Sept. 5, 1967 R. F. BECKER 3,339,729

BAND ATTACHMENT PACKAGING DEVICE

Filed Feb. 16, 1965

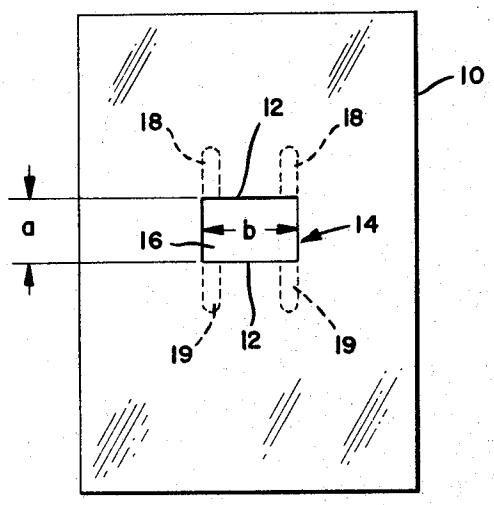


FIG. 1

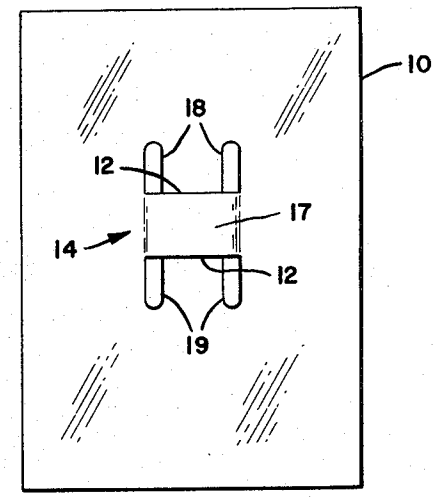


FIG. 2

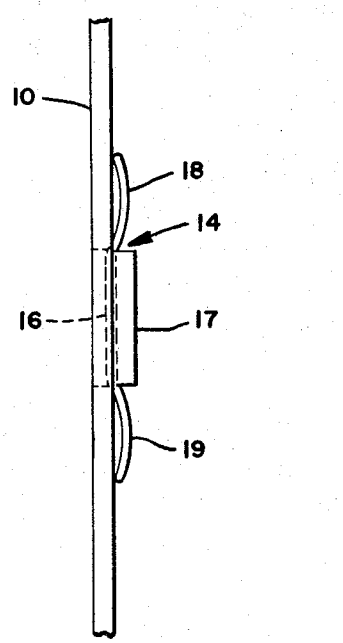


FIG. 3

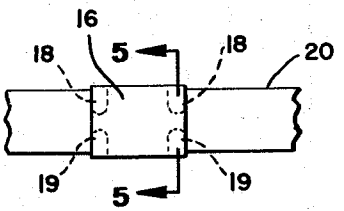


FIG. 4

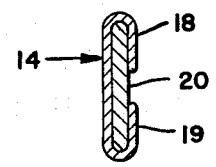


FIG. 5

INVENTOR.
RAYMOND F. BECKER

BY

Townsend & Townsend

ATTORNEYS

United States Patent Office 3,339,729 Patented Sept. 5, 1967

3,339,729

BAND ATTACHMENT PACKAGING DEVICE

Raymond F. Becker, 134 S. Butte St.,
Willows, Calif. 95988

Filed Feb. 16, 1965, Ser. No. 432,958
5 Claims. (Cl. 206—79)

This invention relates to a packaging combination for band attachments.

Indicia bearing band attachments employed in the past include a main body having extending therefrom a pair of transverse foldable legs. The legs are formed of flexible material so that they may be wrapped around a band, such as, for example, the band of a wrist watch. Such attachment structures are useful for carrying indicia, such as a calendar for example, or other data as may be required. Quite frequently, such attachments are mailed to users in displays that might well carry explanatory or advertising indicia.

The present invention concerns itself with a packaging mount for carrying such band attachments in an unfolded condition within the card so that the card and the attachment lie on a substantially identical plane and form only one planar surface which can be conveniently enclosed in a conventional envelope for mailing.

One of the principal advantages of this invention lies in the fact that the indicia surface of the attachment is displaced through a window opening in its carrying card so that the indicia on the panel of the attachment can be readily observed on one face of the card, while the attachment is carried by the card. The aforesaid feature and advantage has particular application for use in conjunction with promotional and explanatory data which can be printed on the face of the card.

As a further advantage of this invention there is provided on the opposite side of the card protrusions of the legs of the attachment which are biased against the card to hold the attachment in fixed relation to the card. The legs also provide a rectangular pattern which can be used in addition to supplementary printing to form predetermined designs useful in either explanatory or promotional indicia printed on the card.

One of the objects of this invention is to provide a card having two parallel slits spaced apart a distance substantially equal to the width of the indicia bearing surface of the band attachment, and having a length substantially equal to the length of the indicia bearing surface of the band attachment so that the band attachment can be carried within the slits and therein stand in more or less fixed relationship with respect to the card, and when installed therein, provide the indicia bearing surface of the band attachment in exposed relationship between the two slits.

Another object of this invention is to provide a card for carrying such band attachments in an unfolded condition within the card, wherein the flexible legs extending from the main body of the band attachment are biased against the card by slightly deforming or bending the legs in the direction of the card, whereby the band attachment is fixedly held in the desired position within the card while retaining a substantially planar surface on each side of the card.

A further object of this invention is to provide a card for mounting the band attachment wherein means formed in the card, including portions of the card, hold the band attachment in substantially fixed position relative to the card providing a window that exposes the indicia bearing surface of the band attachment.

These and other objects of the present invention will become apparent upon reading the following detailed specification in conjunction with the drawings wherein:

FIG. 1 is a plan view of a band attachment packaging device embodying the invention;

FIG. 2 is a bottom view of the packaging device illustrated in FIG. 1;

FIG. 3 is a side view of the band attachment packaging device shown in FIG. 1;

FIG. 4 is a top view of the band attachment shown in FIG. 1, mounted in a band; and

FIG. 5 is a cross-sectional view taken along section line 5—5 shown in FIG. 4.

Reference is now made to FIGS. 1, 2 and 3 of the drawings wherein a band attachment packaging device embodying the invention is illustrated. A card **10**, having a pair of slits **12** formed thereon, is employed for mounting a band attachment **14**. As shown in FIG. 1, for example, the band attachment **14** comprises a main body **16** and two pairs of legs **18** and **19** integrally formed with the body **16** and outwardly extending therefrom. The band attachment may be made of any suitable material, such as metallic or plastic materials for example, which are flexible and which include a certain amount of resiliency.

As previously described, the present invention relates to an indicia-bearing band attachment packaging device. Such indicia is printed on the face or surface that constitutes the main body **14**. As shown in FIG. 1, the outline of the surface of the main body **16** corresponds to the surface of the card confined by the pair of slits **12**. To that effect, the pair of slits **12** are positioned in parallel in the card **10** at a distance *a*, which corresponds to the width of the main body **16**. In addition, the length *b* of the slits **12** is substantially equal to the length of the indicia bearing surface of the band attachment **14**.

The two pairs of legs **18** and **19**, which as previously explained are made of resilient, flexible material, have a predetermined width that permits easy folding when attached to a band as will be explained later. The length of each of the legs **18** and **19** is determined by the maximum width of the band for which the band attachment **14** is intended.

As illustrated in FIGS. 1–3, the band attachment **14** is mounted on the card **10** by inserting the pairs of legs **18** and **19** through the slits **12** in a manner such that the indicia bearing surface **16** is exposed on the top side of the card **10**, while the two pairs of legs **18** and **19** project on the bottom side of the card **10**. In this manner the portion of the card **10** confined by the slits **12**, and which corresponds to the main body **16** of the band attachment **14**, cooperates with the top surface of the card **10** and the legs **18** and **19** to hold the band attachment **14** in substantially fixed position relative to the card **10**. To this effect these cooperating portions exert sufficient pressure on one another to hold the band attachment **14** in the desired position.

The legs **18** and **19**, which as described above are made of resilient, flexible material present a relatively rigid structure to the card **10**, thus permitting the pressure exerted by the portions of the card **10** on the band attachment to hold the attachment **14** in its desired position. In order to insure the permanency of the position of the attachment **14**, the legs **18** and **19** may be slightly deformed or biased against the card **10** as shown in FIG. 3, to exert pressure on the card **10**. Biasing the legs in such a manner, however, does not materially affect the flatness of the surface presented by the structure, while providing a spring like biasing to the structure that prevents sliding of the attachment through the slits **12**.

As shown in FIG. 2, for example, one of the features of the invention consists in the utilization of the two pairs of legs **18** and **19** for mounting and for display purposes. As shown in FIG. 2, the pairs of legs **18**

and **19** in combination with the portion **17** bounded by the slits **12** on the bottom side of card **10**, may be employed to represent a letter H which may form an integral part of additional advertising or explanatory indicia printed on the bottom side of the card **10**. Similarly as shown in FIG. 1, the indicia bearing surface **16** of the band attachment **14**, exposed on the top side of the card **10**, may be utilized as part of the advertising or promotional indicia printed on the card **10**.

FIG. 3, which is a side view of the structure shown in FIG. 1, illustrates the structural cooperation of the different portions of the card **10** and the band attachment **14**. As illustrated therein, by projecting the legs **18** and **19** through the slits **12**, pressure is applied to the band attachment **14** from the card **10** to legs **18** and **19** and to the main body **16** from the portion **17** of the card **10**.

As shown in FIG. 3, the legs **18** and **19** are slightly deformed to bias the structure against the card **10**. The curvature of the legs **18** and **19** as illustrated is greatly exaggerated for purposes of clarity. In actual practice only a slight deformation is sufficient to provide a spring-like action to the structure. In this manner the face **16** of the attachment **14** is pressed against the card **10** fitting within the slits **12**, while the legs **18** and **19** press against the portion of the card **10** confined by the slits **12**.

It should be noted that the thicknesses of the card **10** and the band attachment **14** are illustrated in an enlarged form for reasons of clarity and that in their actual size the surfaces presented by the card **10** on either side are substantially planar. This feature permits enclosing the band attachment packaging structure in conventional envelopes, which may be of considerable importance shown in FIGS. 1–3, when the band attachments are employed for advertising and promotion purposes.

FIGS. 4 and 5 illustrate the manner in which the band attachment **14** may be used in combination with a band. To this effect attachment **14** may be mounted on a band **20**, which may be a wrist watch band for example. The band attachment **14** may have chronological indicia such as a calendar printed on its main body **16** and it may be worn in combination with a watch for obvious purposes.

The band attachment **14** is mounted on the band **20** by placing the attachment **14** on the external side of the band, and folding the legs **18** and **19** to wrap around the band **20**. After using the indicia bearing attachment **14** in the manner illustrated in FIGS. 4 and 5, the legs **18** and **19** may be straightened out and the attachment **14** may be again positioned in the packaging device as illustrated in FIGS. 1–3.

What is claimed is:

1. In combination: first and second elements each having substantially planar indicia bearing surfaces; legs and body integrally formed by said first element, said second element having a pair of apertures spaced opposite a distance equal to the width of the body of said first element; the body being on one side of said second element and the legs extending through said slits to the opposite side of said second element; said legs bent toward the second element to cause pressure on the second element to hold said two elements in substantially fixed position.

2. A band attachment packaging device comprising in combination: mounting means having a pair of substantially planar faces and a pair of substantially parallel slits formed therein; and a band attachment having a main body with a plurality of legs outwardly extending therefrom; said pair of slits being separated from each other by a distance which is substantially equal to the width of said attachment's main body and having a length substantially equal to the length of the main body; said band attachment being mounted on said mounting means through said pair of slits exposing said main body on one of said pair of faces while said plurality of legs is exposed on the other one of said pair of faces said plurality of legs extending through said pair of slits in spring-biased relation against said other one of said pair of faces to provide means for holding said band attachment in a substantially fixed position relative to said mounting means.

3. A band attachment packaging device as defined in claim **2** wherein said main body has indicia formed on a surface thereof which is exposed on said one of said pair of faces.

4. A band attachment packaging device as defined in claim **2** wherein said band attachment is made of flexible, resilient material.

5. A band attachment packaging structure, for conveying a band attachment having an indicia bearing planar surface and a plurality of legs extending laterally therefrom; a card having a pair of substantially parallel slitted areas formed therein, said pair of slitted areas being positioned a distance from each other corresponding to the maximum width of said indicia bearing surface, and having length which corresponds to the length of the indicia bearing surface; said legs mounted through said slitted areas to expose said indicia bearing surface on one face of said card and said legs on the other side of said card said plurality of legs formed of resilient material and deformed in a curved configuration with the ends of the legs biased against said card to hold the band attachment in a substantially fixed position relative to said card.

References Cited

UNITED STATES PATENTS

1,073,828	9/1913	Wallin	40—2
1,695,495	12/1928	Ikofsky et al.	223—18.6
2,555,983	6/1951	Matthiesen	229—77

THERON E. CONDON, *Primary Examiner.*

WILLIAM T. DIXSON, JR., *Examiner.*