

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
27 November 2003 (27.11.2003)

PCT

(10) International Publication Number
WO 03/098559 A2

(51) International Patent Classification⁷: **G07F**

(21) International Application Number: PCT/IE03/00079

(22) International Filing Date: 21 May 2003 (21.05.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
S020399 22 May 2002 (22.05.2002) IE

(71) Applicant and

(72) Inventor: **JENNINGS, Geraldine** [IE/IE]; Ecalpemos,
Barns Road, Beabeg, Drogheda, Co Louth, Ireland (IE).

(74) Agent: **MURGITROYD & COMPANY**; 165-169 Scot-
land Street, Glasgow G58 PL (GB).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,

CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,
MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE,
SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ,
VC, VN, YU, ZA, ZM, ZW.

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

Published:

— without international search report and to be republished
upon receipt of that report

*For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.*

(54) Title: A METHOD OF PRODUCING A MEMORANDUM

(57) Abstract: A system for creating a product information memorandum comprises a plurality of information displaying units, typically removable stickers (4) and information retention units, typically cards (8). The stickers (4) present information identifying a specific product (2). The cards (8) are designed to receive and accommodate a plurality of the stickers (4). In use, a sticker (4) is attached to a product (2) or its packaging and the cards (2) are distributed to other parties. On identifying a product (2) of interest, a user removes the sticker (4) from its surface, (or the surface of its packaging) and sticks the sticker (4) to the card (8). On wishing to later recall the identity of a product, the user inspects the card (8) to acquire the information from the appropriate sticker (4).



WO 03/098559 A2

A Method of Producing a Memorandum

1 This invention relates to a method of producing a
2 memorandum and in particular a memorandum containing
3 product-specific information.

4
5 Having enjoyed a product or otherwise identified a
6 product of interest, it can often be difficult for a
7 customer to recall the exact details or
8 specifications of the product at a later date when
9 attempting to purchase it. For example, if a
10 customer has used and is happy with a product (e.g.
11 hair colour, lip/nail colour or other cosmetic item)
12 it may be difficult for the customer to remember the
13 name, brand name and/or shade of the product when
14 attempting to later purchase the product. Similar
15 problems can arise when a customer receives a
16 cosmetic sample from a retailer.

17
18 Similarly, on having identified a particular colour
19 of paint as being desirable for a particular
20 purpose, it can often be difficult to remember the
21 brand name of the paint, the paint colour or product
22 code.

23

1 Similar difficulties arise when attempting to recall
2 the brand name of a pharmaceutical of interest
3 (mouth ulcer lotion, pain killers) or the colour of
4 a yarn or the size or other specific information of
5 an item of clothing or lingerie (Tights: shade/size,
6 bra: manufacturer/size/design).

7
8 Also a customer might sample an item, such as food
9 or wine, at a tasting booth in a supermarket and
10 while impressed with the product, does not wish to
11 purchase it at that time, it may be difficult for
12 the customer to remember the name of the product
13 when attempting to later purchase it.

14
15 Particular problems exist when attempting to
16 purchase consumables or accessories for electronic
17 devices (e.g. cartridges or speciality paper for
18 printers or copiers) which are identified by product
19 codes often comprising a plurality of digits and/or
20 letters in complex sequences which are difficult to
21 remember.

22
23 Generating a memorandum of products of interest by
24 recording their details in a notebook can be
25 inconvenient because it requires that a user retain
26 the notebook and a writing means within their easy
27 reach at all times so that the details of a product
28 can be immediately recorded in the notebook before
29 being forgotten. However, depending on the
30 dimension of the notebook, it may not be convenient
31 for a user to continually carry the notebook around
32 with them. In addition, a user might identify a

1 product of interest in circumstances in which it is
2 inconvenient to take out a notebook and write the
3 product details into it e.g. on a shopping queue or
4 a market. Further, a user might identify a product
5 of interest in environmental conditions (e.g. in the
6 rain) in which it would be difficult to write the
7 details of the product into a notebook since the
8 paper would become sodden or the ink would run.

9
10 An object of the invention is to overcome the
11 problems of the prior art.

12
13 According to the invention there is provided a
14 system for creating a product information memorandum
15 comprising a portable information retention unit and
16 an information displaying unit presenting pre-
17 prepared product information wherein the information
18 displaying unit is adapted to be removably received
19 by the information retention unit.

20
21 Preferably, the information retention unit is a
22 card.

23
24 Preferably, the information retention unit is
25 laminated or made of plastics or a hard paper with a
26 gloss coating.

27
28 Desirably, the information retention unit displays
29 an indication of its purpose.

30

1 Desirably, the information retention unit displays a
2 logo or a brand or outlet identifying means, or the
3 name of the owner of the information retention unit.
4

5 Preferably, the information retention unit is
6 substantially of credit card dimensions.
7

8 Preferably, the information displaying unit is
9 adapted to be received by the information retention
10 unit by the provision of an adhesive surface on the
11 information displaying unit.
12

13 Desirably, the information displaying unit is a
14 removable sticker.
15

16 Desirably, the pre-prepared product information
17 presented by the information displaying unit does
18 not solely comprise the cost of a product.
19

20 Preferably, the pre-prepared product information is
21 presented by the information displaying unit in
22 human-readable form.
23

24 Preferably, the pre-prepared product information
25 presented by the information displaying unit serves
26 to identify a specific product.
27

28 Alternatively, the information retention unit is
29 provided with recesses in at least one of its faces
30 which are of sufficient dimension to accommodate the
31 information displaying units.
32

1 Preferably, an information displaying unit is
2 retained in at least one of the recesses in the at
3 least one of the faces of the information retention
4 unit.

5

6 Desirably, the product information memorandum is
7 adapted for recording and displaying retail product
8 information.

9

10 According to a second aspect of the invention there
11 is provided a method of preparing a system for
12 creating user-customisable product information
13 memorandum comprising the steps of;

14 selecting information suitable for identifying
15 a specific product;

16 preparing a plurality of information displaying
17 units to present the selected information;

18 removably attaching at least one of the
19 plurality of information displaying units to the
20 exterior of the product or packaging of the product
21 identified by the information displaying unit; and

22 preparing a plurality of information retention
23 units adapted to receive at least one of the
24 information displaying units.

25

26 Preferably, a plurality of the information
27 displaying units are prepared for a single specific
28 product and the plurality of information displaying
29 units attached to the exterior of a product or
30 product packaging are selected to identify the same
31 product.

32

1 Preferably, the information retention units are
2 prepared to identify a specific outlet or product
3 range.

4

5 According to a third aspect of the invention there
6 is provided a method of using a user-customisable
7 product information memorandum comprising the steps
8 of:

9 (a) identifying a product of interest;

10 (b) removing an information displaying unit
11 from the exterior of a product of interest or
12 packaging therefor;

13 (c) attaching the information displaying unit
14 to an information retention unit; and

15 (d) retrieving information identifying a
16 specific product from the product information
17 memorandum.

18

19 According to a fourth aspect of the invention there
20 is provided a method of customising a product
21 information memorandum comprising the steps of

22 (a) determining whether or not a product is of
23 interest;

24 (b) determining whether or not the information
25 retention unit can retain another information
26 displaying unit; and

27 (b) removing an information displaying unit from
28 the information retention unit corresponding with a
29 product in which there is no longer interest.

30

31 Preferably the method of customising a product
32 information memorandum additionally comprises the

1 step of attaching an at least one information
2 displaying unit identifying a product to the
3 information retention unit.
4

5 An embodiment of the invention will now be described
6 by way of example only with reference to the
7 accompanying drawings in which :

8 Figure 1 which is a schematic representation
9 from above of the removal of a sticker from the
10 packaging of a product and the placement of the
11 sticker on a card.
12

13 Referring to Figure 1, a product and/or the
14 packaging for a product 2 retains on its external
15 surface a removable sticker 4 on whose externally
16 facing surface there is printed information
17 identifying the product (e.g. brand name of product,
18 colour of product, size of product etc.) in human
19 readable form. The stickers 4 can also be adhered
20 to the surface of at least one face 6 of a card 8.
21 The stickers 4 are dimensioned so that a plurality
22 of the stickers 4 can be accommodated on the card 8.
23

24 Optionally, the card 8 may be adapted so that the
25 stickers 4 may only be adhered to the card 8 within
26 a designated receiving area on the surface of each
27 of the at least one faces of the card 8, wherein the
28 receiving area may extend over only part of any of
29 the at least one faces. In such circumstance, the
30 boundaries of the receiving area are indicated by
31 guides on the card 8.
32

1 The card 8 is of approximately credit card
2 dimensions, so that it can be easily and
3 conveniently carried by a user in a single hand, on
4 a user's person or in a wallet, purse or handbag.
5 The card 8 is laminated or made of plastics so that
6 it is robust and durable in different environmental
7 conditions and similarly is not easily crumpled,
8 folded or otherwise deformed. On at least one face
9 6 of the card 8 there may be provided an indication
10 of the purpose and origin of the card, for instance
11 "I bought it at 'Company Name'" or "Person's name's
12 favourite things". The card 8 may also contain on
13 at least one face 6 a logo or other indication of a
14 particular brand name of goods or retail outlet.
15 The card 8 may also be provided on at least one of
16 its faces with receiving recesses for the stickers 4
17 or other guides for the placement of the stickers 4
18 on the card 8.

19
20 The cards 8 can be provided to customers by retail
21 outlets or product manufacturers or purchased as a
22 novelty item. On identifying a product 2 of
23 interest a user detaches a sticker 4 from the
24 surface of the product 2 and/or the product's
25 packaging and adheres the sticker 4 to a face 6 of
26 the card 8. The sticker 4 could be stuck on a card
27 8 specific to the retail outlet in which the product
28 2 was observed or on card 8 specific for the brand
29 name of the product 2 in question or on a novelty
30 personalised card 8.

31

1 On wishing to purchase a product of interest a user
2 can bring their card 8 out of their pocket, purse or
3 other receptacle and read from an appropriate
4 sticker 4 adhered to at least one of the faces 6 of
5 the card 8, information identifying the product of
6 interest or its attributes.

7

8 By adhering different stickers to different cards
9 according to where the product was bought or the
10 brand name of the range of goods in question, a user
11 can effectively generate a database of product
12 specific information organised and easily searchable
13 according to the user's own criteria.

14

15 Improvements and modifications can be made to the
16 above without departing from the scope of the
17 invention.

18

19

1 Claims

2

3 1. A system for creating a product information
4 memorandum comprising a portable information
5 retention unit and an information displaying unit
6 presenting pre-prepared product information wherein
7 the information displaying unit is adapted to be
8 removably received by the information retention
9 unit.

10

11 2. A system for creating a product information
12 memorandum according to Claim 1 wherein the
13 information retention unit is a card.

14

15 3. A system for creating a product information
16 memorandum according to any of the preceding Claims
17 wherein the information retention unit is laminated
18 or made of plastics or a hard paper with a gloss
19 coating.

20

21 4. A system for creating a product information
22 memorandum according to any of the preceding Claims
23 wherein the information retention unit displays an
24 indication of its purpose.

25

26 5. A system for creating a product information
27 memorandum according to any of the preceding Claims
28 wherein the information retention unit displays a
29 logo or a brand or outlet identifying means, or the
30 name of the owner of the information retention unit.

31

- 1 6. A system for creating a product information
2 memorandum according to any of the preceding Claims
3 wherein the information retention unit is
4 substantially of credit card dimensions.
5
- 6 7. A system for creating a product information
7 memorandum according to any of the preceding Claims
8 wherein the information displaying unit is adapted
9 to be received by the information retention unit by
10 the provision of an adhesive surface on the
11 information displaying unit.
12
- 13 8. A system for creating a product information
14 memorandum according to any of the preceding Claims
15 wherein the information displaying unit is a
16 removable sticker.
17
- 18 9. A system for creating a product information
19 memorandum according to any of the preceding Claims
20 wherein the pre-prepared product information
21 presented by the information displaying unit does
22 not solely comprise the cost of a product.
23
- 24 10. A system for creating a product information
25 memorandum according to Claim 9 wherein, the pre-
26 prepared product information is presented by the
27 information displaying unit in human-readable form.
28
- 29 11. A system for creating a product information
30 memorandum according to Claims 9 or 10, wherein the
31 pre-prepared product information presented by the

1 information displaying unit serves to identify a
2 specific product.

3

4 12. A system for creating a product information
5 memorandum according to any of the preceding Claims
6 wherein the information retention unit is provided
7 with recesses in at least one of its faces which are
8 of sufficient dimension to accommodate the
9 information displaying units.

10

11 13. A system for creating a product information
12 memorandum according to Claim 12 in which an
13 information displaying unit is retained in at least
14 one of the recesses in the at least one of the faces
15 of the information retention unit.

16

17 14. A system for creating a product information
18 memorandum according to any of the preceding Claims
19 which is adapted for recording and displaying retail
20 product information.

21

22 15. A method of preparing a system for creating
23 user-customisable product information memorandum
24 comprising the steps of;
25 selecting information suitable for identifying
26 a specific product;
27 preparing a plurality of information displaying
28 units to present the selected information;
29 removably attaching at least one of the
30 plurality of information displaying units to the
31 exterior of the product or packaging of the product
32 identified by the information displaying unit; and

1 preparing a plurality of information retention
2 units adapted to receive at least one of the
3 information displaying units.

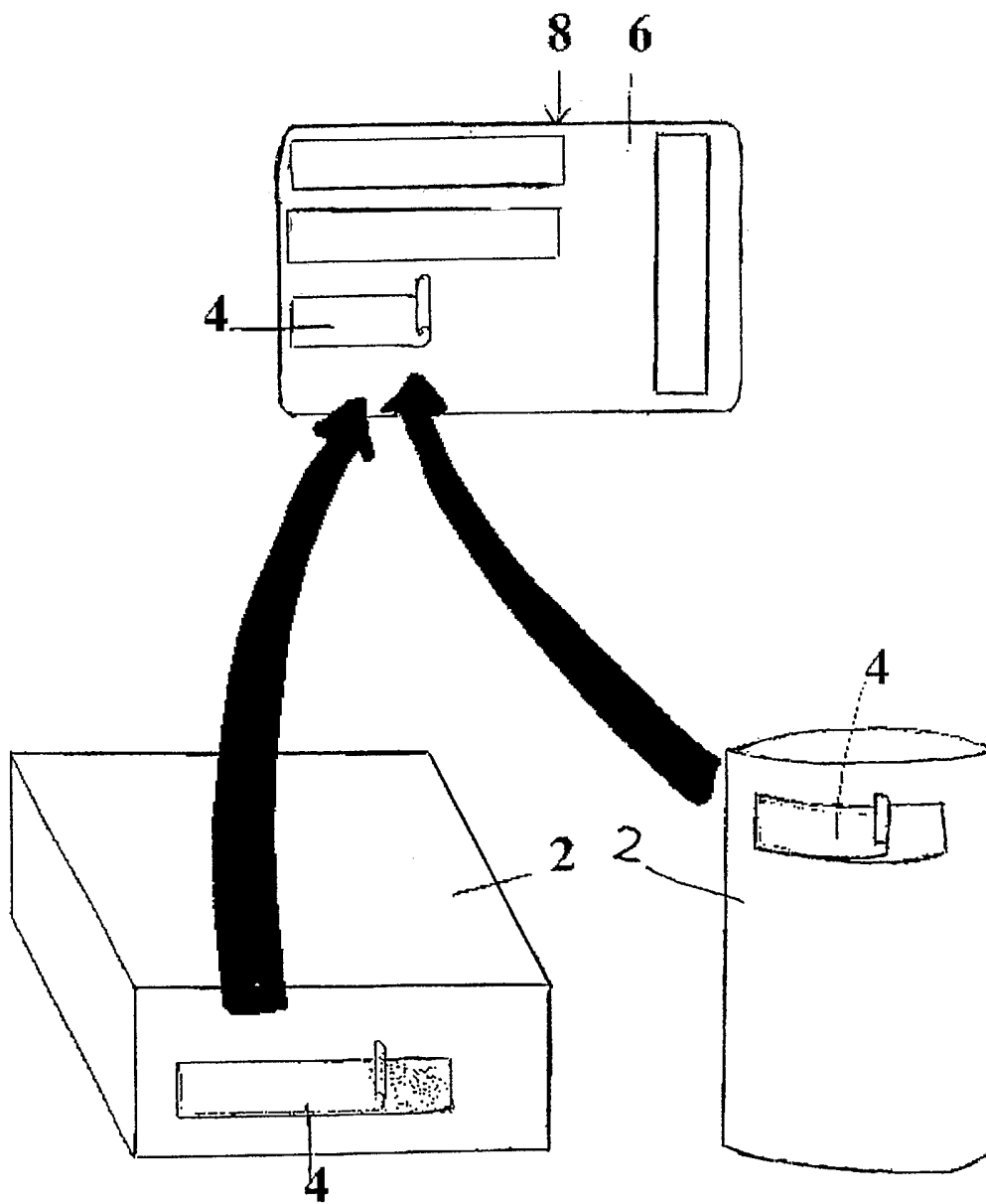
4
5 16. A method of preparing a system for creating
6 user-customisable product information memorandum in
7 accordance with Claim 15 in which a plurality of the
8 information displaying units are prepared for a
9 single specific product and the plurality of
10 information displaying units attached to the
11 exterior of a product or product packaging are
12 selected to identify the same product.

13
14 17. A method of preparing a system for creating
15 user-customisable product information memorandum in
16 accordance with Claims 15 and 16 wherein the
17 information retention units are prepared to identify
18 a specific outlet or product range.

19
20 18. A method of using a user-customisable product
21 information memorandum comprising the steps of:
22 (a) identifying a product of interest;
23 (b) removing an information displaying unit
24 from the exterior of a product of interest or
25 packaging therefor;
26 (c) attaching the information displaying unit
27 to an information retention unit; and
28 (d) retrieving information identifying a
29 specific product from the product information
30 memorandum.

31

- 1 19. A method of customising a product information
2 memorandum used according to Claim 18 comprising the
3 steps of
4 (a) determining whether or not a product is of
5 interest;
6 (b) determining whether or not the information
7 retention unit can retain another information
8 displaying unit; and
9 (b) removing an information displaying unit from
10 the information retention unit corresponding with a
11 product in which there is no longer interest.
12
- 13 20. A method of customising a product information
14 memorandum according to Claim 19 additionally
15 comprising the step of attaching an at least one
16 information displaying unit identifying a product to
17 the information retention unit.
18
19

**Figure 1**