

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 August 2007 (16.08.2007)

PCT

(10) International Publication Number
WO 2007/092446 A3

(51) International Patent Classification:

B29D 22/00 (2006.01) **G09F 3/00** (2006.01)

(21) International Application Number:

PCT/US2007/003154

(22) International Filing Date: 5 February 2007 (05.02.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

11/350,295 7 February 2006 (07.02.2006) US

(71) Applicant (for all designated States except US): **ADVERTISING SYSTEMS, LLC** [US/US]; 6317 North County Road 29 C, Bellvue, CO 80512 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **NECKEL, Eric, Alexis** [US/US]; 6317 North County Road 29 C, Bellvue, CO 80512 (US).

(74) Agent: **MILES, Craig, R.**; CR MILES P.C., 405 Mason Court, Suite 119, Fort Collins, CO 80524 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))
- of inventorship (Rule 4.17(iv))

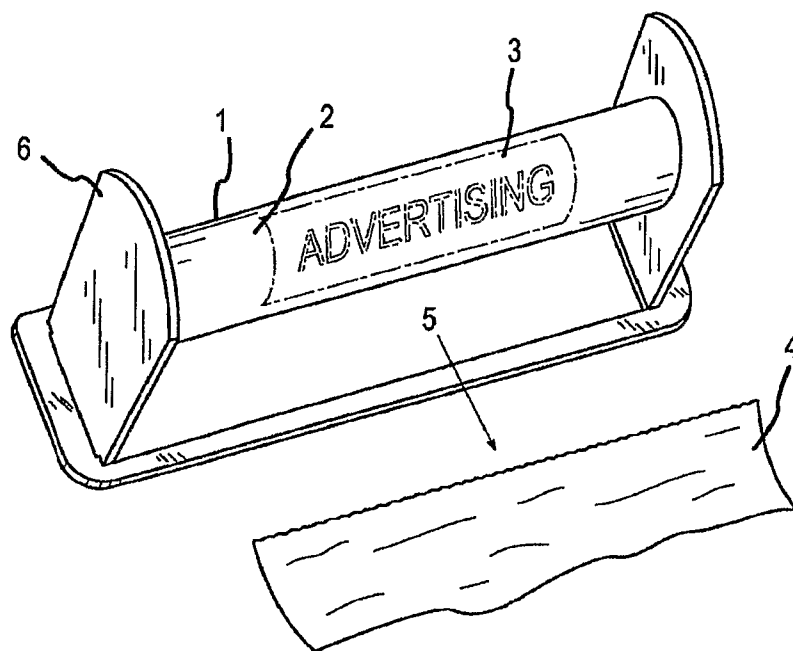
Published:

- with international search report

(88) Date of publication of the international search report:

21 February 2008

(54) Title: ADVERTISEMENT SYSTEM



(57) Abstract: An advertisement applied to the surface of a core element concealed by an amount of material wound about the surface of the core element such advertisement revealed as the amount of material unwinds from the surface of the core element.

WO 2007/092446 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/03154

A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - B29D 22/00, G09F 3/00 (2007.01) USPC - 428/34.2, 181/141, 40/309 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) USPC: 428/34.2 181/141, 40/309 (keyword limited - see keywords below)		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 181/141, 40/309		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PubWEST (USPT, PGPB, EPAB, JPAB); DialogPRO; Google Scholar Search Terms: Advertisement, core, roll, paper, towel		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,631,574 B2 (Okyere) 14 October 2003 (14.10.2003), especially, col. 04, ln. 07-10; col. 04, ln. 08-10; col. 04, ln. 07-17; col. 04, ln. 10-14; col. 04, ln. 12-14, col. 04, ln. 13-14, col. 04, ln. 15-18 and col. 04, ln. 35-38.	1-3
☐ Further documents are listed in the continuation of Box C. ☐		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "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 "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 11 August 2007 (11.08.2007)		Date of mailing of the international search report 16 NOV 2007
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774