

[54] **RELEASABLY MOUNTED APPLIQUE FOR USE IN GRAPHIC ARTS AND MARKING**

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[52] **U.S. Cl.**..... **161/102, 161/149, 161/406, 206/460, 206/813**

[51] **Int. Cl.**..... **B32b 3/04**

[58] **Field of Search** 156/204, 227, 289, 201, 156/202; 206/56 AB, 447, 460, 813; 161/97, 167, 102, 206, 149, 406, 36, 38, 145, 107, 116, 118, 164, 10

[56] **References Cited**

UNITED STATES PATENTS

2,681,732	6/1954	Brady	206/56 AB
2,705,209	3/1955	Rowe	161/102 X
3,013,917	12/1961	Karlan et al.	161/406 X
3,038,597	6/1962	Brady, Jr.	206/56 AB
3,283,886	11/1966	Addis et al.	156/540 X

3,394,799	7/1968	Ritson et al.	161/167 X
3,616,114	10/1971	Hamaguchi	161/102 X
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Primary Examiner—Harold Ansher

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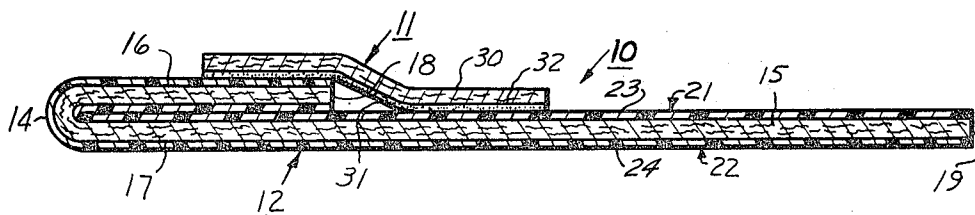
Attorney, Agent, or Firm—Donald D. Mon

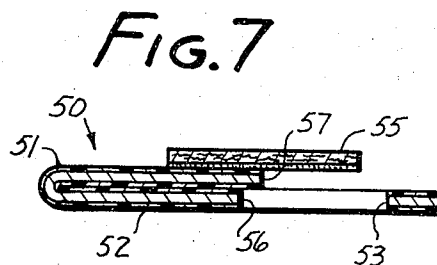
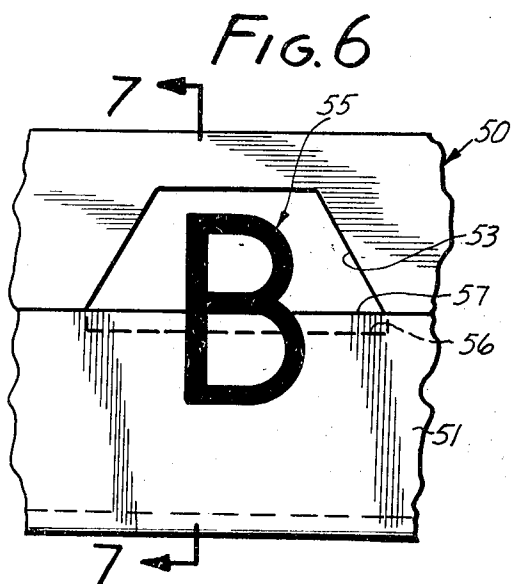
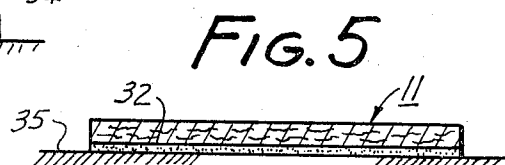
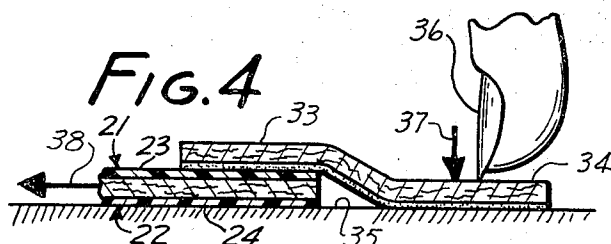
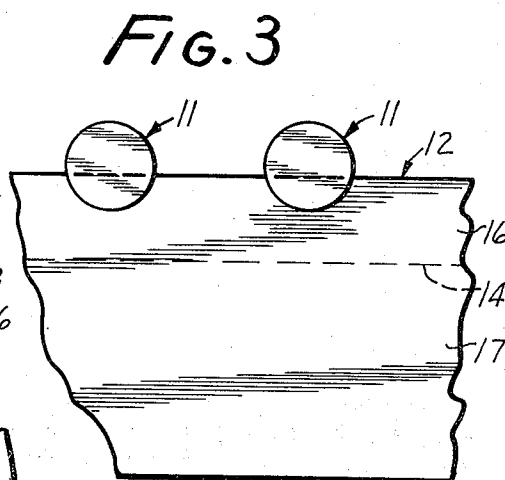
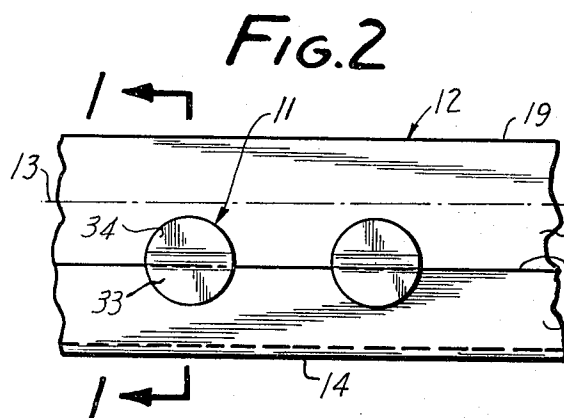
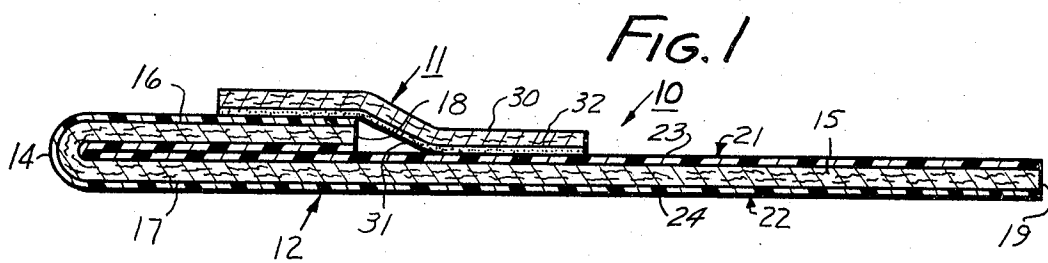
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ABSTRACT

A flat applique member for use in the graphic arts and in marking. It is provided in combination with a longitudinally extending support member in the form of a folded strip with two contiguous flanges. The first of these flanges extends for a lesser distance from the fold than the second. The applique member is releasably attached to the first flange by an adhesive surface on the applique member so as to project beyond the free edge of the first flange, i.e., the edge away from the fold. At least that portion of the first flange which is contacted by the applique member has the property of releasing an adhesive brought into contact with it. In some embodiments of the invention, both sides of both flanges have the release property. In some embodiments of the invention, cutouts are formed in the second flange beneath the projecting portion of the applique member.

12 Claims, 7 Drawing Figures





RELEASABLY MOUNTED APPLIQUE FOR USE IN GRAPHIC ARTS AND MARKING

This invention relates to applique members for use in the graphic arts and in marking.

Applique members for use in the graphic arts and in marking are known. They generally consist of a thin, flexible, flat body of material which carries an adhesive coating on one face thereof by means of which the applique member is stuck onto a sheet of drafting paper or onto an object to be marked. Because the adhesive used is pressure-sensitive, it is necessary to keep it clean until it is used, and for this purpose, it is usually attached to some kind of backing sheet from which it must be peeled before it can be used. Numerous efforts have been made to supply devices of this type, and illustrative examples are shown in U.S. Pat. Nos. 2,681,732 and 3,038,597, to Brady, and No. 3,283,886 to Addis et al.

The prior art devices have found wide acceptance in the trades, but in general they share an inconvenience and clumsiness in use, and also an undesirable rate of wastage. One common disadvantage of the prior art devices is the fact that once the applique member is removed from its backing, it must immediately be used or thrown away. It cannot be returned to the backing member, which is usually destroyed in the removal of the applique member. This is a consequence of the fact that the backing member is usually the sole support for the applique member, both in storage and in use. Also, when such a technique is utilized, there is no "handle" for manipulating the applique member. Instead, the applique member itself must be directly handled, and this sometimes results in a fouling of the adhesive surface, as well as in an undesirable difficulty in accurately positioning the applique member before securing it permanently in place.

It is an object of this invention to provide an applique member in combination with a support member such that the applique member can be made ready for use and manipulated into place and partially applied while still attached to the support member, utilizing the support member as a handle or manipulating means.

It is a further object of the invention to provide a support means for the applique member whereby a partially-removed applique member can be returned to its stored configuration without having been completely removed from the support member.

The invention comprises in combination a support member constituting an elongated flexible strip that has a longitudinal axis and a longitudinal fold which divides the strip into a pair of flanges. The strip is folded to bring the flanges into surface-to-surface contact with one another. Each flange has a free edge spaced from the fold, and the free edge of the first one of the flanges extends a lesser distance from the fold than the free edge of the second one of the flanges. At least a portion of the exposed surface of the first flange has the property of releasing an adhesive which is brought into contact therewith. An applique member comprises a thin, flat body having a surface which is adhesive. Only a portion of the applique member is fixed (releasably fixed) to the exposed surface of the first flange, and this attachment is made where the first flange has the release property. The remainder of the applique member projects beyond the free edge of the first flange so as to overlay at least a portion of the second flange.

According to a preferred but optional feature of the invention, the support member comprises a paper strip coated on both sides with a layer of release material.

According to still another preferred but optional feature of the invention, a cutout is formed in the second flange beneath the projecting portion of the body.

The above and other features of this invention will be fully understood from the following detailed description and the accompanying drawings in which:

FIG. 1 is a cross-section of the presently preferred embodiment of the invention taken at line 1—1 of FIG. 2;

FIG. 2 is a plan view of FIG. 1;

FIG. 3 is a view of FIG. 2 with the support member unfolded;

FIG. 4 is a cross-section view of a portion of FIG. 3 showing the application of an applique member to a work surface;

FIG. 5 is a side elevation showing the applique member applied;

FIG. 6 is a plan view of an alternate embodiment of the invention; and

FIG. 7 is a cross-section taken at line 7—7 of FIG. 6.

In FIG. 1 there is shown a combination 10 of an applique member 11 and a support member 12. The support member has a longitudinal axis 13 (FIG. 2), and a longitudinally extending fold 14 (FIG. 1) which divides an elongated, flexible longitudinally extending strip 15 into a first flange 16 and a second flange 17. The flanges have respective free edges 18, 19, the free edges being the longitudinally extending edges of the flanges which are farthest removed from the fold. It will be noted that the first flange extends a lesser distance from the fold than the second flange, whereby the free edge 18 overlays the second flange.

Preferably, the strip is made of paper or parchment, to both sides of which a release coating 21, 22 is applied. A known material of this type is sold by Patterson Parchment Company under its trademark Patapar, in which the strip is parchment and the release coating is some type of silicone material. The release coatings give the exposed surfaces 23, 24, which they form, the property of releasing an adhesive brought into contact therewith. These release coatings are not adherent to one another, and when the support member is folded, as shown in FIG. 1, there is nothing between the contiguous portions of the two flanges which secures them together. It is evident that the use of a strip coated on both sides with a release coating is the most expedient means of providing the properties required for release of adhesive. However, application to both sides will ordinarily be used only where an applique member yet to be described comes into contact with both flanges. In some embodiments, it will only contact one of them.

Applique member 11 comprises a thin, flexible, flat body 30 with a surface 31 which is an adhesive. Preferably, this surface is formed by a layer 32 of adhesive material of the type which is pressure-sensitive and releasable from the release coating. Pressure-sensitive adhesives are well known in the art and require no detailed description here. The entire surface of one side of the applique member is preferably coated by the adhesive layer, because the formation of this construction will preferably be done by cutting the desired shapes of applique member from a continuous strip of material at the same time the applique members are being applied

to the support members. The excess material will be discarded.

In FIGS. 1-5, the applique member is shown as a circular disc, but it will be understood that this is simply one generic type of arbitrary shape. Numerals, letters of the alphabet, different geometric shapes such as triangles, annuli, and the like, may be provided as preferred. In fact, in FIG. 6, a letter of the alphabet is shown as the applique. Furthermore, the appliques may be given any color or pattern desired, and their areas can either be shaped to constitute a desired configuration, or a desired configuration can be printed onto a blank shape.

As can be seen in FIG. 2, only a portion 33 of the flat body is attached to the first flange, and this attachment is done at a portion of the exposed surface of the first flange which has the release property. This portion 33 is the lower arcuate portion in FIG. 2. Portion 34, comprising the remainder of the applique member projects beyond free edge 18 and overlaps the second flange.

In FIG. 1 the relative dimensions are substantially out of proportion for purposes of illustration. Both the support member and the applique member will usually be on the order of only a few mils in thickness, and the adhesive and release coatings will be even thinner than that. The first and second flanges may be about one-fourth inch and one-half inch wide, respectively. It will be noted that the applique member steps down from the first flange to the second, but this step is greatly overemphasized in the Figures.

When the combination was formed, the applique will have been die-cut and pressed down onto the support member at the same time. It is evident that the contact of the applique member with the first flange will be a firmer contact than will the contact with the second flange. Therefore, the applique member will be more strongly adherent to the first flange than to the second flange, although readily separable from both. This is a convenience in the use of the device.

It is also pointed out that the support member can be made of indefinite length and that a plurality of discrete and separate applique members will be attached to the support member at longitudinally spaced-apart locations. The combinations can be wound into a coil for convenience in storage, or can be stored flat in strips.

When an applique is to be attached, the support member will be unfolded to the configuration of FIG. 3. It will be found that the applique member will readily separate from the second flange, if indeed it will have adhered thereto at all, and now portion 34 projects beyond the support member. As shown in FIG. 4, where a work surface 35, such as a sheet of drafting paper, is to receive the applique member 11, the support member will have been manipulated until the applique member is in the precisely desired location. Then the finger nail 36 will be pressed against the projecting portion 34 of the applique member, and the layer of adhesive will cause the applique member to adhere to the work surface. The compressive force is schematically shown by arrow 37. With the portion 34 fixed in place, or held by the fingernail, a separative force denoted by arrow 38 will be exerted which will snap the support member loose from portion 33, and the applique member will be smoothed in place, leaving it in the condition shown in FIG. 5. Should only one of the applique members in FIG. 3 have been used, it is only necessary to refold the support member, and the remaining appli-

que member will be kept clean and neat, and its adhesive surface will remain unspoiled for later use. This constitutes a very substantial economy over prior art devices. Furthermore, attention is called to the ease with which the applique member can be moved around over the surface to which it is to be applied before it is pressed in place. Because of the spacing from the work surface caused by the thickness of the support member, there will have been no appreciable tendency of the adhesive below portion 34 to adhere to the work surface before it is pressed against it by the finger.

The foregoing application technique is of most usefulness when relatively large applique members are being used. When very small applique members are to be applied, an artist's knife will usually have to be used instead of the fingernail. The non-adherent folds enable the knife to get under the projecting portion of the applique member, then and there to engage the applique member. The applique member can then be peeled from the first flange, and applied to the work surface while lightly adherent to the knife. Particular attention is called to the significant advantage that the applique member is engaged by the knife without requiring that the knife strike the edge of the applique member to lift it from the support member. The edges of the applique member are therefore not cut or otherwise damaged.

FIG. 6 shows another embodiment of the invention wherein a modified support member 50 is provided with the same first and second flanges 51, 52, as in the assembly of FIG. 1. In fact, the assemblies of FIGS. 1 and 6 are alike except for the inclusion of a cutout 53 in the second flange beneath the projecting portion of the applique member 55. The cutout portion preferably extends to an edge 56 which underlies the free edge 57 of first flange 51. The advantage of this device is that, in case it is not desired to unfold the support member, it is possible to dispense the applique member through the cutout. Apart from this feature, the embodiments of FIGS. 1 and 6 are alike.

The material of the applique may be made of any desired material, a common example of construction being mylar coated with an adhesive. Obviously, other materials may be used instead. Mylar has the property of being somewhat stiffly flexible and will tend to return to a planar shape readily so that the slight step adjacent to the free edge of the first flange will not cause a permanent fold in this material. It is an advantage to use a material for the support member which is transparent or translucent, because the work surface can be viewed through it as an aid to the placement of the applique member.

This invention provides an inexpensive and economical means to manufacture, use and store applique members. In the embodiments of FIGS. 1 and 6, the strip material may be coiled by wrapping the longitudinal axis around the central axis of a flat coil such as in a coil of stamps. In the device of FIG. 1, the adhesive material is entirely protected by the support member and by the applique member. In FIG. 6, the adhesive material on that portion which overrides the cutout is exposed. While it remains in the roll, the next lower convolution will protect it. If greater protection for that surface is desired, then a slip-sheet can be interposed in the coil.

This invention is not to be limited by the embodiments shown in the drawings and described in the description, which are given by way of example and not

of limitation, but only in accordance with the scope of the appended claims.

I claim:

1. In combination: a support member comprising an elongated flexible strip having a longitudinal axis and a longitudinal fold dividing the strip into a pair of flanges, said strip being folded to bring the flanges into surface-to-surface contact with one another, each flange having a free edge spaced from the fold, the first one of said flanges extending a lesser distance from the fold than the second one of said flanges, at least a portion of the exposed surface of the first flange having the property of releasing an adhesive which is brought into contact therewith; and an applique member comprising a flat body having a surface which is an adhesive, only a portion of said body being releasably fixed to that portion of the exposed surface of the first flange, said portion of said body being fixed to said portion of the exposed surface which has the property of releasing an adhesive, and the remainder of the applique member projecting beyond the free edge of the first flange so as to overlay at least a portion of the second flange.

2. A combination according to claim 1 in which the flanges are continuous, and in which a plurality of discrete applique members are affixed to the support member at spaced-apart locations thereon.

3. A combination according to claim 1 in which the support member comprises a paper strip coated on both sides with a layer of release material.

4. A combination according to claim 1 in which those portions of the flanges which are in abutment with each other are unsecured together by anything disposed be-

tween them.

5. A combination according to claim 1 in which the exposed surface of that portion of the second flange which remains uncovered by the first flange and lies beneath the projecting portion of the applique member has the property of releasing an adhesive which is brought into contact therewith.

6. A combination according to claim 5 in which the support member comprises a paper strip coated on both sides with a layer of release material.

7. A combination according to claim 5 in which those portions of the flanges which are in abutment with each other are unsecured together by anything disposed between them.

8. A combination according to claim 7 in which the support member comprises a paper strip coated on both sides with a layer of release material.

9. A combination according to claim 3 in which the applique member is more strongly adherent to the first flange than to the second flange.

10. A combination according to claim 5 in which the applique member is more strongly adherent to the first flange than to the second flange.

11. A combination according to claim 1 in which a cutout is formed in said second flange beneath the projecting portion of the body.

12. A combination according to claim 11 in which those portions of the flanges which are in abutment with each other are unsecured together by anything disposed between them.

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UNITED STATES PATENT OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 3,873,404
DATED : March 25, 1975
INVENTOR(S) : WILLIAM S. WEST

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

Col. 2, line 29, after "flexible" insert a comma

Col. 2, line 40, Patapar should read --"Patapar"

Col. 3, line 20, "overlaps" should read --overlays--

Col. 3, line 29, after "step" insert --down--

Col. 3, line 44, "combinations" should read --combination--

Signed and Sealed this

nineteenth Day of August 1975

[SEAL]

Attest:

RUTH C. MASON
Attesting Officer

C. MARSHALL DANN
Commissioner of Patents and Trademarks