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[54] APPARATUS FOR PLAYING A GAME UTILIZING  
THE PERCEPTION OF TELEVISION  
COMMERCIALS  
8 Claims, 5 Drawing Figs.

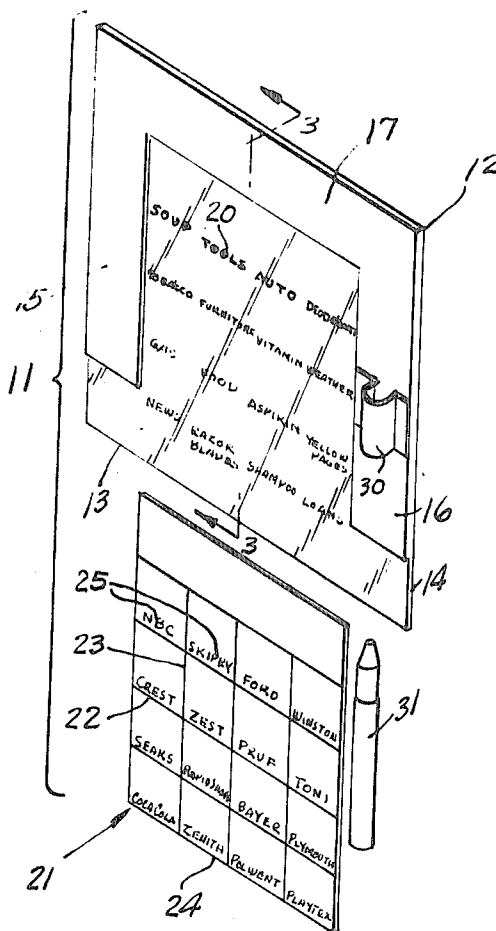
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**ABSTRACT:** A game apparatus consisting of rectangular background cards having transparent front panels secured thereto at three edges, leaving an open edge. The transparent front panels have indicia which are of the same color as the background card. The indicia consists of rows and columns of generic names of products. Auxiliary cards inscribed with rows and columns of boxes containing trade names may be inserted between the transparent front panel and the background card, so that a trade name and product name will appear in each box. A crayon is furnished to mark a box when the product or trade name is mentioned in a television commercial, so that eventually a contestant can complete a horizontal, vertical, or diagonal row of markings, whereby he is entitled to a score value. The crayon markings are erasable to permit reuse of the background card assemblies.





# APPARATUS FOR PLAYING A GAME UTILIZING THE PERCEPTION OF TELEVISION COMMERCIALS

This invention relates to game devices, and more particularly to a game apparatus for use in a game involving the perception of television commercial advertising messages by an audience.

A main object of the invention is to provide a novel and improved game apparatus utilizing the perception of television commercial advertising messages by a participating group of players, the apparatus being simple in construction, being easy to use, and providing a considerable degree of entertainment and stimulation by the participants using same when playing a game involving the perception of television commercials.

A further object of the invention is to provide an improved and entertaining means for playing a game involving the perception of television advertising commercial messages, the apparatus being easy to manipulate, being reusable so that it may be employed indefinitely for playing the game, and the apparatus being useful in providing amusement and stimulation while time-consuming and otherwise uninteresting television commercials are being broadcast to a group of viewers.

Further objects and advantages of the invention will become apparent from the following description and claims, and from the accompanying drawings, wherein:

FIG. 1 is a front perspective view of a typical playing unit of a game apparatus according to the present invention.

FIG. 2 is a rear perspective view of the apparatus of FIG. 1.

FIG. 3 is an enlarged transverse vertical cross-sectional view taken substantially on the line 3—3 of FIG. 1.

FIG. 4 is a fragmentary perspective view, with parts broken away, showing a portion of a game unit, such as is disclosed in FIGS. 1 to 3, and illustrating the manner in which the transparent front panel of the game unit is superimposed over an insert card employed with the unit.

FIG. 5 is a front elevational view of a verification sheet which may be employed by the scorekeeper in a game in which a number of persons participate, each person having a game unit similar to that shown in FIGS. 1 to 4.

Referring to the drawing, 11 generally designates a game apparatus constructed in accordance with the present invention. The apparatus 11 is a typical unit, and the total equipment for playing a game, as will be presently described consists of a number of such units, namely, at least one unit for each player participating.

The game unit 11 comprises a background card assembly 12 having a transparent front panel 13 of flexible sheet material, such as sheet plastic material, which is clear and transparent. The background card assembly 12 consists of a back panel 14 of suitable opaque material, such as cardboard or the like, formed with inwardly turned, frame-defining side marginal flange portions 15, 16, and a top marginal portion 17, the marginal portions 15, 16 and 17 extending inwardly parallel to the back panel 14 so as to define a three-sided frame, as is clearly shown in FIG. 1. The flexible transparent front panel 13 is secured between the marginal flanges 15, 16, 17 and the back panel 14 in any suitable manner, such as by stapling, cementing, stitching, or the like. As will be apparent from FIGS. 1, 2 and 3, the marginal portions of the transparent front panel 13 are received beneath and secured beneath the flange elements 15, 16 and 17, and the transparent panel 13 is of substantially the same size as the back panel 14, in that its exposed edges are substantially flush with the adjacent edges of said back panel 14. However, the side flanges 15 and 16 terminate substantial distances short of the bottom edge 18 of back panel 14, whereby the lower portion of the transparent front panel 13 is free to flex outwardly, so that an auxiliary card, presently to be described, can be easily slipped into the pocket defined between transparent panel 13 and back panel 14.

In a typical embodiment illustrated, the side flanges 15 and 16 terminate slightly more than 1 inch from bottom edge 18,

and the flanges 15, 16 and 17 are of a width of approximately  $1\frac{1}{2}$  inches.

The front surface of the back panel 14, exposed to view through the transparent panel 13, is preferably darkened with an opaque color, for example, black, and the transparent front panel 13 is inscribed, using ink of the same color as the face of the background card 14, with horizontal and vertical rows of words designating generic names of products mentioned in television commercials. The indicia, shown at 20, therefore comprises words, such as "soup," "tools," "tobacco," or the like, being the descriptive names associated with common products frequently advertised in television commercials. As shown in FIG. 1, the words 20 are arranged in horizontal rows, and there are a plurality of such rows which are spaced evenly from each other with their words so arranged that it is possible to form vertical rows of such words, as well as horizontal rows.

Designated at 21 is a typical auxiliary card adapted to be slipped into the pocket defined between transparent panel 13 and background panel 14. Thus, the auxiliary card 21 is generally rectangular in shape, corresponding to the general rectangular shape of said pocket, and the card 21 is marked with horizontal and vertical grid lines 22 and 23 which define boxes located so that the words 20 of the panel 13 will appear in said boxes when the auxiliary card 21 is substantially completely inserted in the pocket of the background card assembly 12. Card 21 is dimensioned so as to fit smoothly into said pocket and to be fully inserted therein with its bottom edge 24 substantially flush with the bottom edge 18 of back panel 14 when the card is fully inserted. Inscribed in each box is a trade name 25 which is the same as used in television commercials for a respective product, namely, a trade name likely to be mentioned in a television commercial. The trade names 25 are so arranged in the boxes that when the auxiliary card 21 is fully inserted in the pocket of a background card assembly 12, the product-describing words 20 will appear in the same boxes as the trade name words 25. Thus, each box will contain a descriptive word 20 and a trade name 25.

The auxiliary cards 21 are inscribed on both sides with the grid lines 22 and 23 and with trade names 25, providing two different sets of boxes with trade names for each card 21. The cards 21 are, therefore, reversibly insertable in the pockets of the background card assemblies 12. The reverse sides of the cards 21 contain trade names which are different from those on the front sides thereof, or which are arranged in different order, so as to present a different playing configuration.

As above mentioned, the descriptive words 20 are inscribed with ink which is the same color as the front face of the background panel 14, so that the words 20 are normally substantially invisible because they merge with the color of the visible face of the background card 14. However, the surfaces of the auxiliary cards 21 are of a different color from the ink employed for the words 20, so that said words become clearly visible when the auxiliary card 21 is inserted. In a typical example, the auxiliary card 21 had white surfaces with the trade names 25 inscribed on one face in red ink, and on the other face with blue ink, whereas, the words 20 inscribed on the transparent panel 13 were in black ink, and the front face of the background card 14 was blackened. With the card 21 inserted, the words 20 and the trade names 25 are clearly visible and show up with definite contrast, as well as being distinguishable because they are of different colored ink.

Mounted on a side flange 16 of each background card assembly 12 is a supporting loop 30 in which is removably supported a conventional wax crayon 31, for example, a black crayon, the crayon being removable for inscribing suitable recognition marks for example, X marks, on the transparent flexible panel 13 over specified boxes visible through the transparent panel, while playing a game, as will be presently described. The crayon marks are readily removable, for example, may be wiped off the transparent panel 13 after the game has been concluded, employing a conventional paper tissue, or napkin 32 which may be carried in a rear pocket provided on the background card assembly 12. Thus, a rear flap 33 may

be secured at its side and bottom edges to the side and bottom edges of back panel 14, leaving its top edge 34 free, to define a pocket adapted to receive the wiping napkin 32 in the manner illustrated in FIG. 2. The member 33 may comprise any suitable flexible material, such as cardboard, or the like.

A complete set of the apparatus of the present invention may consist of as many as 20 insert cards 21 and 10 background card assemblies 12. Before a game begins, each player receives, according to a typical set of rules, one set of cards consisting of a background card assembly 12 and one auxiliary card 21. As above mentioned, the auxiliary card 21 carries various brand names, or trade names, associated with products which are advertised during television commercials. On the background card assembly 12 appear descriptive names pertaining to products that are likewise advertised during television commercials. According to a typical set of game rules, a player can mark a visible square with an X mark, using the crayon 31, when either the descriptive name, or a brand name appearing in a square on the set of cards he is holding is mentioned. It is, therefore possible to mark more than one square during a particular television commercial.

The object of the game, according to a typical set of rules, is for a player to get four squares marked in a continuous line, either vertically, horizontally, or diagonally. The first player to accomplish this objective is considered the winner.

As will be readily apparent, any desirable set of rules may be devised for playing a game, using the apparatus above described. For example, all the holder cards 12 may be numbered and the player who holds the highest numbered card 12 may act as scorekeeper for a particular game. Before a game officially begins, the scorekeeper may write down each player's name at the top of a "verification sheet," such as that shown at 40 in FIG. 5. The verification sheet 40 can comprise a suitable piece of paper, which may be furnished in the form of a tablet arranged in pages printed in the manner illustrated in FIG. 5.

In playing the game, sufficient time is given for all the players to check their card units for "free squares." A "free square" condition may arise in a situation when the brand name and a description name of a product are of the same category in any one square. Likewise the scorekeeper shall be entitled, in accordance with a typical set of rules, to mark one square of his own choice as a "free square" before the game begins.

In playing the game, according to a typical set of rules, the scorekeeper announces to the other players both the brand name and the item that appear on his "free square" choice. In the event any of the other players has either this brand name or the item appearing on any of the squares on their set of cards, they are also entitled to mark these particular squares "free." It is the scorekeeper's duty to write down first, the brand name and opposite it, the description name, or names of the products as they are advertised during the commercial portions of a television program. These are written down on the verification sheet 40. The scorekeeper verbally announces these brand names and items as he writes them down. Only the major items or brand names advertised during a television commercial are the ones that can be considered as counting in scoring. Background items, such as billboards, signs, and the like, that appear only incidentally, or as part of a scene, do not count. Neither do "flash" advertisements count in the scoring. The television announcer's voice message may be employed as a guide to indicate what major brand name and item are being advertised in a typical commercial message. The scorekeeper's verification sheet 40 is employed for verification of the winning player's card.

In accordance with the above-mentioned typical set of rules, the first brand name and product name to appear on the verification sheet will be the one selected by the scorekeeper as his "free" choice. According to the said typical set of rules,

in the event a player or players desire to change programs, or channels, during the course of a game, a vote shall first be taken. If it is voted that the program, or channel, should be changed, then all those who voted against changing shall be entitled to mark a square of their own choice as "free." In the event of a tie vote, the scorekeeper shall act as the person entitled to break the tie. When a winning player's card has been checked and verified as correct by the scorekeeper, all of the crayon marks may later be wiped off easily, employing the napkin, or tissue 32, or any other suitable soft wiping member, such as a cloth, or the like. After the conclusion of the game, the cards are disassembled, namely, the auxiliary cards 21 are removed from the pockets of the background card assemblies 12, and the cards are suitably shuffled and distributed to start the next game.

In accordance with the above-mentioned typical set of rules, the scorekeeper asks each player whether he is playing the red ink side, or the blue ink side of his auxiliary card 21, and makes a note of this opposite the player's name of the verification sheet 40.

The crayons 31 are of a conventional washable variety, and a suitable supply of these crayons, along with a small box of napkins 32 may be furnished with each game.

While a specific embodiment of an improved television game apparatus has been disclosed in the foregoing description, it will be understood that various modifications within the spirit of the invention may occur to those skilled in the art. Therefore, it is intended that no limitations be placed on the invention except as defined by the scope of the appended claims.

What is claimed is:

1. A game apparatus comprising a background card, a transparent front panel secured at all but one of its margins to the margins of said background card, defining a pocket having an open edge, said transparent front panel having indicia corresponding to products mentioned in television commercials inscribed at spaced locations thereon, and an auxiliary card engageable through said open edge and fitting into said pocket and being inscribed with other indicia corresponding to products mentioned in television commercials, the indicia of the auxiliary card being located to appear adjacent respective indicia of said transparent panel when the auxiliary card is substantially fully inserted into said pocket between said transparent panel and said background card.

2. The game apparatus of claim 1, and wherein said indicia are arranged in horizontal rows and vertical columns.

3. The game apparatus of claim 2, and wherein the indicia on the transparent panel are substantially of the same color as the background card, and wherein the auxiliary card is of a different color, so that the indicia on the transparent panel is visible only when the auxiliary card is inserted in said pocket.

4. The game apparatus of claim 3, and wherein the indicia of the transparent panel are generic names of different products.

5. The game apparatus of claim 4, and wherein the indicia on the auxiliary card are trade names.

6. The game apparatus of claim 5, wherein said background card has a flange portion overlying said front panel, a supporting loop attached to said flange portion, and a crayon receivable in said supporting loop.

7. The game apparatus of claim 6, and wherein said flange portion comprises opaque side and top marginal portions.

8. The game apparatus of claim 5, and wherein said background card is provided with flat side and top marginal strips secured over the side and top marginal portions of the transparent panel, the side marginal strips terminating substantial distances short of the bottom edge of the background card, the bottom marginal portion of the transparent front panel being free to flex outwardly, whereby to facilitate insertion of said auxiliary card into said pocket.