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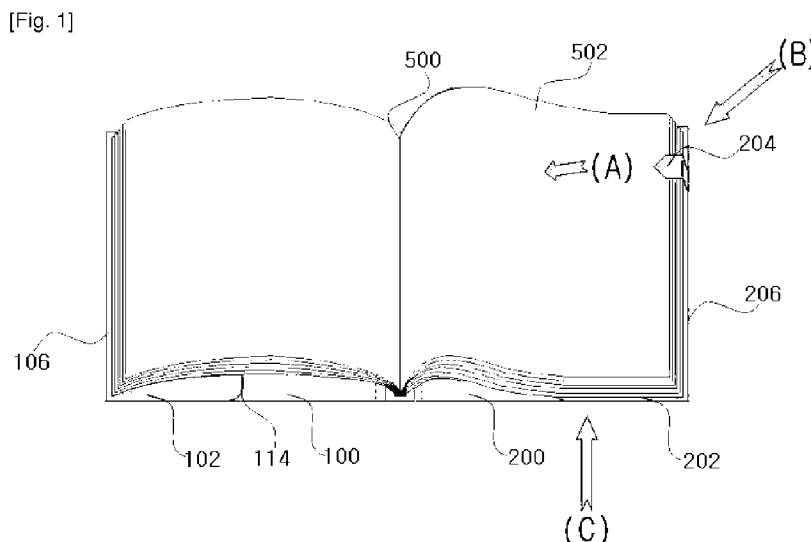
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(54) Title: WINGS OF BOOK COVER USED FOR AUTO BOOKMARKER



(57) Abstract: The invention is about a book mark, which does not require people to get a separate book mark, but the book mark using the folded surplus cover (wings of a cover) of a book that automatically divides the pages as readers turn while reading. The automatic book mark can be initiated merely by punching fine holes (blanking) at the folded surplus cover to be half cut. By using the special book mark, the readers can mark the pages they read the other days without folding the leaf of the pages or using separate book marks. Most importantly, The particular book mark enables a continuous advertisement by a protrusion, or being exposed outside, at both times; while reading and not reading a book. In conclusion, the invention is devised for the two purposes; first, people can still mark the pages without the presence of separate book marks except for their own books, and second, the constant advertisement.



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Description

WINGS OF BOOK COVER USED FOR AUTO BOOKMARKER

Technical Field

[1] The invention is about a book mark, which does not require people to get a separate book mark, but the book mark using the folded surplus cover (wings of a cover) of a book that automatically divides the pages readers turn while reading.

[2]

Background Art

[3] [Document #1] Auto Bookmarker : A Prior Right JP-P-2002-00163874 2002. 06. 05.
|| The International Official Number: WO 2003/103982 || Internal Registered Number 10-0648976

[4]

[5] [Document #2] The Advertisement-Applied Auto Bookmarker : Internal Registered Number : 20-0380961

[6]

[7]

[8]

Disclosure of Invention

Technical Problem

[9] According to the [Document #1] of Background Technology, the function of the Auto Bookmarker can be considered as effective. However, readers generally regard the automatic book mark to be constantly on a page as disturbing, and thus the practical value of the automatic book mark may be low. Furthermore, it is impossible to mark the pages of many books when readers are not equipped with more than one Auto Bookmarkers. The readers must use the other bookmarks if they are reading more than one books at once.

[10]

[11] Next, the books with hard cover provide a string for the readers not to use other separate book marks, but the price of the hard cover books are high, and the manufacturing cost as well. Therefore, it is necessary to apply such bookmarks that are equipped in books for the middle - quality books which are being sold far widely than the hard cover, or high quality books.

[12]

[13] Also, as for the Auto bookmarker with an advertisement of [Document #2], the automatic book mark can make an advertisement be shown outside while not reading. However, the Auto Bookmarker does not actually keep marking the pages as the

readers read, but the automatic book mark is naturally folded inside where the cover is, which makes an advertisement inefficient.

[14] To conclude, the invention is to fix the problems mentioned above, in that the readers can mark the pages automatically with the Auto Bookmarker without other separate bookmarks, together with the advertisement effect both reading and not reading.

[15]

[16]

Technical Solution

[17] The particular invention is to improve the front(202 or 102) and back(102 or 202) wings that are simple bookmarks, refining them to be the automatic bookmarks, along with ensuring the advertisement effect to be constantly noticeable, which differs from the general bookmark advertisements on the wings that the readers actually notice when they are done reading.

[18]

[19] As a means of solving the particular matters shown above, the invention utilizes the both wings(102, 202) of the covers(100, 200).

[20]

[21] The inconvenience of being equipped with a separate bookmark can be solved by dividing the line(206a) between the cover and the front or back wings up to certain point and tear down from the point(208) where is a bit away from the edges of front and back wings.

[22]

[23] In addition, the advertisement is present on the surface(212a, 212b) of the Auto Bookmarker(104, 204), which makes an advertisement be emerged out of the book irrespective of the times that the readers reading books or not.

Advantageous Effects

[24] Compared to the [Document #1], the production is simple, cost-efficient, and the necessity of having a separate bookmarks can easily be solved.

[25]

[26] Second, the manufacturing cost is low compared to the string bookmarks in hard-cover books and the Auto bookmarker keeps staying in the pages that the readers read and thus the readers can save time and there is a low possibility of marking the wrong pages.

[27]

[28] third, compared to the invention of [Document#2], the continuous advertisement is possible at both times when the book is closed and open.

[29]

[30] The readers can easily mark the pages at all times without any separate bookmarks due to the automatic marking system when the invention is applied widely in books.

[31]

[32] Finally, publishing companies can get benefits by utilizing the protrudent surface of the Auto Bookmarker for advertisements and also, advertisers will be able to use the efficient means which did not exist before.

[33]

Brief Description of Drawings

[34] FIG. 1 illustrates the whole composition of Auto Bookmarker for the usage.

[35]

[36] FIG. 2 illustrates the composition of the right-side wing.

[37]

[38] FIG. 3 represents the application of the invention in FIG. 2.

[39]

[40] FIG. 4 shows the wings of a book cover and the invention of FIG. 3 apart.

[41]

[42] FIG. 5 illustrates an appropriately cutted bookmark for making full use of Auto Bookmarker.

[43]

[44] FIG. 6 illustrates the application of Auto Bookmarker in books after the completed procedure from FIG. 3 to FIG. 5.

[45]

[46] FIG. 7 shows the fitting place for the application an advertisement in Auto Bookmarker.

[47]

[48] FIG. 8 shows an example of the advertisement applied in Auto Bookmarker

[49]

[50] FIG. 9. illustrates the sketch #1 that describes the strength in pages when turning over.

[51]

[52] FIG. 10 illustrates the sketch #2 that describes the strength in pages when turning over.

[53]

[54] FIG. 11 illustrates the sketch #1 that describes the strength in pages when turning over after Auto Bookmarker is applied in a book.

[55]

[56] FIG. 12 illustrates the sketch #2 that describes the strength in pages when turning

over after Auto Bookmarker is applied in a book.

[57]

[58] FIG. 13 shows the whole composition of a book cover.

[59]

[60] FIG. 14 is an example of applying the invention in the wings of book covers based on the book format that people read from the left side.

[61]

[62] FIG. 15 is an example of applying the invention in the wings of book covers based on the book format that people read from the right side.

[63]

[64] FIG. 16 illustrates the application of the invention on the both front and back wings.

[65]

[66] FIG. 17 illustrates the application of the invention more than one on each wings.

[67]

[68] FIG. 18 is an example of the application of the invention in the interior part of a book cover.

[69]

[70] FIG. 19 is an example of attaching FIG. 18 at the right-side wing of a left-side reading book

[71]

[72] FIG. 20 is an example of attaching FIG. 18 at the both wings.

[73]

[74] FIG. 21 is an example of protecting a book cover as well as the invention.

[75]

Best Mode for Carrying out the Invention

[76] The explanation of a right way of using the improved technology by referring to the figures is shown below.

[77]

[78] The FIG. 1 represents the whole composition of Auto Bookmarker of how to use.

[79]

[80] As shown in the FIG 1, the front cover(200 or 100)or the back cover(100 or 200) is present and the surplus of these covers become the front wing(200 or 100) and the back wing(102 or 202). In other words, a number of pages with words or pictures is binded together to form a book.

[81]

[82] The quality of the cover of books that the invention of Auto Bookmarker is applied can be a paper, as well as plastics and synthetics. It is unimportant to restrict the

quality of the cover and the application of the invention is firmly subject to all the covers of the books. Therefore, certain qualities for the invention will be skipped to be uttered.

[83]

[84] The FIG. 2 represents the right-side cover of books. The illustration is based on the left-side reading format.

[85]

[86] The FIG. 3 represents the application of Auto Bookmarker of FIG. 2. The direction of creating the bookmark(204) and the process of using Auto Bookmark by readers will be shown below.

[87]

[88] Auto Bookmark can be made merely by going through the blanking process on the wings of a bookcover. Based on the process, the bookmark(204) and the wing(202) can be split(208).

[89]

[90] Also, there can be an additional progress of work regarding making a line of grooves on Auto Bookmarker apart from the blanking process. The grooves can be created from one to two or more which is up to the width as well as the thickness of a bookcover.

[91]

[92] When readers buy the books with Auto Bookmarker, they separate the bookmark from the wing as mentioned in FIG. 3.

[93]

[94] Next, when the wing and the bookmark(204) is separated properly, fold half following the groove line in order to use Auto Bookmarker efficiently as shown in FIG. 3.

[95]

[96] When the book is open after the end of the procedure, the invented bookmark(204) will be protruded on the right side and it(204) will stay constantly on the top of the page, which keeps pointing out the page that he/she is reading as mentioned in FIG 5 or FIG. 1. FIG. 5 is based on the perspective of (A) of FIG. 1.

[97]

[98] Moreover, the contents written in a book is not covered by the bookmark(204) for it is small enough. Thus, it will not be disturbing for reading.

[99]

[100] FIG. 7 is to illustrate the way of advertising on the automatic bookmark. The bookmark(204) has exposed places(212a, 212b) which can be utilized as an effective advertising place as mentioned in FIG 3a. FIG. 3a and FIG. 3b is based on the per-

spective of (B) of FIG. 1.

[101]

[102] The place for an advertisement(112) which is constantly exposed outside is formed by the half-folded lines(206a, 210).

[103]

[104] The process of printing an advertisement on the advertisement place requires no more additional work since it is included in the procedure of printing on the wings.

[105]

[106] The contents for the advertisement on the bookmark regarding an image of corporations or campaigns of reading, loving family, along with banning smoking can be printed, utilizing the protruded surface for a number of uncertain others.

[107] Most importantly, it is certain that the size of the advertisement place can be larger or smaller based on the size or width of books.

[108]

[109] The shape of Auto Bookmarker is in the combination of equilateral triangle and rectangle, however, the shape of Auto Bookmarker can be different, such as in the form of a circle or a parallelogram. Also, the shape may not be fixed due to the characteristics of advertisements,

[110]

[111]

[112] The reason why the pages can be turned over naturally in a tale with not using a bookmark will be explained from now on, through the FIG. 9, 10, 11, and 12. The FIG. 9, 10, 11, 12 is based on the perspective of (C) of FIG. 1.

[113] The point that the force of turning over a page does not require much energy or hardly any energy compared to the [document #1] will be explained in mechanics below.

[114]

[115] FIG. 9 and FIG. 10 is a sketch that indicates a strength necessary for turning over a page. It both stands for the strength when people merely push over the page with fingers and the use of a thumb and the index finger for holding and turning over, as usual. However, the way of turning over a page is same for the invention-applied books and thus lotting out the ways of turning over will be omitted and it will be just said as,'the strength for turning over a page.' Also, the friction between the pages(The below side of 502a and the upper side of 502b) is same regardless of the existence of Auto Bookmarker and therefore the description of the friction between pages will also be omitted.

[116]

[117] As shown in FIG. 9, an energy for turning over the page(F1) must surmount the force

of elasticity, along with the weight of the paper(F_4) pushing down as the page bands at the leaves of the book. Therefore, for the page will be turned over when the two force(F_1 and F_2) becomes one large force(F_3), having enough energy to get over the opposite force(F_4).

[118]

[119] On top of that, when there is Auto Bookmarker(204), the strength for turning over the page must additionally surmount the weight of Auto Bookmarker and the friction(μF_5 , μ = the coefficient of friction between the pages) caused by the power of elasticity(F_5).

[120]

[121] However, unlike [Document #1], Auto Bookmarker is not placed in the upper side, but at it is placed at the right side of the wing, which means that only minimum amount of the energy is necessary for the beginning part(F_1') for turning over the page, and when the page is out of reach of Auto Bookmarker, the power generated in FIG. 10 and FIG. 12 becomes equal.

[122]

[123] Furthermore, the friction(μF_5) from the weight of the paper of Auto Bookmarker and the force of elasticity caused by the half folded part of it(F_5), which is mentioned in the above statement, is extremely minimum. That is, the strength necessary for turning over a page of general books and the books with Auto Bookmarker is nearly same($F_1 \approx F_1'$), which means that utilizing Auto Bookmarker is not so burdensome.

[124]

[125] The below figures are prepared to indicate that Auto Bookmarker is an invention that is not only applied for the left-side reading but it can be applied more widely. However, the explanations shown below are not to mention restrict the limit of the application of Auto Bookmarker.

[126]

[127] FIG. 13 is a sketch of a whole composition of ordinary books and FIG 14 is an example of applying Auto Bookmarker to the right side wing among the left-side reading book format as mentioned above.

[128]

[129] FIG. 15 is an example of applying Auto Bookmarker to the left side wing among the right-side reading book format and FIG. 17 is an example of applying a number of Auto Bookmarkers on the both wings.

[130]

[131] Auto Bookmarker can be applied at the right side or the left side wing and on the both sides based on the way of using a book, shown in the examples of FIG 13, 14, 15, 16, and 17.

[132]

[133] FIG 18 is an example of applying Auto Bookmarker to the inside of the cover(300). Auto Bookmarker can be present inside the book cover(304) as a practical application by creating the surplus paper(300) and the same composition of the wing(302) inside if a book is composed of a hard cover, which makes the blanking process not possible.

[134]

[135] FIG 19 an example of applying Auto Bookmarker to the right side wing, which is inside the book cover that is mentioned above, among the left-side reading book format and 20 is on the both wings that are inside.

[136]

[137] Moreover, it is an example of protecting Auto Bookmarker as well as the book cover(202) shown in FIG. 21 while manufacturing, and the circle-shape of blanking process(506) can be implemented in order to block the damage by dividing the power applied on Auto Bookmarker(204), together with the wing of the book cover

[138]

[139] As such, the efficiency in the financial aspect and the time for manufacturing is high and it can also show its advantage when it comes to an advertisement and a bookmarker as well, which will be additionally explained below. As a result, Auto Bookmarker may be beneficial to publishing companies, advertisers, and along with readers. Therefore, the invention may show its merits when it comes to commercialization.

[140]

Industrial Applicability

[141] Likewise, Auto Bookmarker dose not require people to be equipped with any other separate bookmarks, and it automatically marks the page when a reader merely close a book after they are done reading.

[142]

[143] Furthermore, as for the hard cover books, the strings are attached as a bookmark but the low-priced soft cover books have had no solution apart from using separate bookmarks. Thus, Auto Bookmarker is an appropriate contrivance for the alternation.

[144]

[145] Next, unlike the wings of the cover of ordinary books, the certain part of Auto Bookmarker is exposed outside and it is advantageous for an advertisement on Auto Bookmark as well.

[146]

[147] Finally, the financial need and the necessity of additional work is minimum and the efficiency as a bookmark and for an advertisement is extremely high. Thus, the com-

mercialization of Auto Bookmarker will possibly answer to the expectation.

[148]

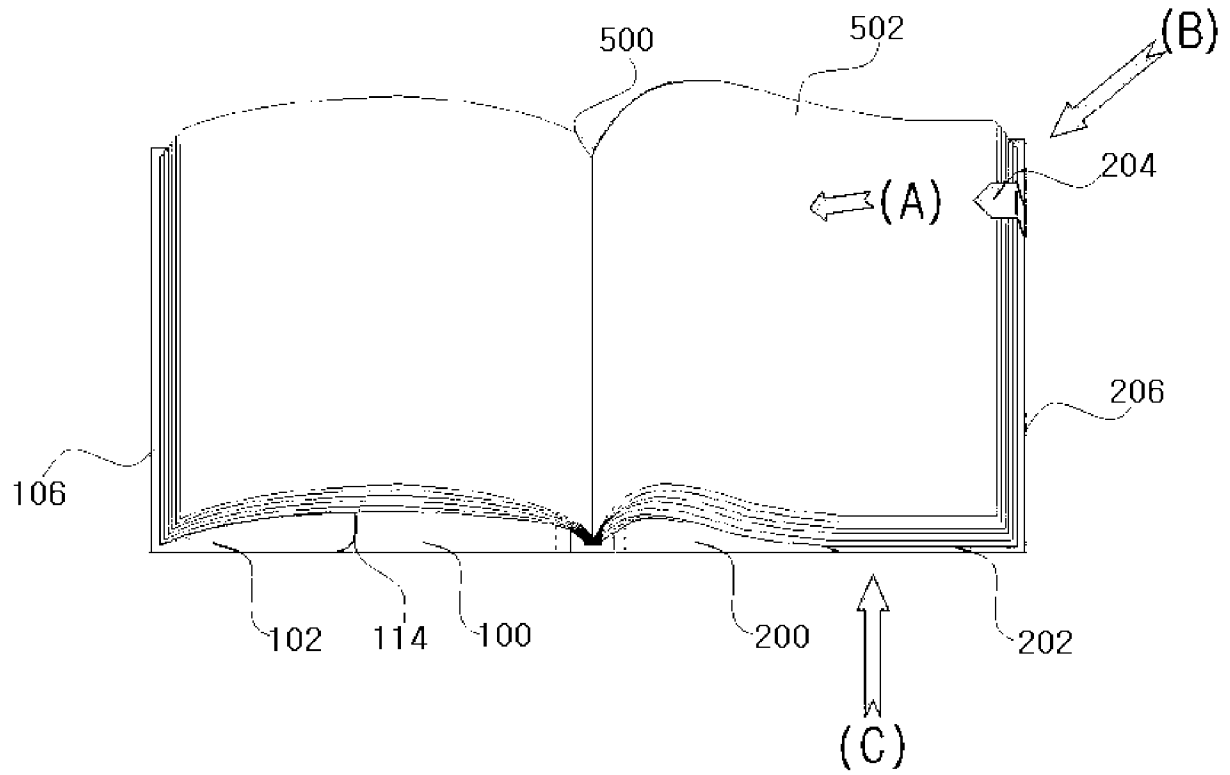
[149]

[150]

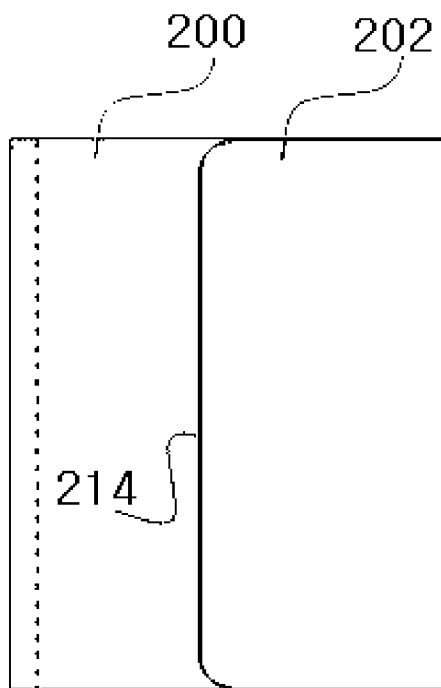
Claims

- [1] Auto Bookmarker has features which are lied at the surplus part(wings) of a book cover,
and divided through the line(206) up to the certain part and be folded;
from the fixed distance of the end of the front or back wing.
- [2] According to Claim 1,
Auto Bookmarker has a feature which can be divided through the line(206) up to the certain part, be folded, and a number of Auto Bookmarker on the front or the back wing;
from the fixed distance of the end of the front or back wing.
- [3] According to Claim 1,
Auto Bookmarker has a feature that the composition of Auto Bookmarker is not the same one as the book cover but one of the other compositions that replaces the original one;
for the part of the boundary line or the whole of the original front or back wings.
- [4] According to Claim 1,
Auto Bookmarker has a feature of the use of the exposed parts(212a, 212b) of Auto Bookmarker as places for printing advertisements.
- [5] According to Claim 1,
Auto Bookmarker has a feature that utilizes the wings of the hard cover if a book is composed of hard cover;
and utilizes the wings of the soft cover if a book is composed of soft cover.
- [6] If a book is composed of a hard cover which the blanking process is not possible, utilizing the inside surplus paper(300), and making the wing as same as the book cover wing(302) and making Auto Bookmarker on the wing(304)

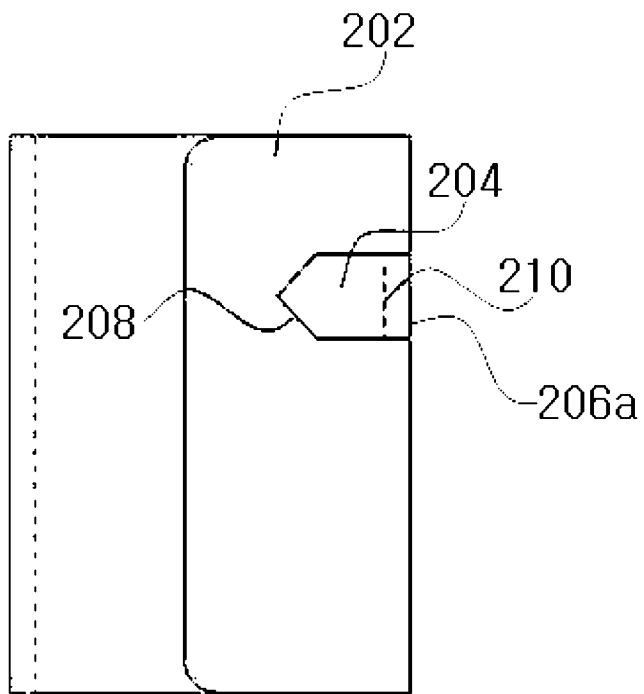
[Fig. 1]



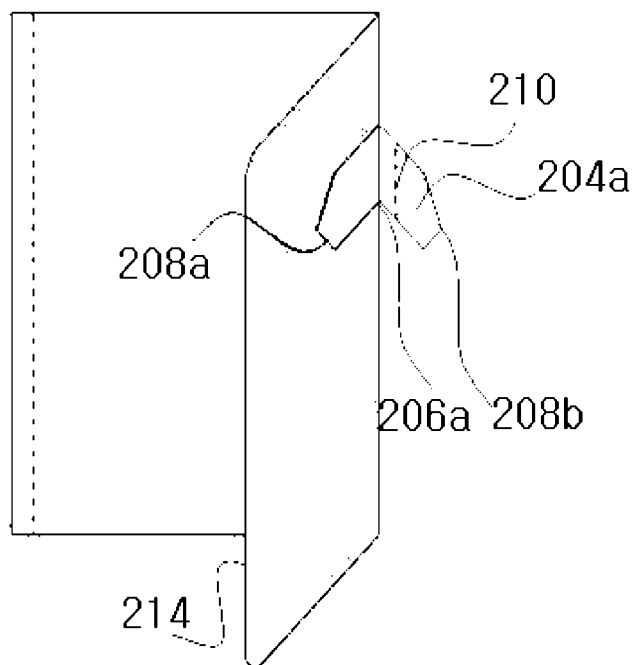
[Fig. 2]



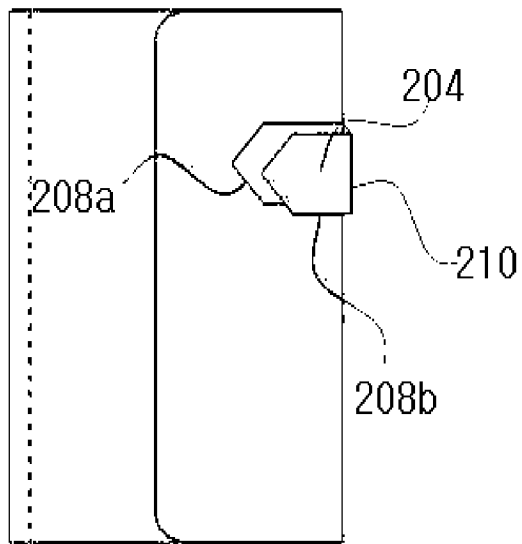
[Fig. 3]



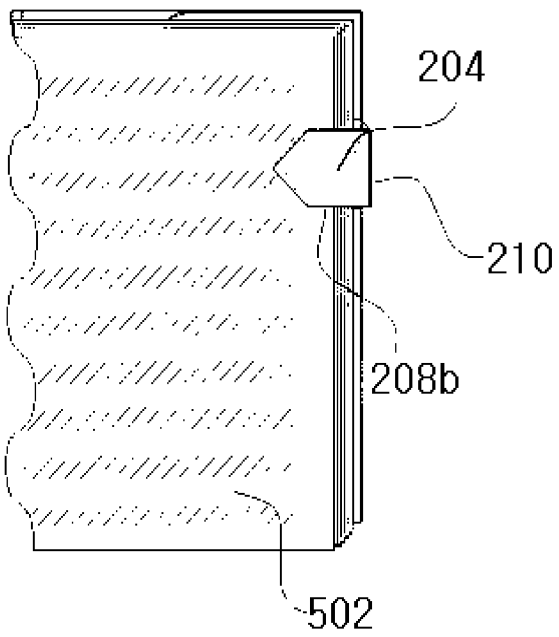
[Fig. 4]



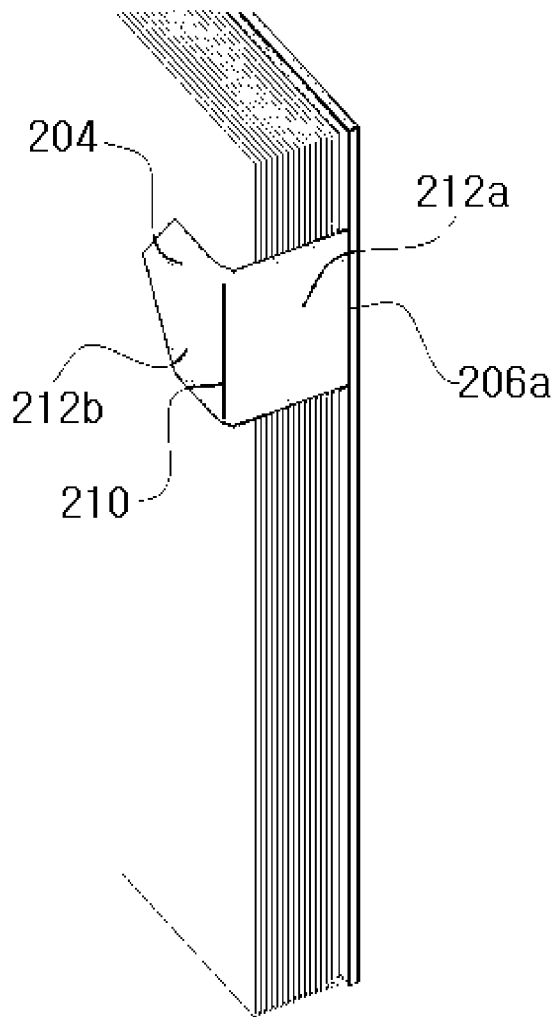
[Fig. 5]



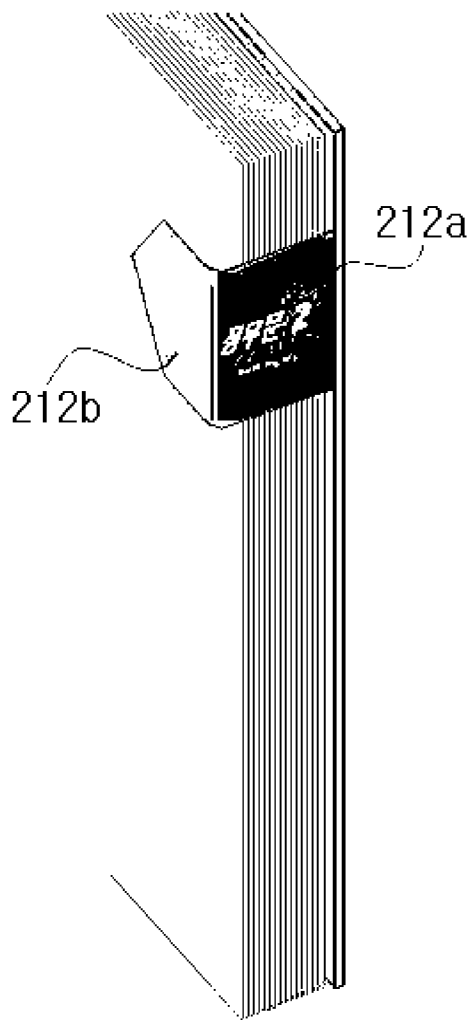
[Fig. 6]



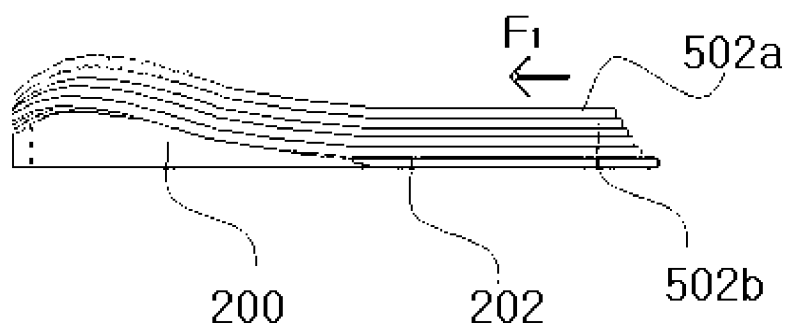
[Fig. 7]



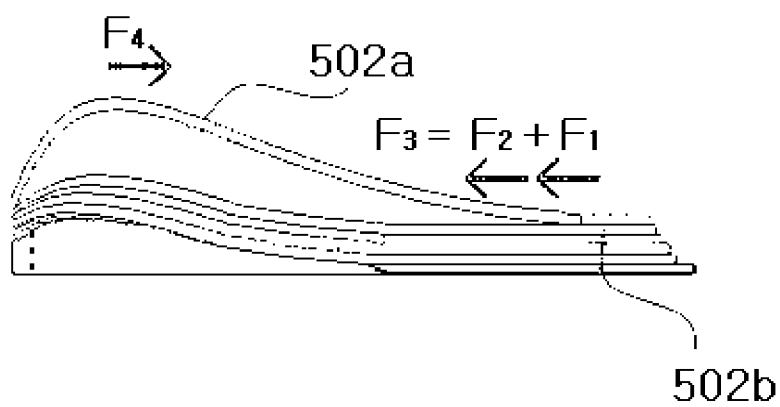
[Fig. 8]



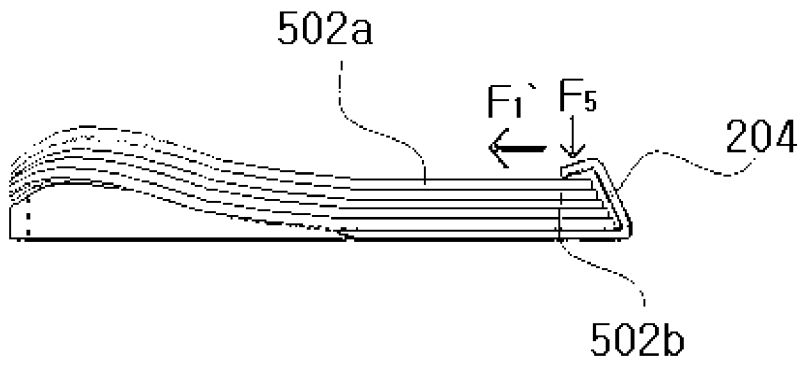
[Fig. 9]



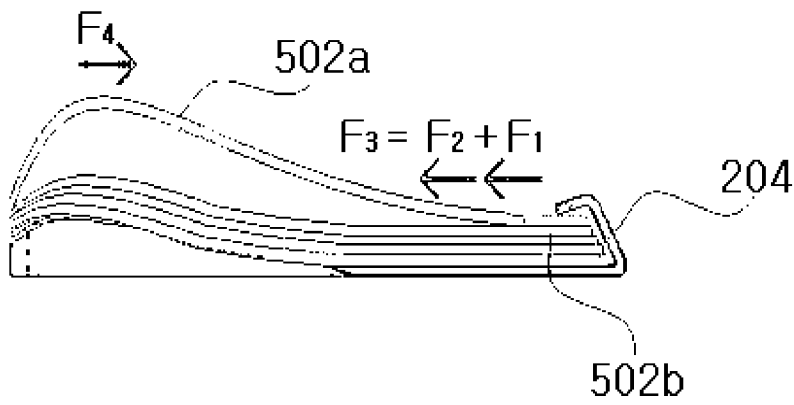
[Fig. 10]



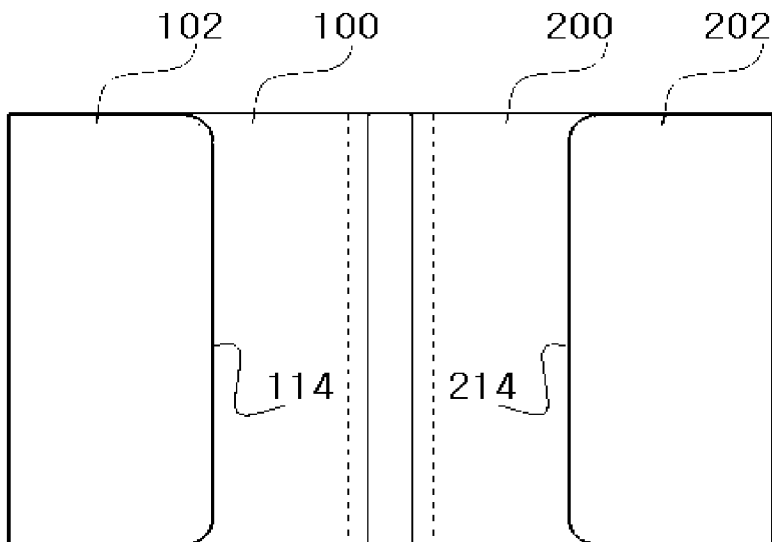
[Fig. 11]



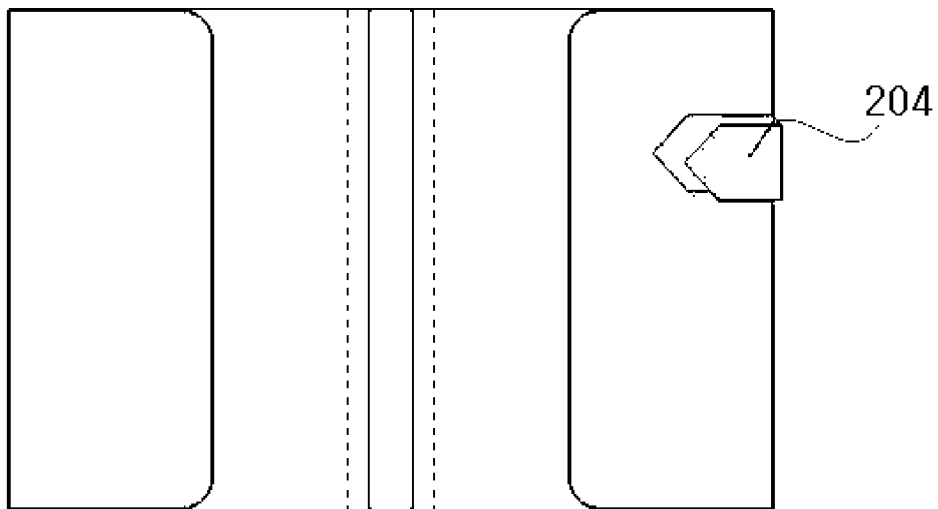
[Fig. 12]



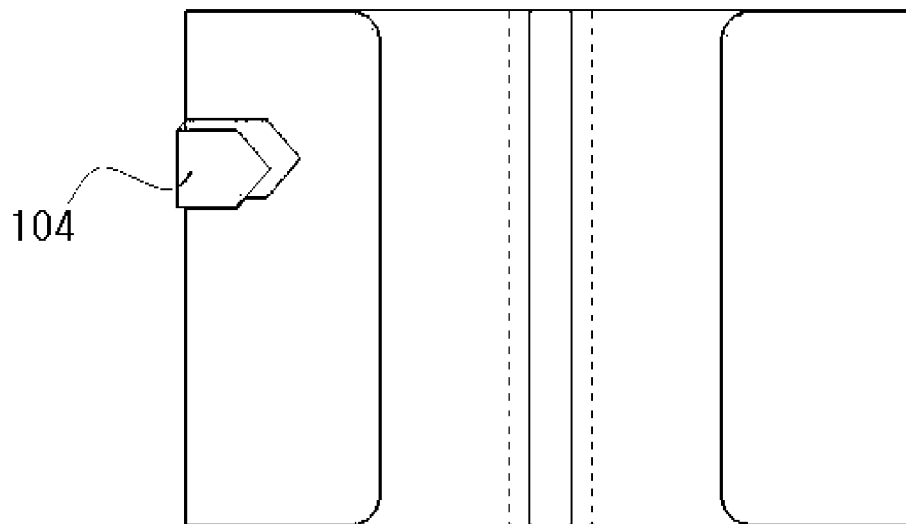
[Fig. 13]



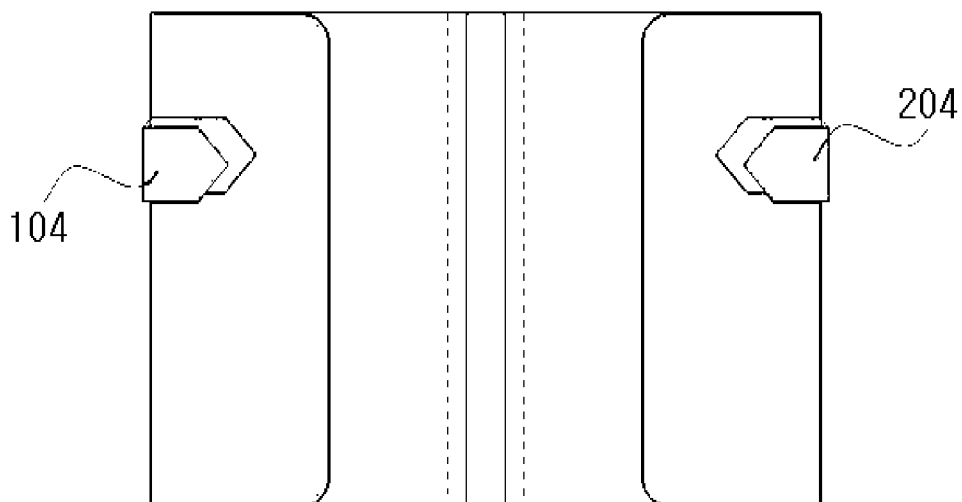
[Fig. 14]



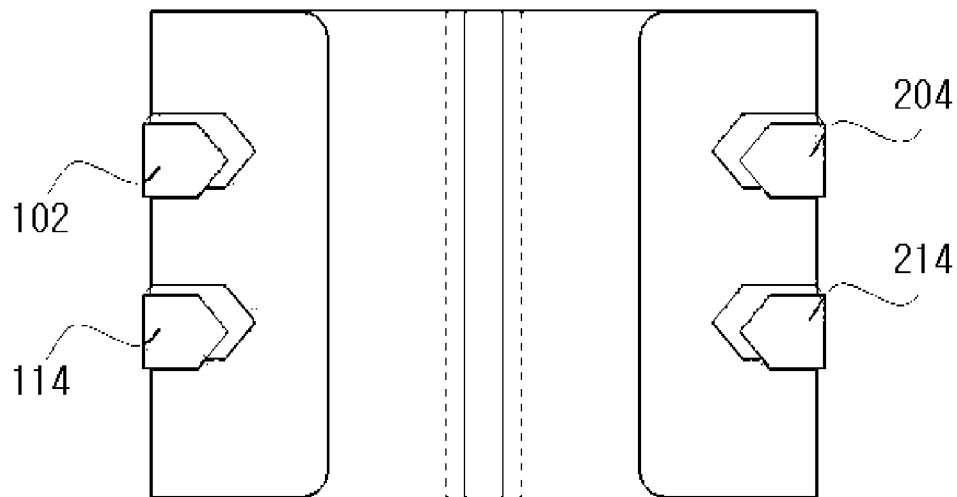
[Fig. 15]



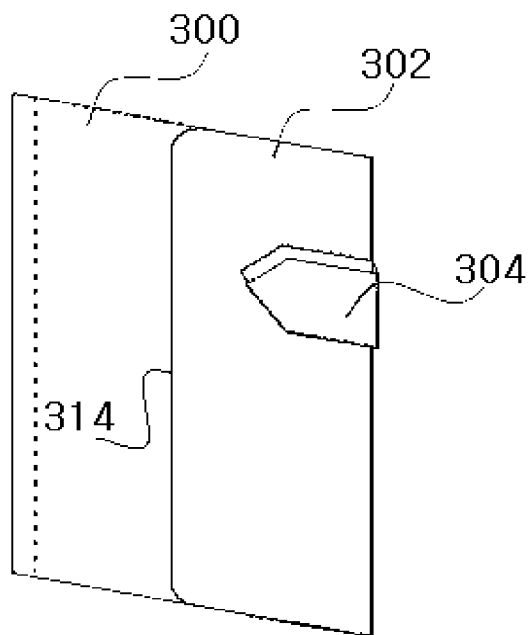
[Fig. 16]



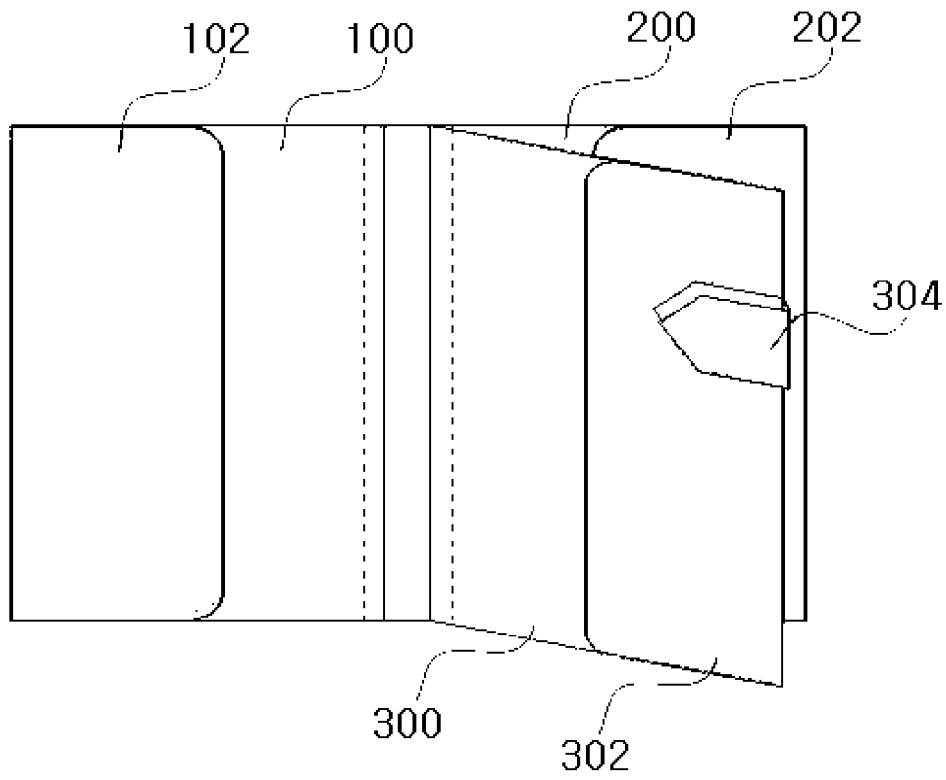
[Fig. 17]



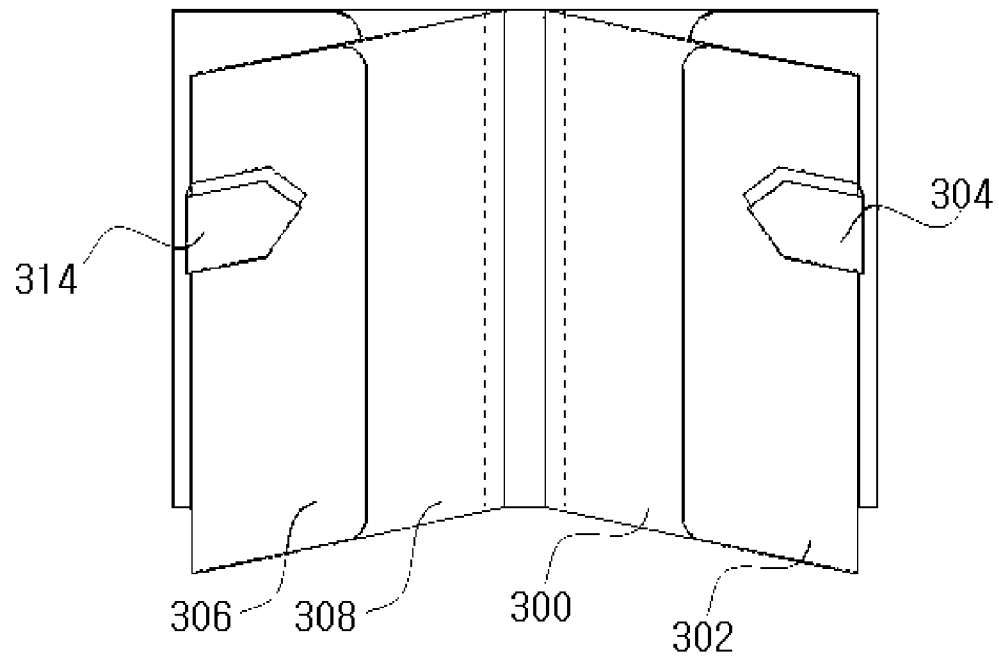
[Fig. 18]



[Fig. 19]



[Fig. 20]



[Fig. 21]

