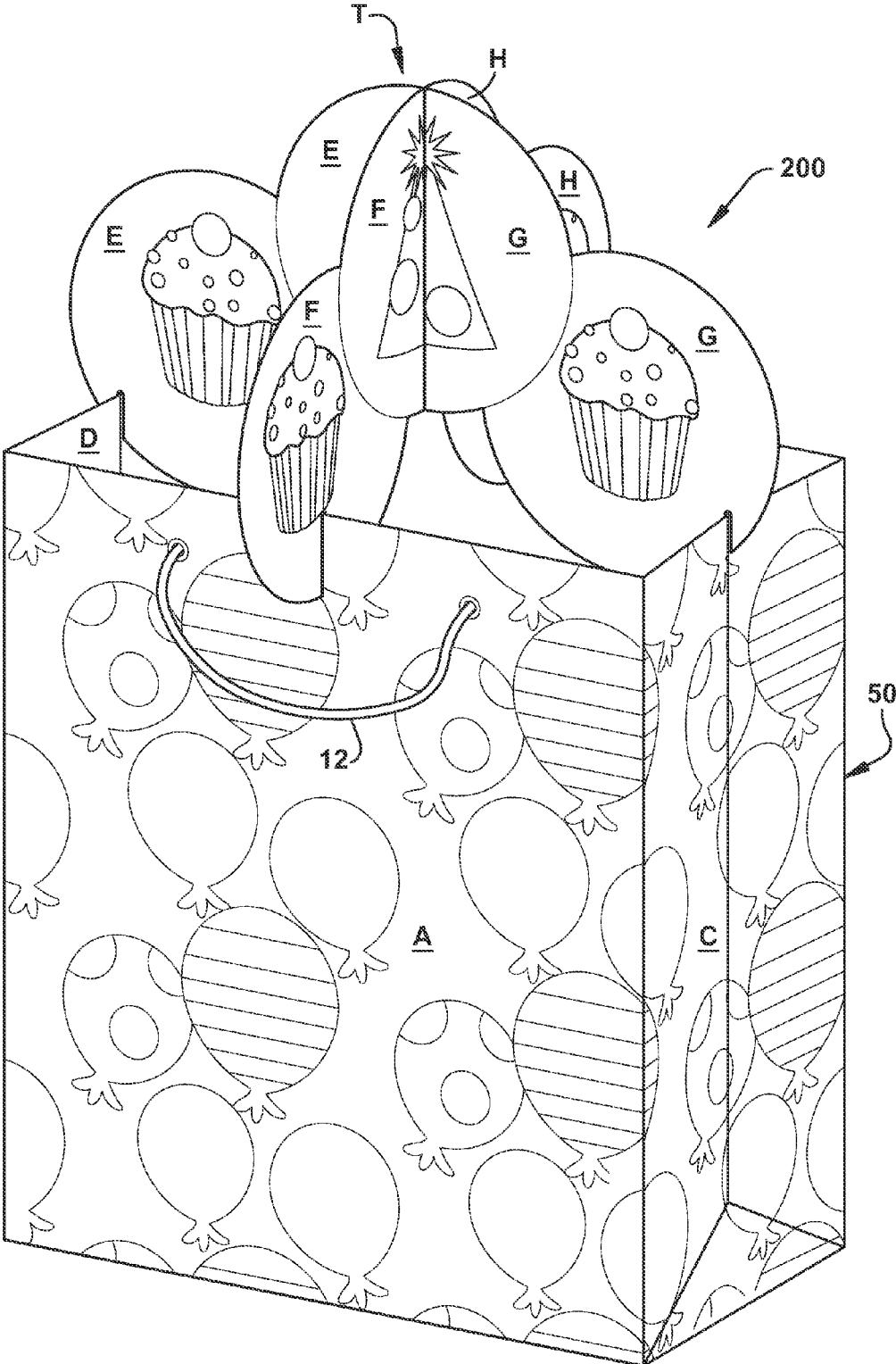


Fig. 4

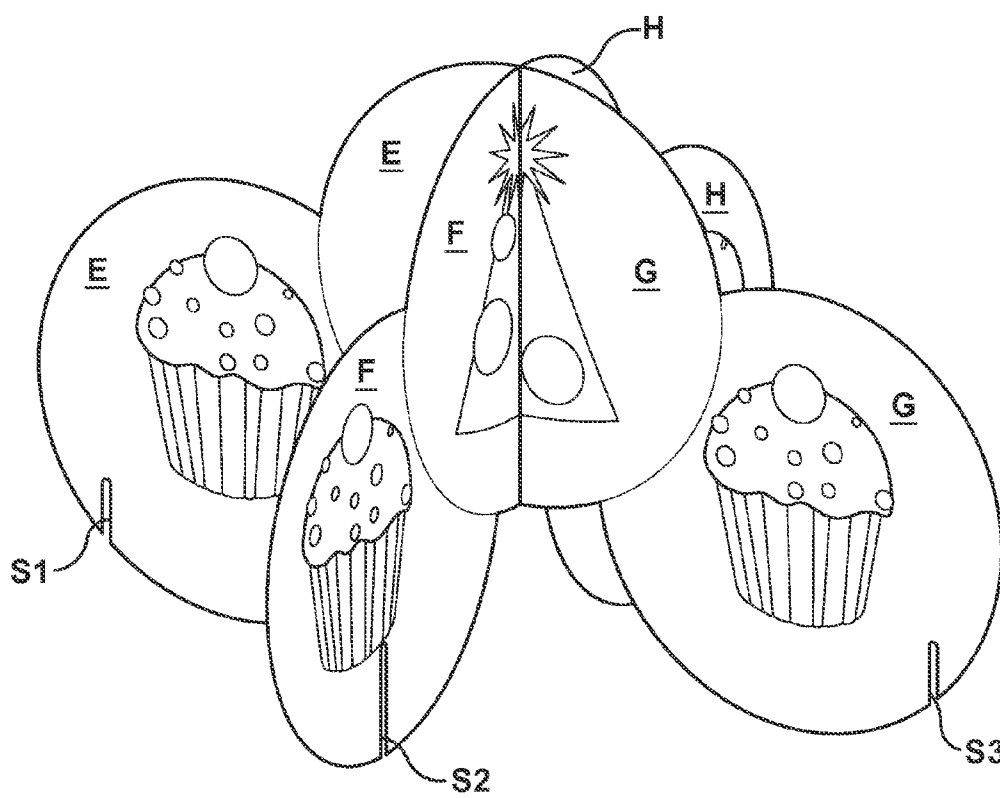


Fig. 5

## INTERACTIVE GIFT BAG

### RELATED APPLICATIONS

[0001] This Application claims priority to U.S. Provisional Patent Application Ser. No. 61/370,135, filed on Aug. 3, 2010, which is incorporated herein by reference in its entirety.

### FIELD OF THE INVENTION

[0002] The present invention is in the field of social expression products, and more particularly to gift products including gift wrapping and bags.

### BACKGROUND OF THE INVENTION

[0003] Gift bags are widely used packaging and wrapping medium for gifts of small sizes. The popularity of gift bags stems from ease of use and a wide range of styles, colors and sizes available. The typical construction of gift bags has been very conventional, largely due to low cost and ease of manufacture. Conventional gift bags are made of different types of printed paper, folded in a standard manner to form a reinforced square bottom, pleated sides and a crease in one of the main side walls to enable the bottom of the bag to be folded flat with the walls. Paper construction affords a wide variety of print media and finishes which are the primary aesthetic sales-triggering attributes of gift bags. For the basic cubic folding bag, the necessity of a handle has been dealt with in the minimalist manner of a string or rope through opposed sides of the bag. This provides a means for carrying and closure, but does not add appreciably to the aesthetics of the bag other than through color coordination. Gift bags are a difficult product to bring variety to in a manner which makes efficient use of retail space. A greater variety of designs and styles would increase sales, but is not practical given that each group of bags of a particular design occupy a significant amount of retail space. The retail display of gift bags preferably accentuates the primary feature of the printed occasion theme, pattern and color, but such displays are static in the sense that a consumer may decide very quickly based upon this primary appearance of the bags. In other words, the choices are strictly limited to what is displayed.

### SUMMARY OF THE INVENTION

[0004] In accordance with the present disclosure and related inventions, interactive gift bags are provided, in one embodiment, in the form of a gift bag having a front panel, a back panel parallel to and opposite the front panel, two side panels positioned therebetween, and a bottom panel which closes off one end of the gift bag. The bag contains two handles, one handle attached to the front panel and one handle attached to the back panel. The handles are strands of rope or cord that are inserted into two holes or apertures located proximate to the top open edge of the front and back gift bag panels. The handles are also inserted into two holes or apertures contained on a die cut topper which is shaped and designed to correspond or compliment the artwork printed on the gift bag. When the handles are pulled taut, the gift bag topper sits proximate to the top open edge of the front and/or back panel of the gift bag, or “tops off” the gift bag.

[0005] In another embodiment, a gift bag includes a four sided gift bag construction and a three-dimensional die cut topper that is removably inserted over the open end of the gift bag. The topper contains one or more slots or openings along the bottom side of the topper so that the topper sits atop or

straddles at least one top edge of the gift bag panels. The topper conceals the contents of the gift bag from the recipients and also adds a more decorative effect to the package.

### DESCRIPTION OF THE DRAWINGS

[0006] FIG. 1 is a perspective view of a first embodiment of the Interactive Gift Bag of the present invention, in a first position.

[0007] FIG. 2 is a perspective view of the Interactive Gift Bag of FIG. 1, in a second position.

[0008] FIG. 3 is a front view of different variations of the Interactive Gift Bag of FIG. 1.

[0009] FIG. 4 is a perspective view of a second embodiment of the Interactive Gift Bag of the present invention.

[0010] FIG. 5 is a perspective view of the gift bag topper of FIG. 4.

### DETAILED DESCRIPTION OF PREFERRED AND ALTERNATE EMBODIMENT

[0011] The gift bag topper of the present disclosure and related inventions is a die cut piece of material such as cardboard, paperboard or other suitably strong, substantive but lightweight material that is attach to a traditional gift bag. The die cut shapes of the gift bag topper may complement the artwork printed on the gift bag.

[0012] The bag portion of the gift bag with topper is of a conventional design, having a front panel A and a back panel B opposite the front panel A with two side panels C, D extending therebetween. The length of the side panels C, D, controls the width of the gift bag 50. A bottom panel (not shown) connects each of the front A, back B and side panels C, D to create a closed end. Opposite the closed end is an open end for insertion of a gift or other items into the gift bag 50. The side panels C, D may contain a vertical bisecting crease or fold line 10, which enables the bag to be neatly folded and packaged for retail sale. The gift bag 50 also contains two handles 12, one handle 12 attached to the front panel A and one handle (not shown) attached to the back panel B. The handles 12 may be similar to a cord or rope-like structure, which extend between two holes or openings positioned proximate to the upper edges of the front A and back B panels along the open end of the gift bag 50. For each handle 12, a single piece of cord or rope-like structure is used. The two free ends of a first cord are inserted into the two holes in the front panel A of the gift bag 50 and the two free ends of a second cord are inserted into the two holes in the back panel B of the gift bag 50. The cords may be inserted into each hole from the outside of the bag to the inside of the bag where each free end of the cord is tied or knotted for secure attachment to the gift bag or alternatively, the cords may be inserted from the inside of the bag to the outside of the bag, where each free end is then tied or knotted.

[0013] In one embodiment, indicated generally at reference numeral 100 and shown in FIGS. 1 and 2, the gift bag topper T includes at least one die cut shape which is attached to at least one of the gift bag handles 12. The topper T may be formed in a variety of shapes and sizes. The shape may correspond to artwork or other printed indicia on the outside surface of the front A and/or back B panels of the gift bag 50. To facilitate attachment of the topper T to the gift bag 50, the topper T may contain two openings or apertures which correspond in shape, size, location and distance between each hole, to the two openings contained on the front A and back B

gift bag panels, through which the rope-like handles **12** or cord is attached. Depending on whether the handles **12** are inserted into the openings on the gift bag **50** from the outside to the inside or from the inside to the outside, the handles **12** are either inserted into the topper **T** then the gift bag **50** or the handles **12** are inserted into the gift bag **50** and then into the topper **T**. In either case, the handles **12** and the gift bag topper **T** are secured to the gift bag **50**.

**[0014]** The gift bag topper **T** may move along the length of the cord or rope-like handle **12** between the gift bag **50** and the ends of the handle or handles **12**. When the topper **T** is in a first position, as shown in FIG. **1**, the topper **T** sits at the opposite ends of the handle **12** from the gift bag **50** such that there is space between the gift bag **50** and the topper **T**. When the topper **T** is in a second position, shown in FIG. **2**, the rope or handle **12** is pulled taut so that there is no slack in the handle **12** so that the topper **T** sits horizontally flush with the front **A** and/or back **B** gift bag panel. The holes or apertures contained on the gift bag topper **T** have a diameter that is substantially similar to the diameter of the cord or rope-like handles **12** such that there is sufficient friction between the handle **12** and the topper **T**, while also allowing the topper **T** to move along the length of the handle **12** when appropriate force is applied. The gift bag topper **12** provides an interactive aspect to the gift bag **50**, wherein pulling the handle **12** through the openings located on the gift bag **50** also pulls up the topper **T**, thereby completing the picture printed on the outside surface of the gift bag **50**.

**[0015]** The gift bag topper **T** may be formed into any shape or size and in a preferred embodiment will correspond with or be complimentary to the artwork or printed indicia on the front **A** and/or back **B** panels of the gift bag **50**. The topper **T** may complete the picture or artwork contained on the gift bag **50**. For example, as shown in FIGS. **1** and **2**, if the front **A** and/or back **B** panels contain a picture of a girl or princess, the gift bag topper **T** may be shaped and decorated and/or adorned to look like a crown. When the gift bag handle **12** is pulled taut, the topper **T** is positioned along the top edge of the gift bag **50** so that it appears as though the girl or princess printed on the outer surface of the gift bag **50** is "wearing" a crown or the crown "tops off" the picture contained on panel **A**. The gift bag topper **T** may be substantially planar or it may contain three-dimensional aspects. The topper **T** may additionally contain various adornments such as beads, crystals, or other decorative embellishments. Other examples, shown in FIG. **3**, include, but are not limited to: a gift bag **50** which resembles a cupcake and topper **T** which resembles the frosting (**14**); a gift bag **50** which resembles a flower pot and a topper **T** which resembles a bouquet of flowers (**16**); a gift bag **50** which resembles a gift package and a topper **T** which resembles a balloon bouquet (**18**); a gift bag **50** which resembles an ark and a topper **T** which resembles a herd of animals (**20**); and a gift bag **50** which resembles a robot body and a topper **T** which resembles a robot head (**22**). The examples given herein are representative embodiments but are by no means intended to limit the inventions to the stated examples. A variety of combinations may be assembled and are considered to be within the scope of the invention.

**[0016]** An alternate embodiment of the gift bag topper of the present invention, indicated generally at reference numeral **200** and shown in FIGS. **4** and **5**, includes a three-dimensional die-cut topper **T** that sits above the top edge of a gift bag **50** and may contain artwork or be shaped in a way that correspond to the artwork or other printed indicia located on

the outer surface of the gift bag **50**. Alternatively the topper **T** may be generically shaped and/or decorated so that it can be used with a variety of different gift bags. The topper **T** contains two or more vertical elongate slots or narrow openings located along the bottom edge of the topper **T** such that the topper **T** can be inserted onto the top edges of an open end of a gift bag **50**. The topper **T** may contain slots that facilitate insertion of the front and back panels of the gift bag **50**, or the topper **T** may contain additional slots or openings that allow it to be inserted onto the front and back panels and/or one or both side panels. The slots or openings fit over or straddle the gift bag **50** such that one side of the slot is located on the outside of the gift bag panel and the other side is located on the inside of the gift bag panel. The topper **T** may be made of a single piece of material, such as cardboard or paperboard, which contains strategic fold lines which enable the topper **T** to be folded into a flat position. For example, as shown in FIGS. **4** and **5**, the topper **T** may contain four panels or components **E**, **F**, **G** and **H**, which are connected at a center point along a single edge. Each panel **E**, **F**, **G** and **H** is positioned perpendicular to or at an approximate 90-degree angle to an adjacent panel, creating a cross or an X-like figure. Each of the four panels **E**, **F**, **G** and **H** contains a narrow slot or opening along a bottom edge of each panel. Each of the panels is then positioned over one of the four panels of the gift bag **50** along the open end and inserted through the slot onto each panel. For example, as shown in FIG. **4**, slot **S1** of topper panel **E** is positioned and inserted over the left side panel **D** of the gift bag **50**; slot **S2** topper panel **F** is positioned and inserted over the front panel **A** of the gift bag **50**; slot **S3** topper panel **G** is positioned and inserted over the right side panel **C** of the gift bag **50**; and slot **S4** (not shown) of topper panel **H** is positioned and inserted over the back panel **B** of the gift bag **50**. Alternatively, the topper may only have two slots, such as on panels **F** and **H** such that the topper **T** is only inserted over the front **A** and back **B** panels or on panels **E** and **G** such that the topper **T** is only inserted over the two side panels **C**, **D**. Or in yet another alternative, the topper **T** may consist of a single panel extending over the front **A** and back **B** panels or the two side panels **C**, **D** of the gift bag **50**. The topper **T** can be folded along the center line such that two pairs of panels are in direct contact and the entire topper **T** is folded into a flat position. This enables the bag **50** and topper **T** to be easily packaged while still allowing a consumer to see the structure and design of the topper **T**. An alternate embodiment may include two or more separate planar pieces of material which may be assembled in a three-dimensional structure that sits atop the gift bag **50**. For example, a first planar piece may contain at least two slots or openings along the bottom edge thereof, the front panel of the gift bag being inserted into one slot and the back panel inserted into the other. A second planar piece may have one longer slot that may be inserted over the top of the first planar piece such that one piece extends horizontally across the gift bag **50** and the other piece extends vertically across the gift bag **50**. The second planar piece may also contain additional slots or openings that may be inserted over the right and left side panels of the gift bag **50**. Any number of separate components may be attached or may interconnect to form the gift bag topper **T**. The panels may be substantially planar or non-planar. The slots provide easy insertion over the top of the gift bag **50** and easy removal by simply lifting the topper **T** off of the gift bag **50**. Since the topper **T** is connected to at least two opposing panels of the gift bag **50**, it serves to conceal the contents of the bag **50** from



the recipient until removal thereof. The gift bag **50** may be filled with a gift or other item and then covered with the gift bag topper T. This embodiment does not limit the types of handles which can be used on the gift bag. The handles may be the cord or rope-like handles, as described above, or may alternatively be die cut handles which are glued to or otherwise attached to the gift bag, or the front and back panels may contain horizontal openings thereon of a size which would allow a user to place their fingers therethrough. Other types of handles may be used as well. This gift bag topper T may be packaged or sold separately from the gift bag **50** so that consumers may mix and match gift bags **50** and toppers T or the gift bag **50** and topper T may be packaged and sold as a single unit.

[0017] It will be appreciated by persons skilled in the art that numerous variations and/or modifications may be made to the invention as shown in the specific embodiments without departing from the spirit or scope of the invention as broadly described. The present embodiments are, therefore, to be considered in all respects as illustrative and not restrictive. Other features and aspects of this invention will be appreciated by those skilled in the art upon reading and comprehending this disclosure. Such features, aspects, and expected variations and modifications of the reported results and examples are clearly within the scope of the invention where the invention is limited solely by the scope of the following claims.

What is claimed is:

1. A gift bag with topper comprising:
  - a gift bag having a closed end and an open end formed by a front panel, a back panel opposite an parallel to the front panel, two side panels which are perpendicular to and extend between the front and back panels and a bottom panel which creates the closed end of the gift bag;
  - a first rope handle secured to an upper portion of the front panel and a second rope handle attached to an upper portion of the back panel;
  - a die cut topper having at least two apertures thereon through which the first or second rope handle is inserted such that the die cut topper is secured between the first or second rope handle and the gift bag.
2. The gift bag with topper of claim **1**, wherein die cut topper extends above the top edge of the open end of the gift bag.
3. The gift bag with topper of claim **1**, wherein the die cut topper is shaped and decorated to match or complement the artwork contained on an outer surface of the front or back panel of the gift bag.
4. The gift bag with topper of claim **1**, wherein the die cut topper is substantially planar.
5. The gift bag with topper of claim **1**, wherein the front panel and the back panel each contain two spaced apart apertures which facilitate attachment of the first and second rope handles thereto.

6. The gift bag with topper of claim **1**, wherein the first rope handle is secured to the front panel by inserting a first free end of the first rope handle into a first opening on the front panel and inserting a second free end of the first rope handle into a second opening on the front panel and knotting both the first and second free ends of the first rope handle.

7. The gift bag with topper of claim **6**, wherein the knotted ends of the first and second rope handles are located on an outer surface of the gift bag.

8. The gift bag with topper of claim **6**, wherein the knotted ends of the first and second rope handles are located on an inner surface of the gift bag.

9. The gift bag with topper of claim **1**, wherein the die cut topper can move freely along the length of the rope handle.

10. A gift bag and topper comprising:

- a gift bag having a front panel, a back panel, a right side panel and a left side panel, an open end and a closed end;
- a topper having four topper panels which are contiguous with one another, each topper panel positioned at an approximate 90-degree angle to each adjacent topper panel creating an X-shape, and each topper panel having at least one slot contained along a bottom edge of each topper panel;

- wherein the slot contained on each of the four topper panels is positioned and inserted over one of the front, back, right side and left side panels of the gift bag

11. The gift bag and topper of claim **10**, wherein the topper conceals the contents of the gift bag.

12. The gift bag and topper of claim **10**, wherein the topper is shaped and designed to complement the gift bag.

13. The gift bag and topper of claim **10**, wherein the topper is die cut.

14. The gift bag and topper of claim **10**, wherein the topper is made of cardboard or paperboard.

15. The gift bag and topper of claim **10**, wherein the topper is capable of being folded into a flat position.

16. A gift bag and topper comprising:

- a gift bag having a front panel, back panel, right side panel, left side panel, bottom panel and one open end;
- a handle attached to the front panel;
- a handle attached to the back panel;
- a topper attached to the handle attached to the front panel.

17. The gift bag and topper of claim **16**, wherein the topper extends above a top edge of the open end of the gift bag.

18. The gift bag and topper of claim **16**, wherein the handles are rope handles.

19. The gift bag and topper of claim **16**, wherein the topper is die cut.

20. The gift bag and topper of claim **16**, wherein the topper is located between the gift bag and the handle attached to the front panel.

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