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(54) **SEATING SYSTEM SHAPED LIKE A BEVERAGE CONTAINER**

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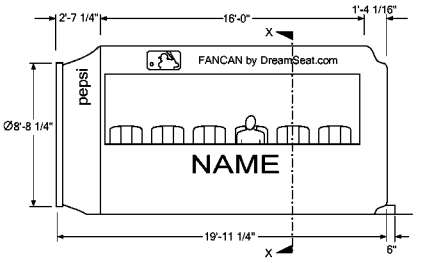
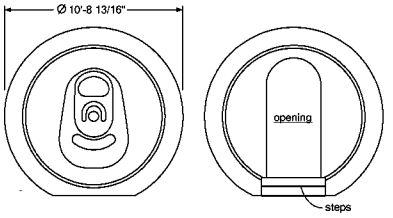
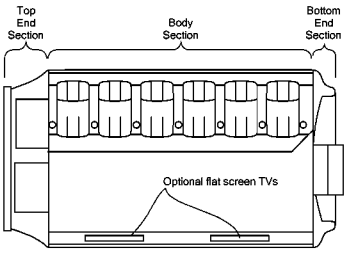
(52) **U.S. Cl.**
CPC *A47C 1/00* (2013.01)
USPC **297/232**

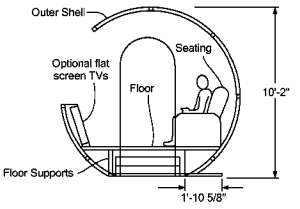
(57) **ABSTRACT**

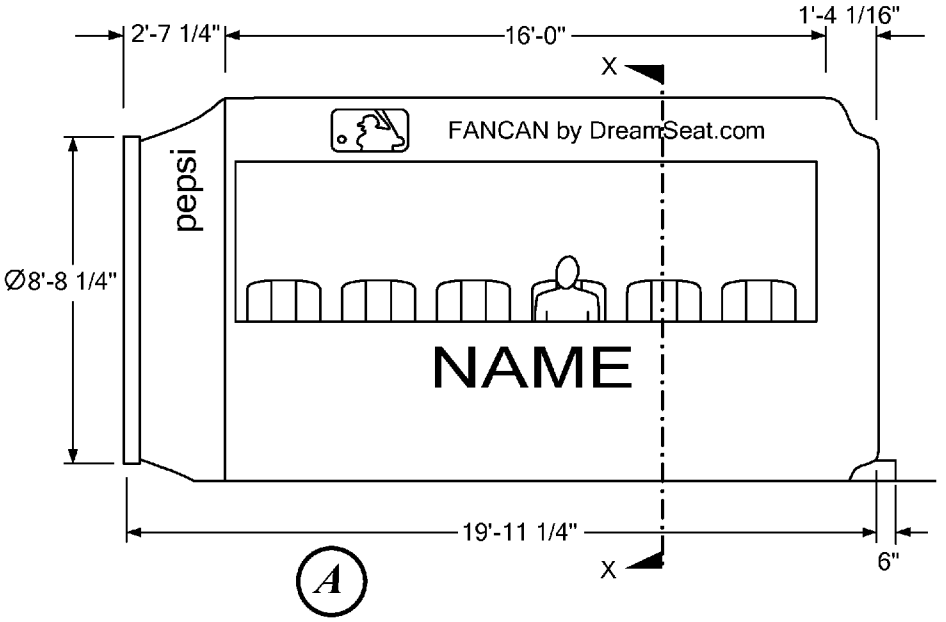
Embodiments of the present invention include seating systems shaped to look like various types of beverage containers, such as for promotional, advertising, sponsorship, spectator viewing, broadcasting, announcing, novelty, or other purposes. Among other things, the seating system includes a body portion and two end portions, where the body portion is typically decorated to look like a specific beverage container and the end portions are configured to look like the top and bottom portions, respectively, of that specific beverage container.










2'-7 1/4"
16'-0"
1'-4 1/16"
X
FANCAN by DreamSeat.com
pepsi
Ø8'-8 1/4"
NAME
19'-11 1/4"
6"
X
A

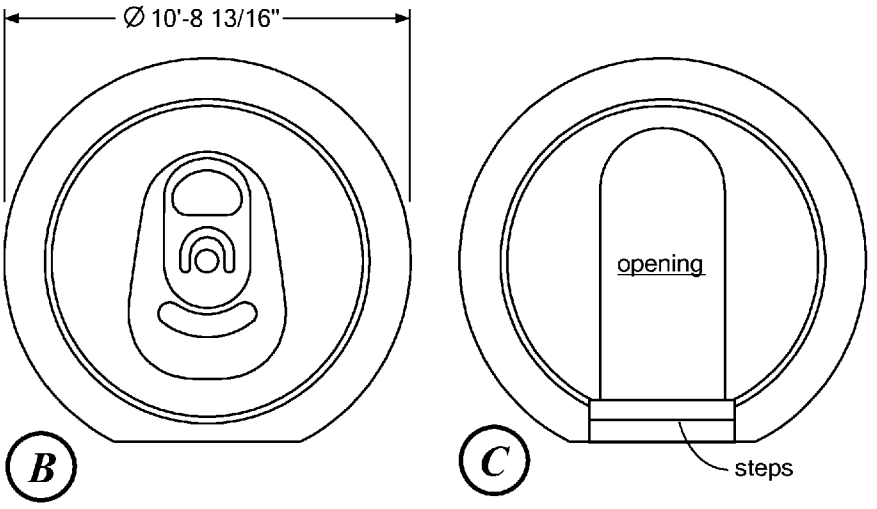
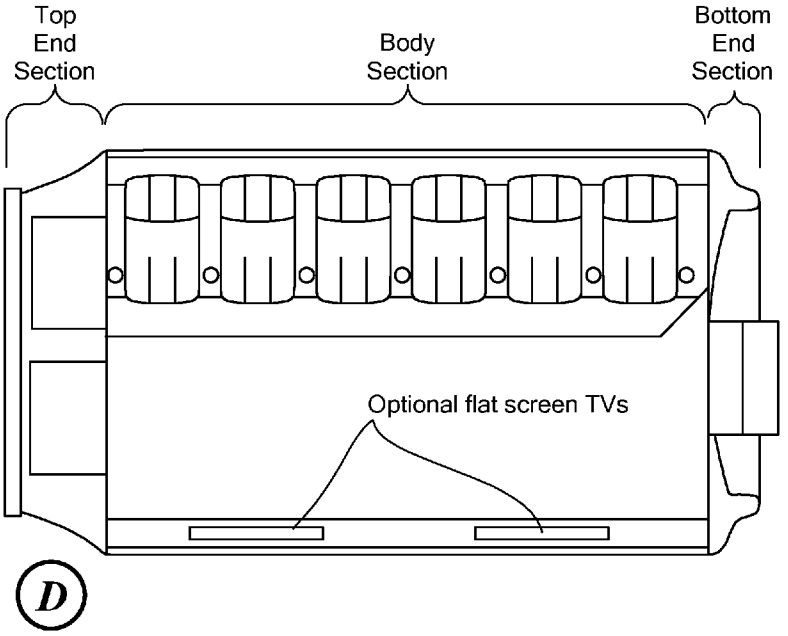

Ø 10'-8 13/16"
opening
steps
B
C

FIG. 1



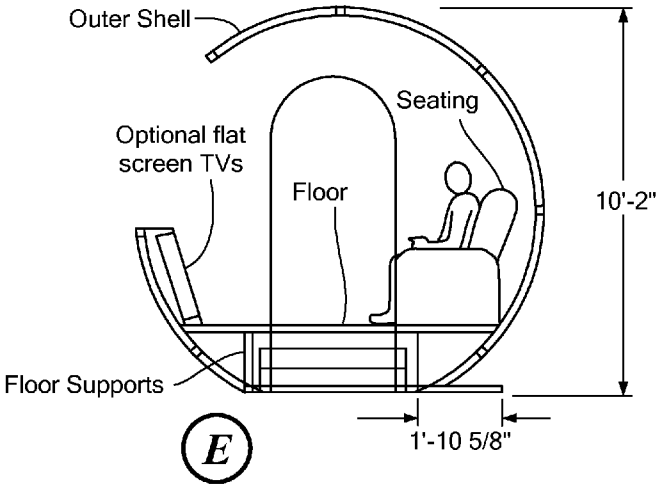


FIG. 1 (continued)

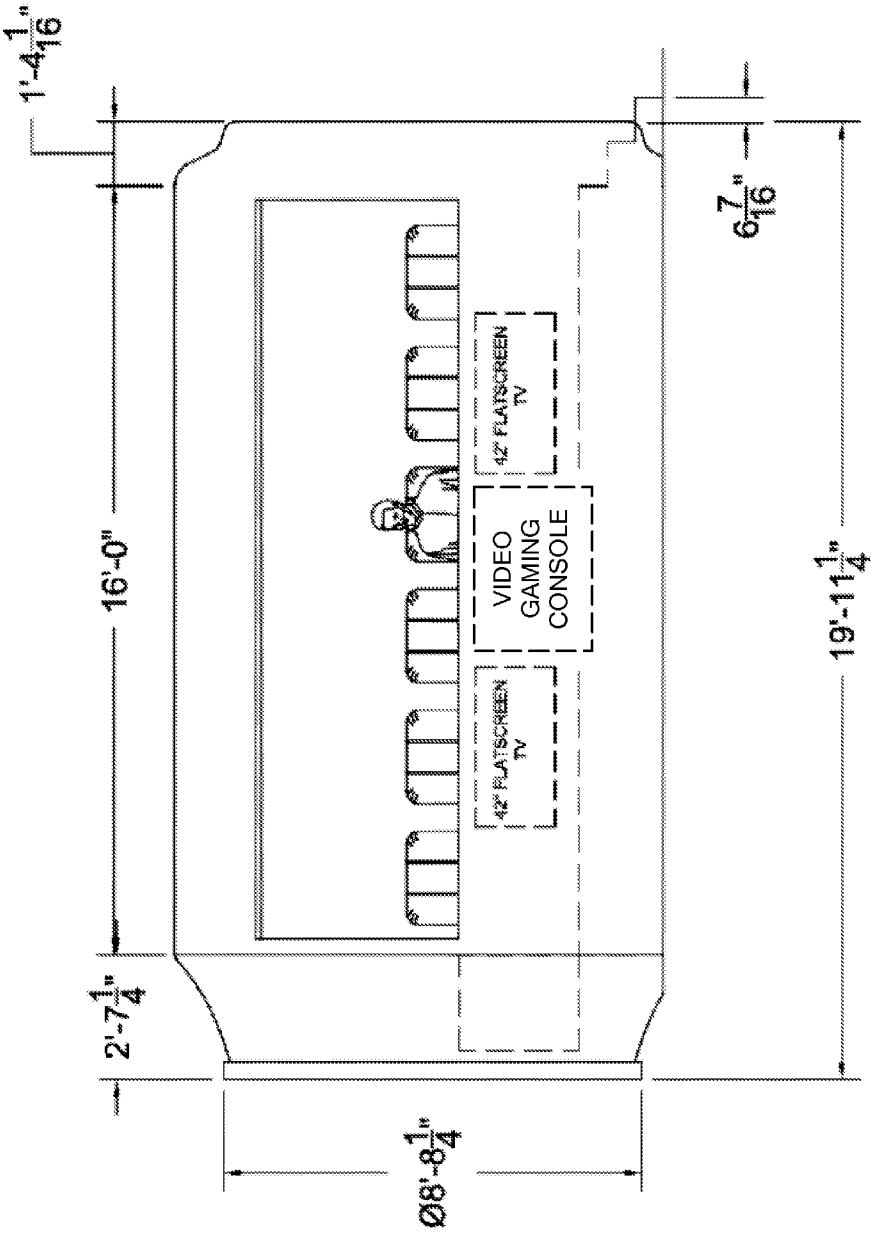
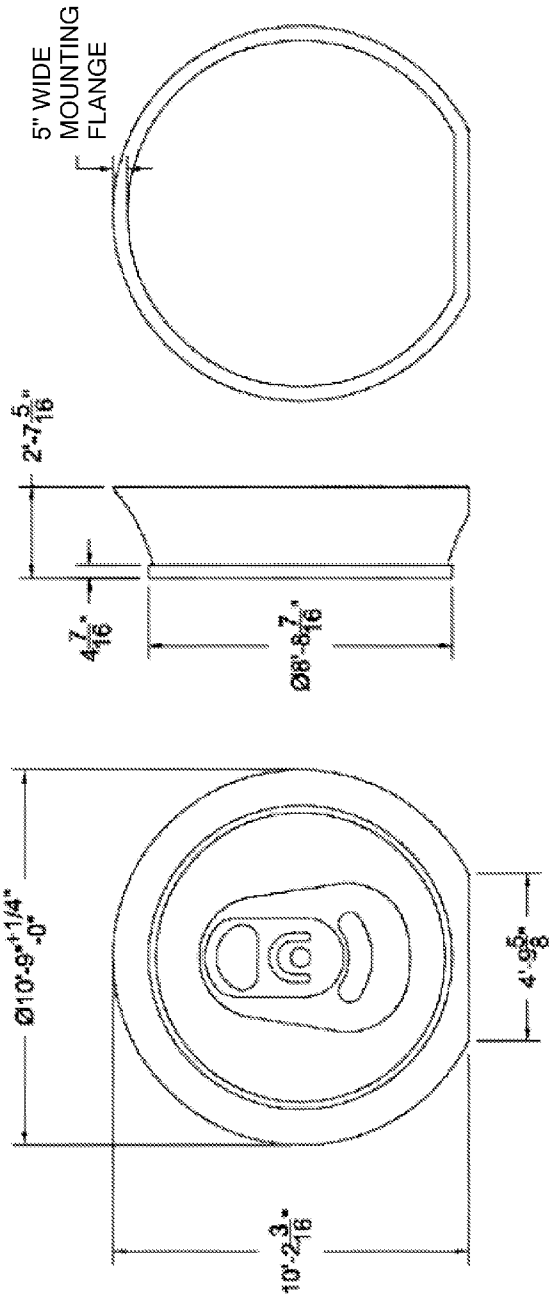

1'-4 1/16"
16'-0"
2'-7 1/4"
Ø8'-8 1/4"
6 7/16"
19'-11 1/4"
42" FLATSCREEN TV
VIDEO GAMING CONSOLE
42" FLATSCREEN TV

FIG. 2


5" WIDE
MOUNTING
FLANGE
2'-7 5/16"
4 7/16"
Ø8'-8 7/16"
Ø10'-9"+1/4"
-0"
4'-9 5/8"
10'-2 3/16"

CAN TOP

FIG. 3

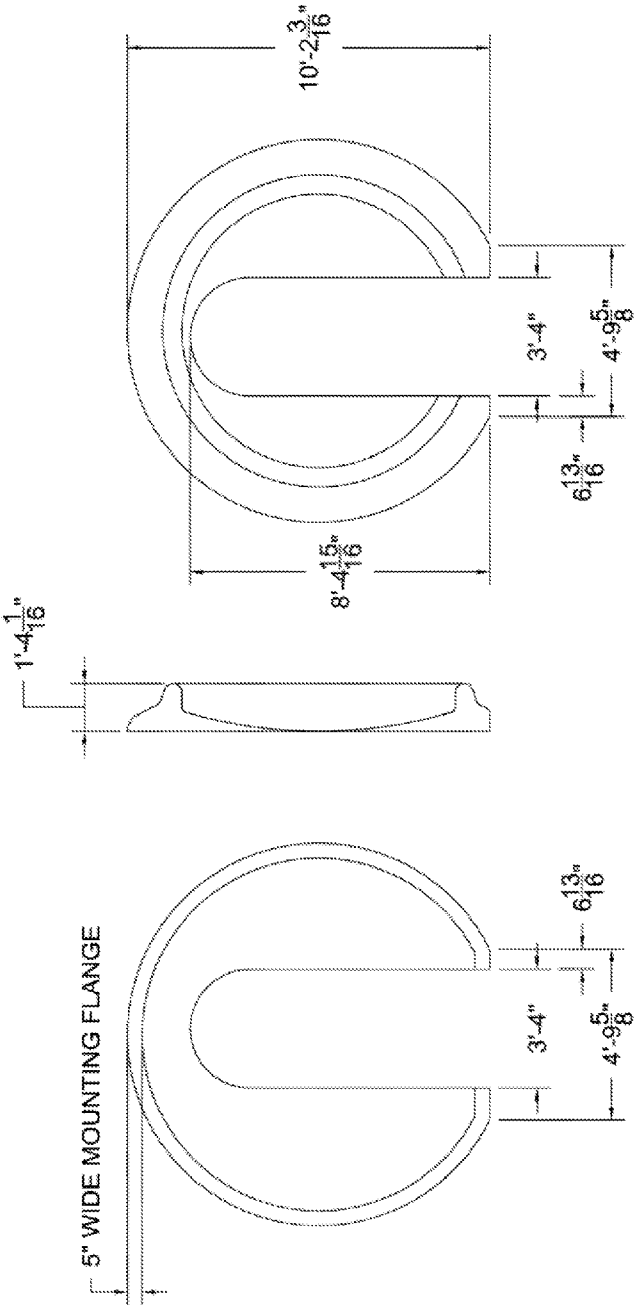

10'-2 3/16"
3'-4"
4'-9 5/8"
6 13/16"
8'-4 15/16"
1'-4 1/16"
CAN BOTTOM
6 13/16"
3'-4"
4'-9 5/8"
5" WIDE MOUNTING FLANGE

FIG. 4

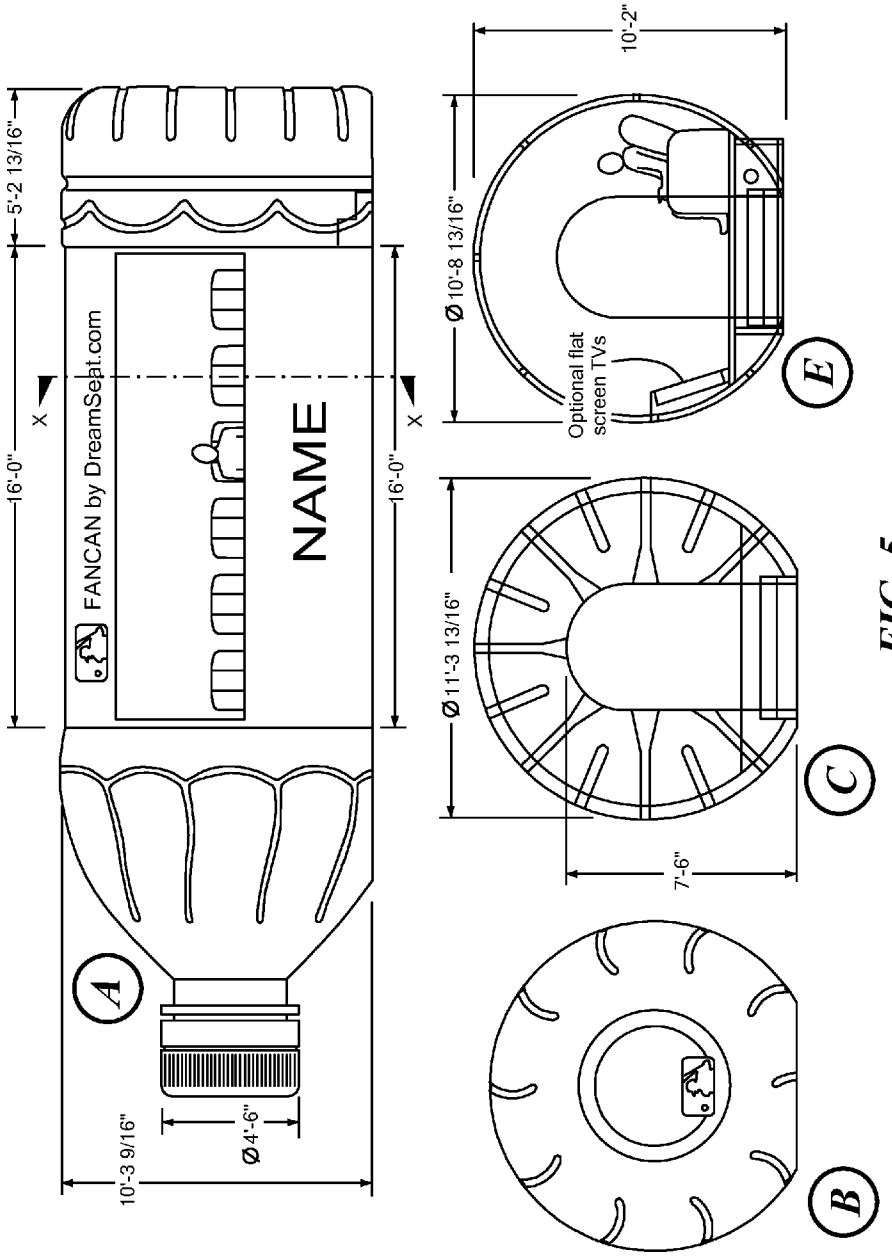

5'-2 13/16"
16'-0"
X
FANCAN by DreamSeat.com
NAME
X
16'-0"
A
10'-3 9/16"
Ø4'-6"
10'-2"
Ø 10'-8 13/16"
Optional flat screen TVs
E
Ø 11'-3 13/16"
7'-6"
C
B

FIG. 5

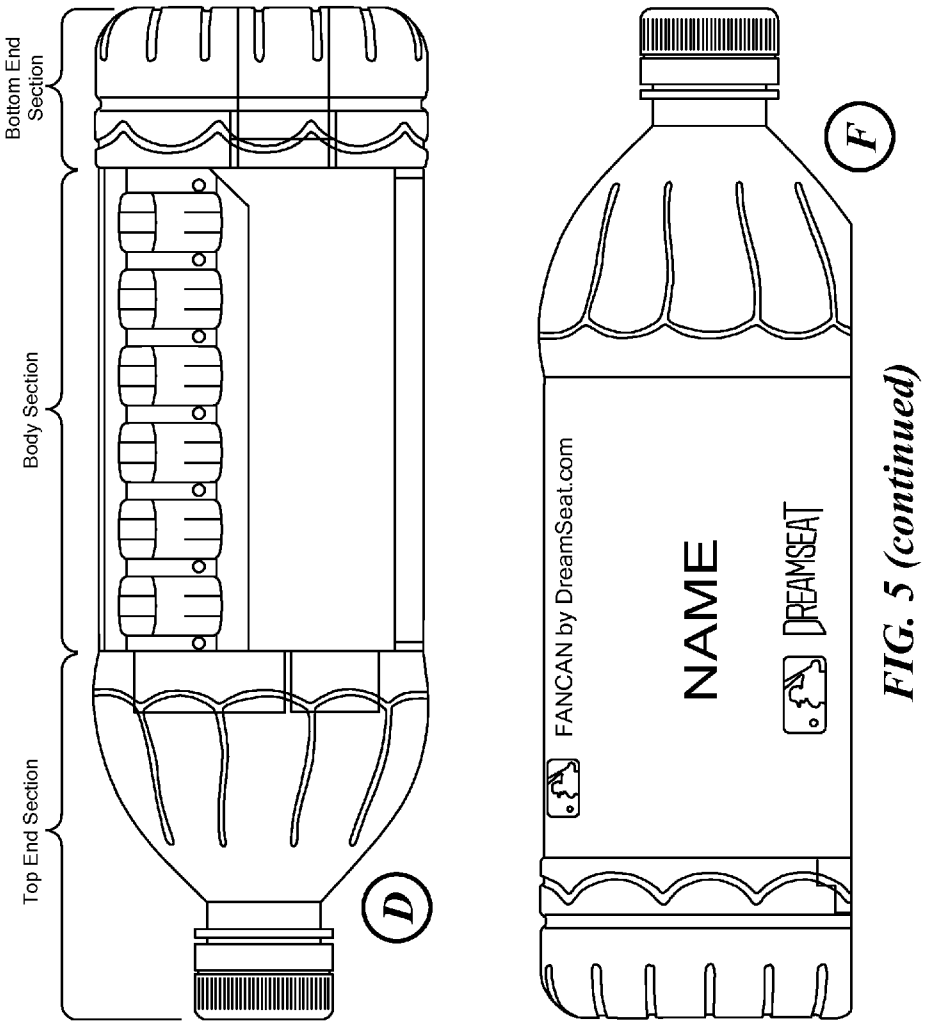


FIG. 5 (continued)

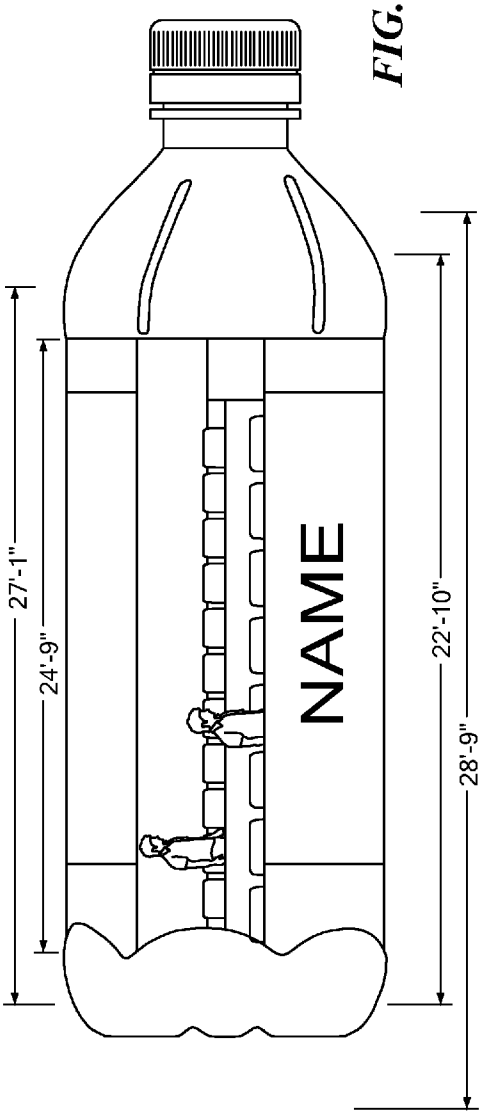


FIG. 6

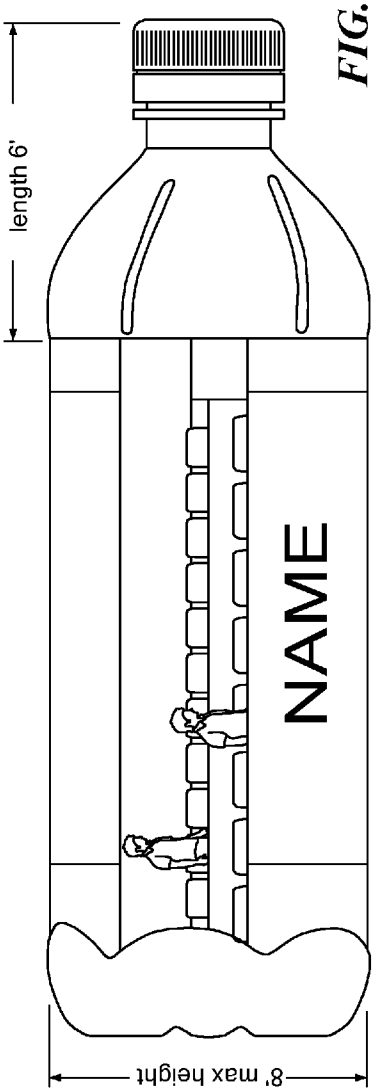


FIG. 7

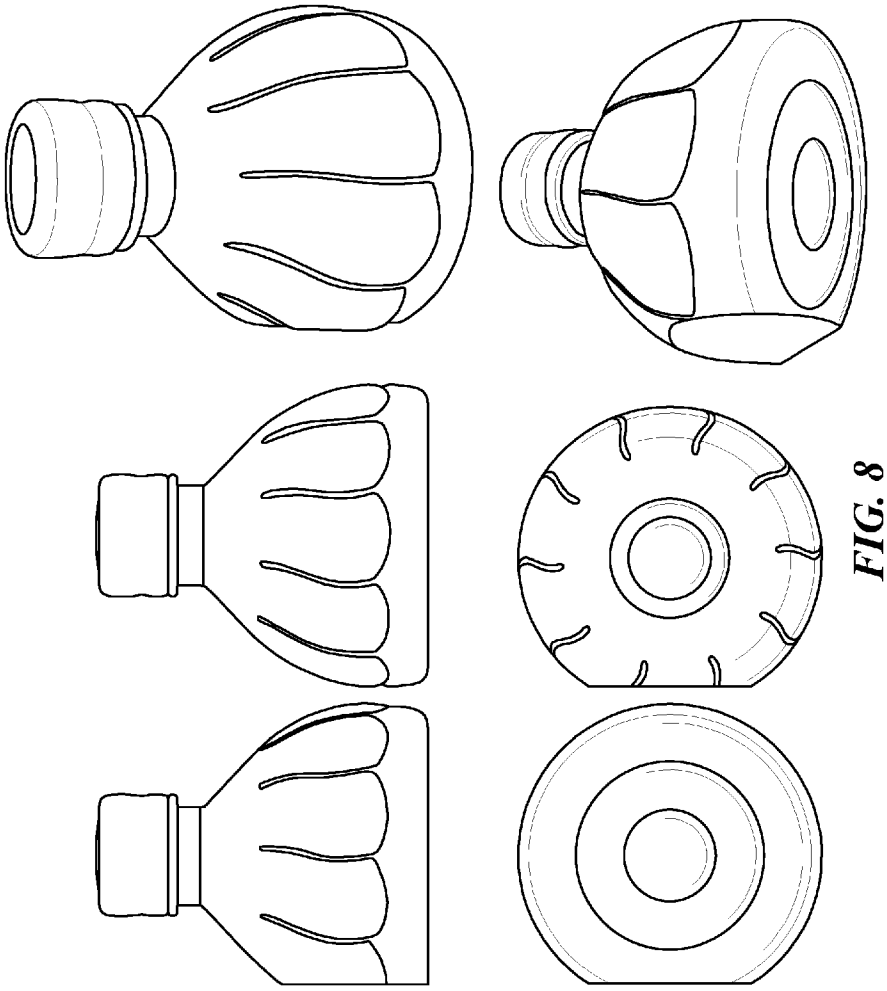


FIG. 8

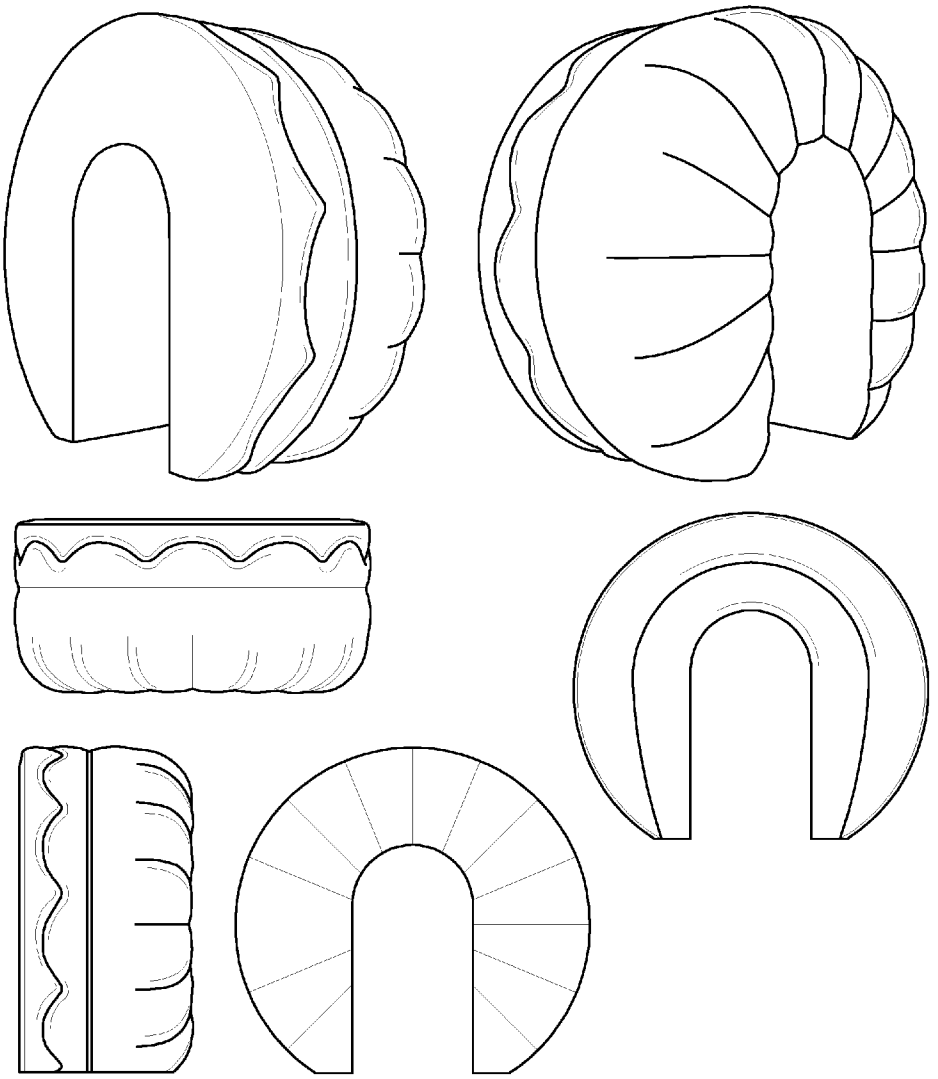


FIG. 9

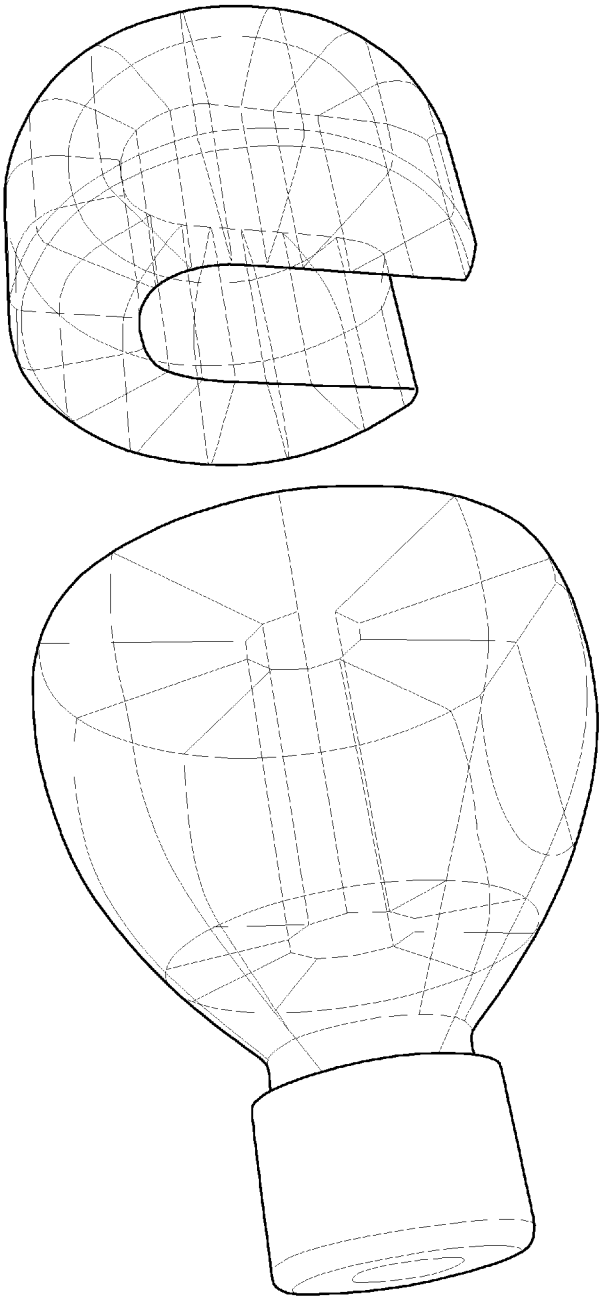


FIG. 10

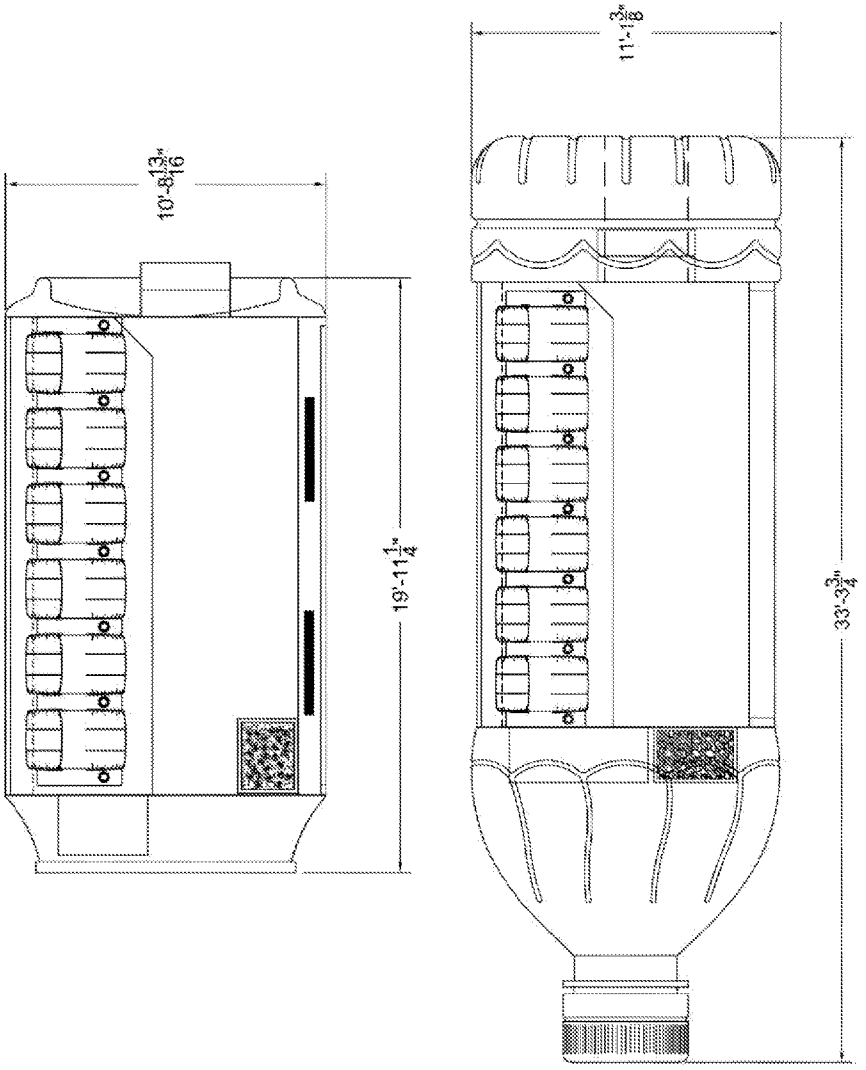


FIG. 11

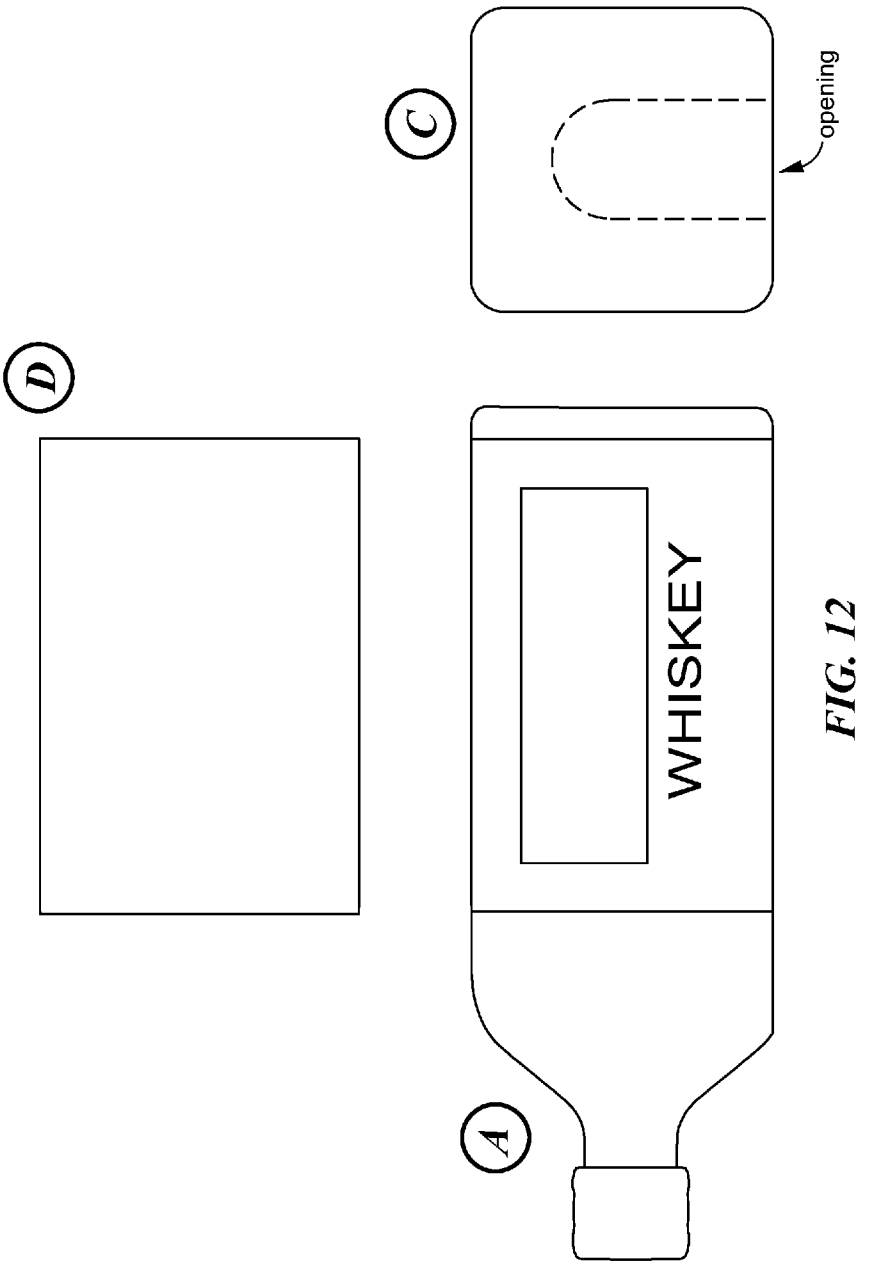


FIG. 12

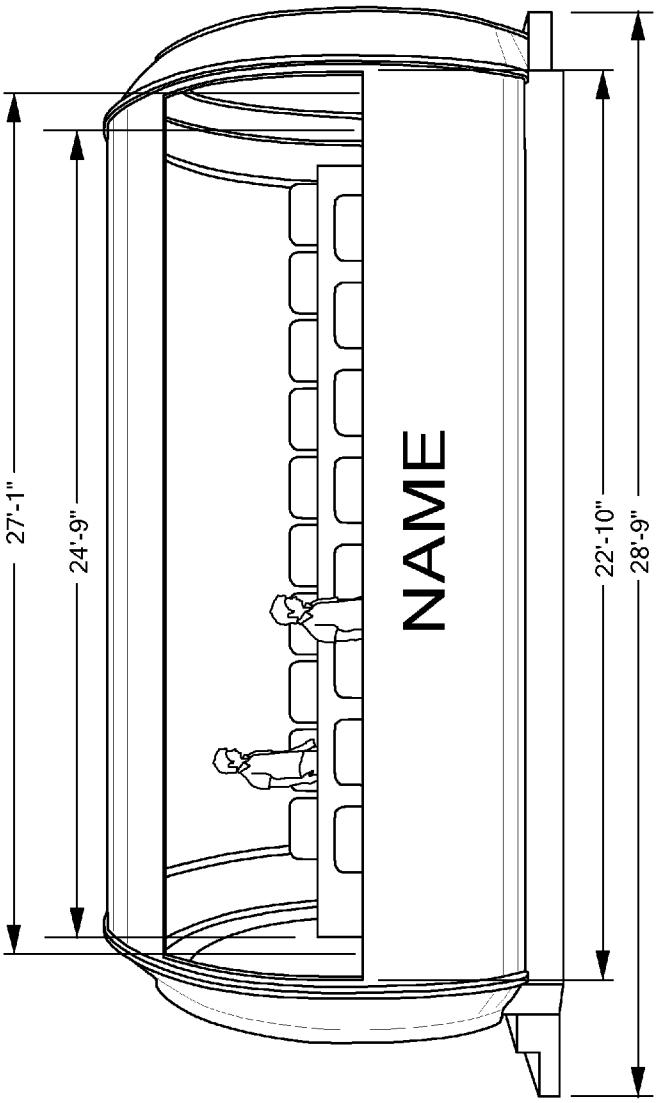


FIG. 13

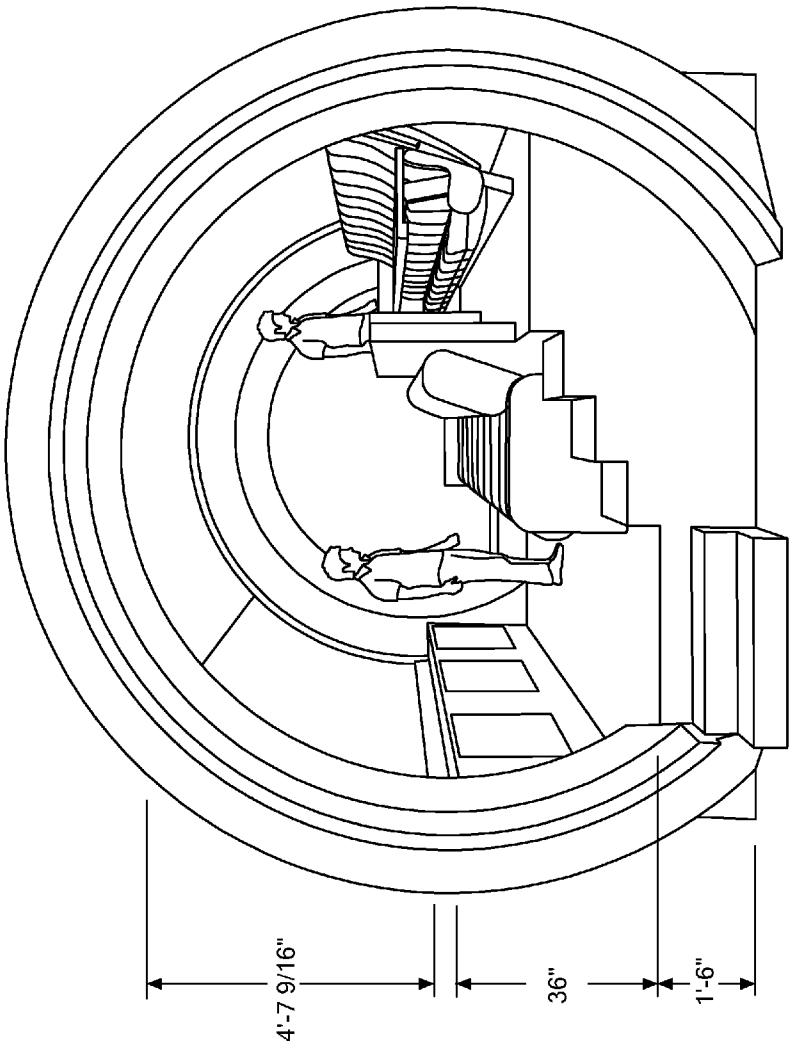


FIG. 14

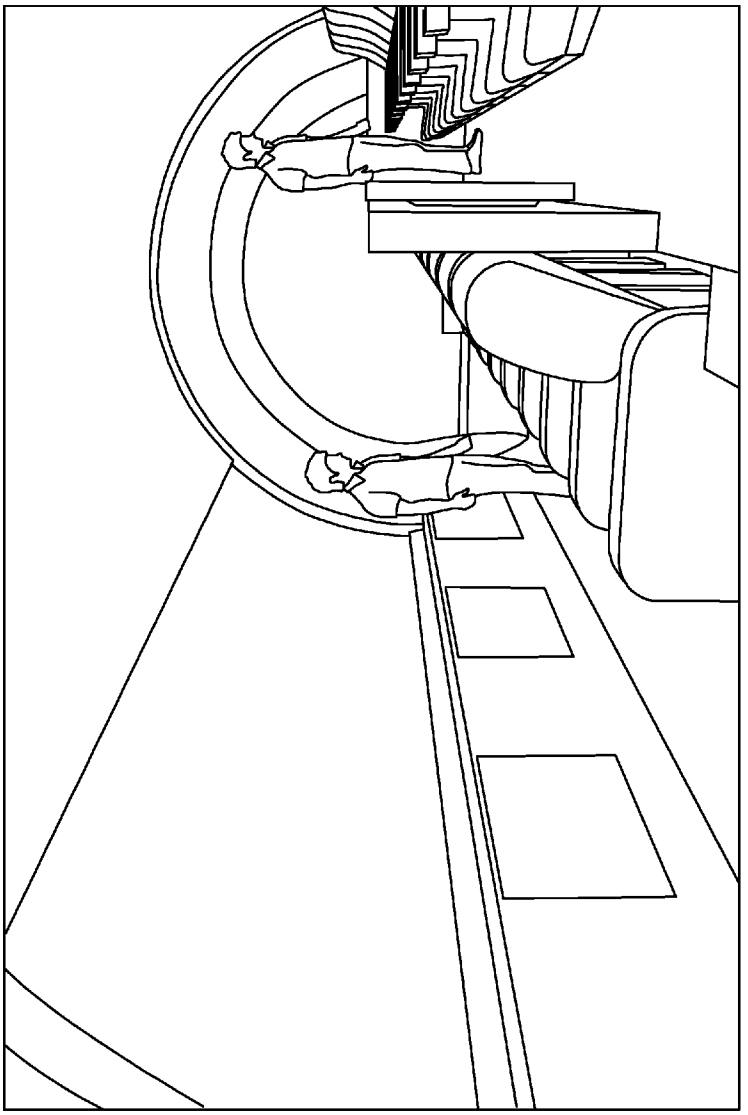


FIG. 15

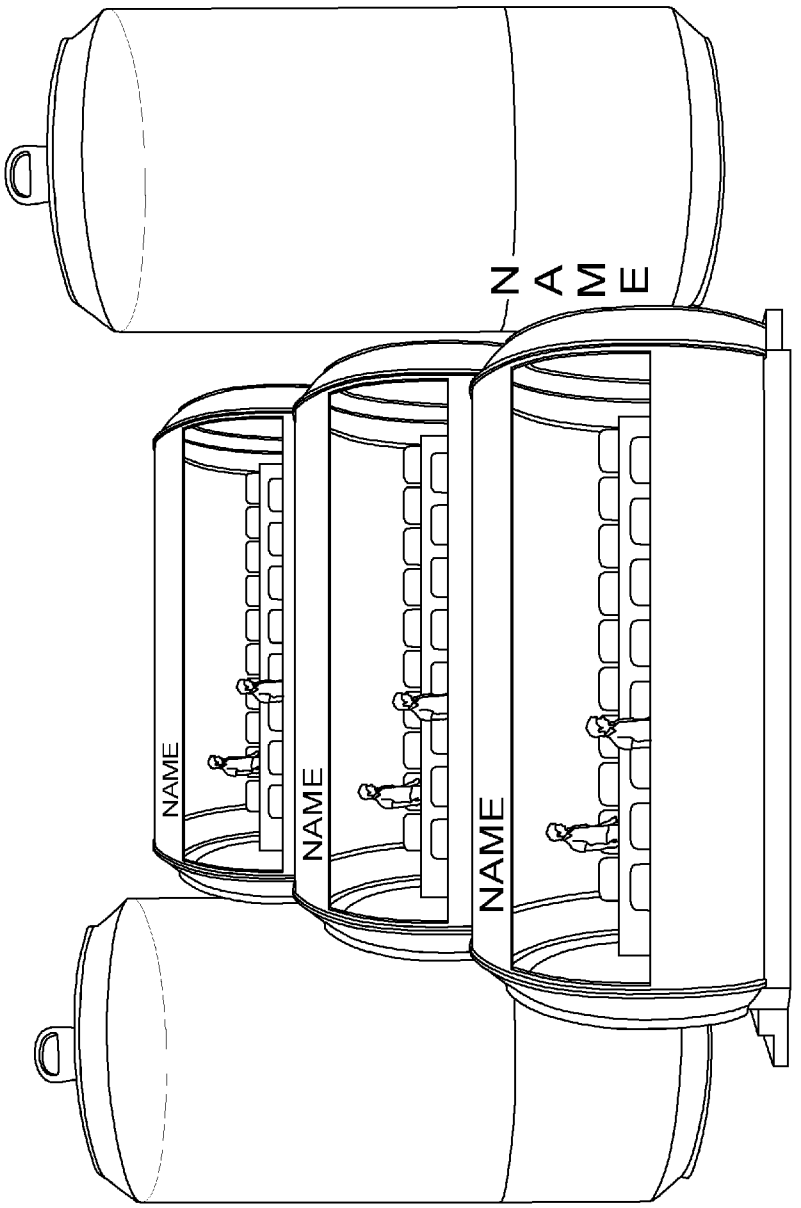


FIG. 16

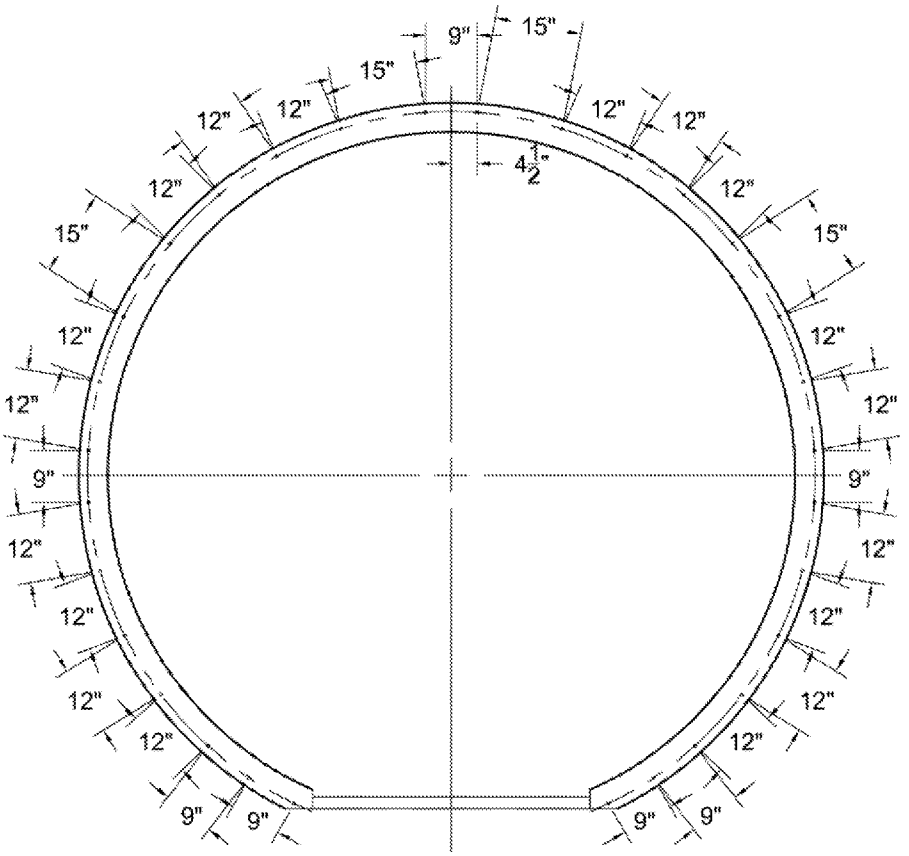

9"
15"
15"
12"
12"
12"
12"
15"
12"
12"
9"
12"
12"
12"
12"
9"
9"
12"
12"
12"
12"
12"
12"
15"
12"
12"
12"
9"
9"
9"
9"
4½"

FIG. 17

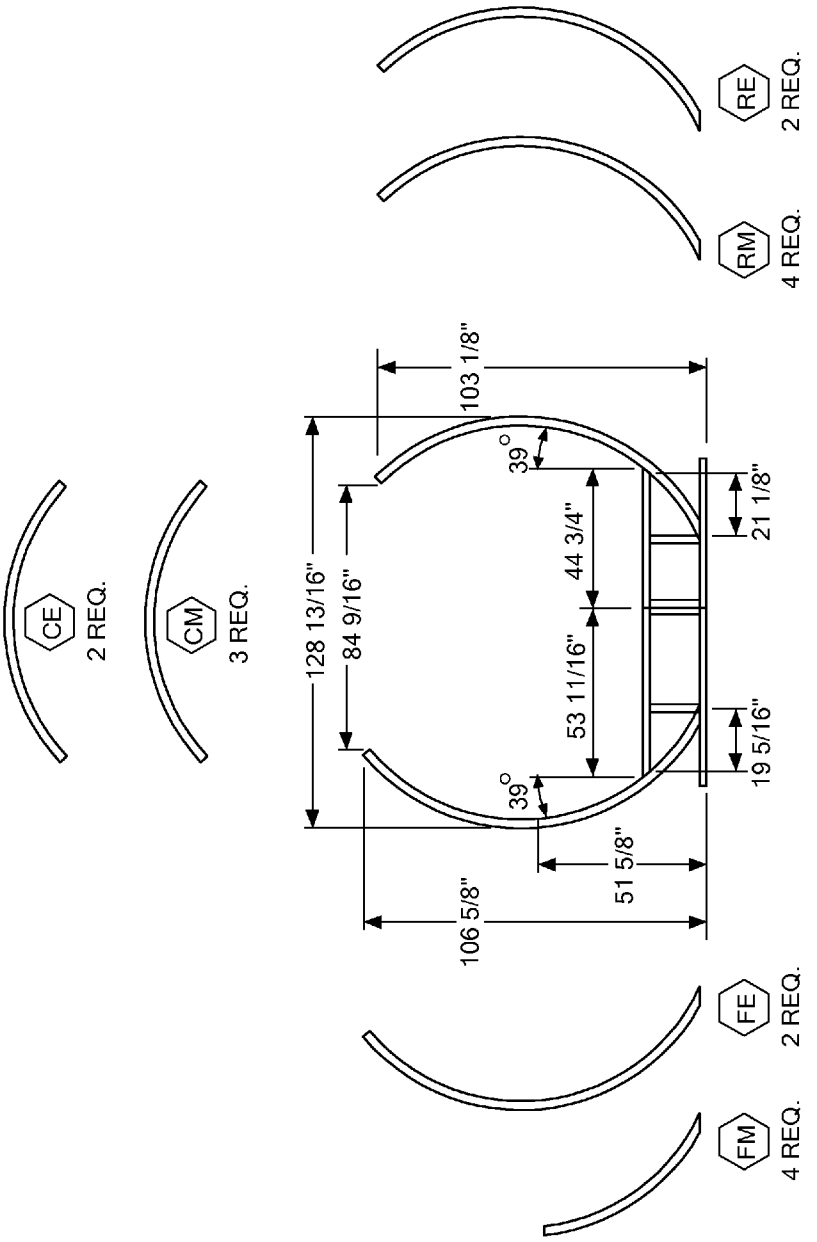

RE
2 REQ.
RM
4 REQ.
103 1/8"
39°
44 3/4"
21 1/8"
128 13/16"
84 9/16"
53 11/16"
19 5/16"
39°
51 5/8"
106 5/8"
FE
2 REQ.
FM
4 REQ.
CE
2 REQ.
CM
3 REQ.

FIG. 18

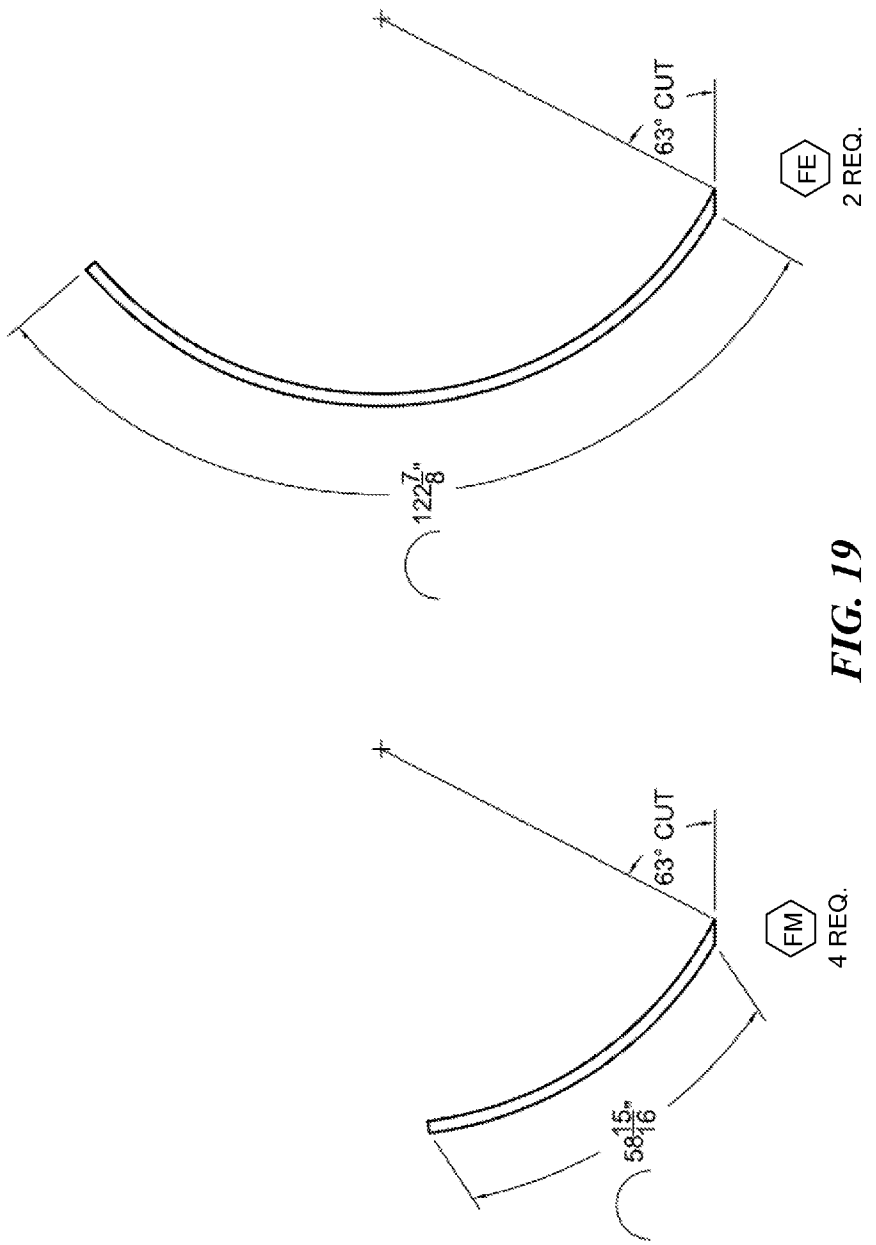


FIG. 19

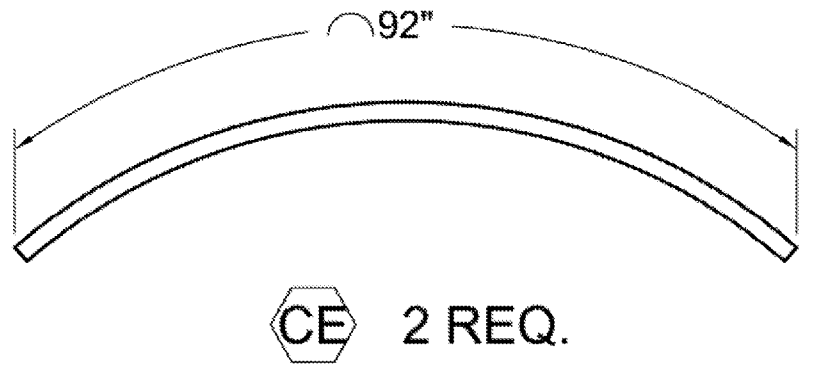


FIG. 20

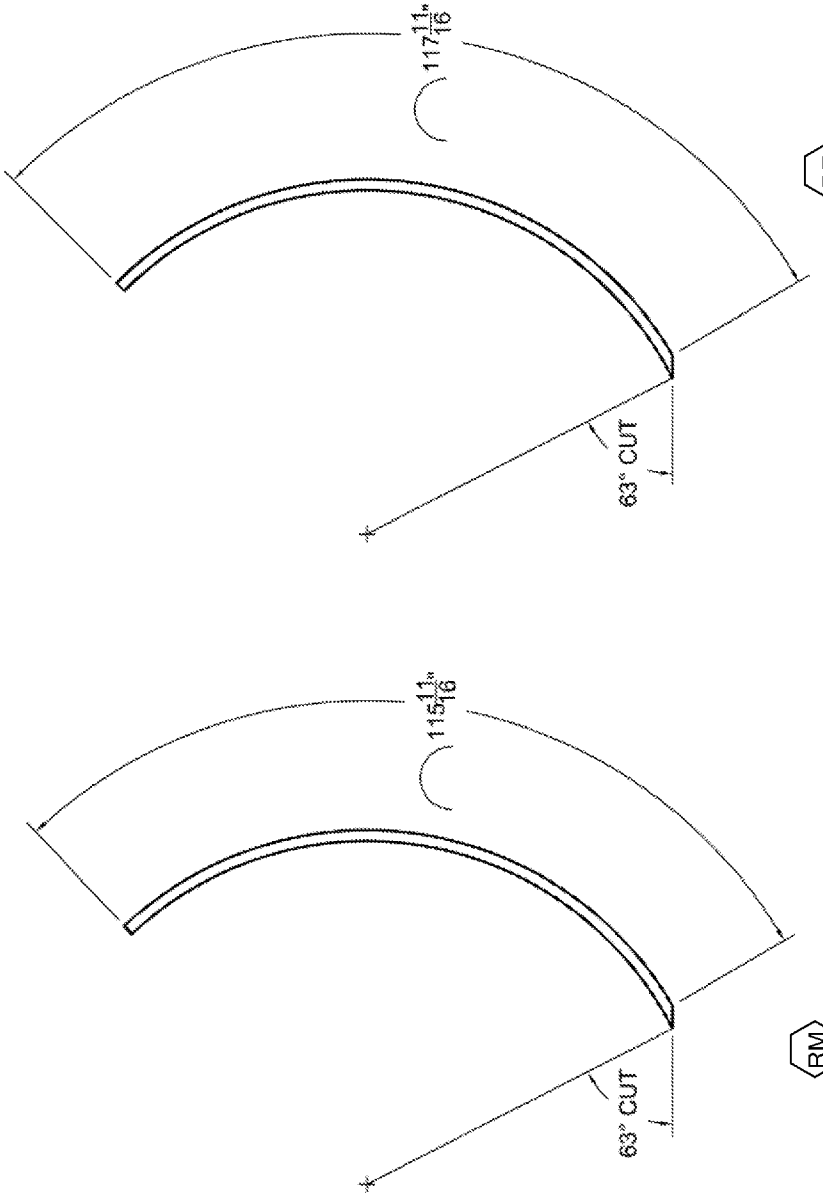


FIG. 21

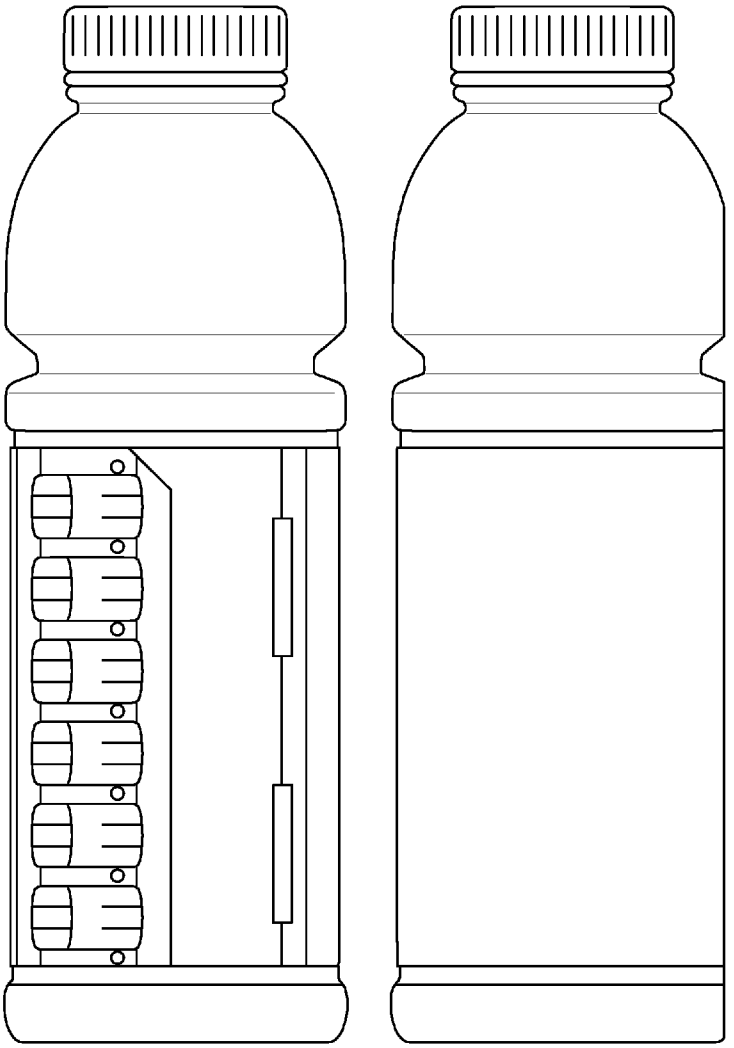


FIG. 22

SEATING SYSTEM SHAPED LIKE A BEVERAGE CONTAINER

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] This patent application claims the benefit of U.S. Provisional Patent Application No. 61/654,536 entitled SEATING SYSTEM SHAPED LIKE A BEVERAGE CONTAINER filed Jun. 1, 2012, which is hereby incorporated herein by reference in its entirety.

FIELD OF THE INVENTION

[0002] The present invention relates generally to a seating system shaped like a beverage container.

BRIEF DESCRIPTION OF THE DRAWINGS

[0003] The foregoing features of embodiments will be more readily understood by reference to the following detailed description, taken with reference to the accompanying drawings, in which:

[0004] FIG. **1** is a schematic diagram showing an exemplary can-shaped seating system in accordance with one exemplary embodiment of the present invention;

[0005] FIG. **2** is a schematic diagram showing an alternate view of the can-shaped seating system of FIG. **1**;

[0006] FIG. **3** is a schematic diagram showing a top end section for a can-shaped seating system, in accordance with one exemplary embodiment;

[0007] FIG. **4** is a schematic diagram showing a bottom end section for a can-shaped seating system, in accordance with one exemplary embodiment;

[0008] FIG. **5** is a schematic diagram showing an exemplary bottle-shaped seating system in accordance with one exemplary embodiment of the present invention (in this example, a water bottle configuration);

[0009] FIGS. **6** and **7** are schematic diagrams showing the configuration and relative dimensions of an alternative bottle-shaped seating system;

[0010] FIG. **8** is a schematic diagram showing various views of an inflatable top end section for a bottle-shaped seating system in accordance with one exemplary embodiment;

[0011] FIG. **9** is a schematic diagram showing various views of an inflatable bottom end section for a bottle-shaped seating system in accordance with one exemplary embodiment;

[0012] FIG. **10** is a schematic diagram showing additional details of the internal geometry inflatable top and bottom end sections for a bottle-shaped seating system in accordance with one exemplary embodiment;

[0013] FIG. **11** is a schematic diagram showing side-by-side views of a can-shaped seating system and a bottle-shaped seating system in accordance with a reusable body section that can be used in both configurations;

[0014] FIG. **12** is a schematic diagram showing an alternative bottle-shaped seating system in which the body section has a substantially square cross-section, as in certain cartons and liquor bottles;

[0015] FIG. **13** is a schematic diagram showing an alternative can-shaped seating system that has openings at both ends and multiple rows of seating (which may be at different levels, e.g., as in stadium seating);

[0016] FIGS. **14** and **15** area schematic diagrams showing cross-sectional views of the alternative can-shaped seating system of FIG. **13**;

[0017] FIG. **16** is a schematic diagram showing an exemplary arrangement of can-shaped seating system "suites" such as might be placed in a stadium, exhibition hall, etc.;

[0018] FIGS. **17-21** are schematic diagrams showing some details for fabrication of the outer shell of the body section, in accordance with one exemplary embodiment; and

[0019] FIG. **22** is a schematic diagram showing an alternative bottle-shaped seating system in accordance with another exemplary embodiment.

DETAILED DESCRIPTION OF SPECIFIC EMBODIMENTS

[0020] Embodiments of the present invention include seating systems shaped to look like various types of beverage containers, such as for promotional, advertising, sponsorship, spectator viewing, broadcasting, announcing, novelty, or other purposes.

[0021] Among other things, the seating system includes a body portion and two end portions, where the body portion is typically decorated to look like a specific beverage container and the end portions are configured to look like the top and bottom portions, respectively, of that specific beverage container.

[0022] Thus, for one example, a seating system can be made to look like a can-shaped beverage container (e.g., soda can, beer can, juice can, keg, etc.), with one end configured to look like the top of the can (e.g., with a pop-top design) and the other end configured to look like the bottom of the can.

[0023] For another example, a seating system can be made to look like a bottle-shaped beverage container (e.g., a water bottle, sports drink bottle, soda bottle, liquor bottle, wine bottle, milk bottle, juice bottle, insulated bottle, etc.), with one end configured to look like the top of the bottle (e.g., tapered with a spout and cap) and the other end configured to look like the bottom of the bottle.

[0024] Such seating systems can be made to look like other types of beverage containers, such as, for example, cartons.

[0025] The bottom and/or top of the seating system may be (and typically are) removable/exchangeable end sections that attach to a separate body section, e.g., using bolts or other fasteners. In such embodiments, for example, a body section may be reused, e.g., in a can configuration in one instance and in a bottle configuration in another instance, i.e., by attaching the appropriate top and bottom sections to the body section. The top and/or bottom sections of the seating system can be made from any of a variety of materials. For example, the end sections of a can-shaped seating system may be fabricated from plastic or fiberglass, while the end sections of a bottle-shaped seating system may be inflatable plastic elements (since bottle tops and bottoms generally have larger and more complex geometries than can tops and bottoms); however, the present invention is not limited to any particular material for the top and bottom end sections. The decorations on the body section are typically designed to mimic a specific beverage container (e.g., a specific produce) are typically designed to be quickly and easily changed to allow for changes in promotional, advertising, sponsorship, novelty, or other purposes (e.g., the decorations may include decals, stencils, signage, holders for posters or other bills, electronic media, etc.).

[0026] Thus, the body section of the seating system may be substantially cylindrical as in many can and bottle configu-

rations or may be other shapes, such as, for example, substantially square as in certain cartons or liquor bottles. A base portion of the body section may include a flat surface so as to rest more easily on the ground or other surface.

[0027] The seating system typically includes at least one opening through which people can enter and exit. This opening may be in the body section and/or in one or both of the end sections. The opening may or may not be provided with a door or other covering (e.g., a walk-through screen).

[0028] The body section of the seating system includes a number of seats (e.g., a number of stadium seats of the type that might be used in sports stadiums, or perhaps specialized seating that might be an upgrade over other stadium seats) and optionally may include other amenities, such as, for example, an audio/video system (e.g., one or more flat screen TVs), a gaming system, a climate control system (e.g., heating, air conditioning), food storage/vending system (e.g., a refrigerator), food and beverage holders, a bathroom, etc.

[0029] The body section typically (but not necessarily) includes an opening through which people seated inside of the seating system can view events happening outside of the seating system, such as, for example, sporting events, parades, etc. The opening may or may not have a door or other covering (e.g., glass, plastic, screen, mesh, etc.). In some cases, a screen or mesh covering can be decorated on the outside to match the specific beverage container while still allowing people inside of the seating system to see out.

[0030] In typical embodiments, the body section of the seating system is modular so that it can be shipped or stored in pieces and then assembled as needed, although the body section alternatively may be fabricated in one piece.

[0031] FIG. **1** is a schematic diagram showing an exemplary can-shaped seating system in accordance with one exemplary embodiment of the present invention. For convenience, this embodiment is referred to in the figure as a FANCAN™. Shown here is a side view (A) on the side having an opening to allow people inside to view events outside, a top end view (B), a bottom end view (C), a top cut-out view (D), and a cross-sectional view (E) at approximately the line marked "x." The top view (D) is marked to show the demarcations between the body section, the top end section, and the bottom end section. In this exemplary embodiment, the bottom end section (C) includes an opening and also includes a couple of steps (which may or may not be integral with the bottom end section) to facilitate entry and exit, while the top end section includes an element configured to look like a pop-top. As shown in the side view (A), the outside of the body section, top end section, and/or bottom end section can be decorated, e.g., with a promotion, advertisement, sponsor, etc. (indicated by "NAME"). In this example, optional flatscreen TVs are included in the body section.

[0032] As shown in the cross-sectional view (E), the body section includes an outer shell (e.g., made of aluminum) and a floor with underlying floor supports to support the seating.

[0033] FIG. **2** is a schematic diagram showing an alternate view of the can-shaped seating system of FIG. **1**. Here, the optional flat screen TVs and gaming system are highlighted.

[0034] FIG. **3** is a schematic diagram showing a top end section for a can-shaped seating system, in accordance with one exemplary embodiment.

[0035] FIG. **4** is a schematic diagram showing a bottom end section for a can-shaped seating system, in accordance with one exemplary embodiment.

[0036] FIG. **5** is a schematic diagram showing an exemplary bottle-shaped seating system in accordance with one exemplary embodiment of the present invention (in this example, a water bottle configuration). For convenience, this embodiment is referred to in the figure as a FANCAN™. Shown here is a side view (A) on the side having an opening to allow people inside to view events outside, a top end view (B), a bottom end view (C), a top cut-out view (D), a cross-sectional view (E) at approximately the line marked "x," and a back side view (F) on the side opposite the opening. The top view (D) is marked to show the demarcations between the body section, the top end section, and the bottom end section. In this exemplary embodiment, the bottom end section (C) includes an opening and also includes a couple of steps (which may or may not be integral with the bottom end section) to facilitate entry and exit, while the top end section is configured to look like a water bottle top. As shown in the side views (A) and (F), the outside of the body section, top end section, and/or bottom end section can be decorated, e.g., with a promotion, advertisement, sponsor, etc. (indicated by "NAME"). In this example, optional flatscreen TVs are included in the body section.

[0037] FIGS. **6** and **7** are schematic diagrams showing the configuration and relative dimensions of an alternative bottle-shaped seating system.

[0038] FIG. **8** is a schematic diagram showing various views of an inflatable top end section for a bottle-shaped seating system in accordance with one exemplary embodiment.

[0039] FIG. **9** is a schematic diagram showing various views of an inflatable bottom end section for a bottle-shaped seating system in accordance with one exemplary embodiment.

[0040] FIG. **10** is a schematic diagram showing additional details of the internal geometry inflatable top and bottom end sections for a bottle-shaped seating system in accordance with one exemplary embodiment.

[0041] FIG. **11** is a schematic diagram showing side-by-side views of a can-shaped seating system and a bottle-shaped seating system in accordance with a reusable body section that can be used in both configurations.

[0042] FIG. **22** is a schematic diagram showing an alternative bottle-shaped seating system in accordance with another exemplary embodiment.

[0043] FIG. **12** is a schematic diagram showing an alternative bottle-shaped seating system in which the body section has a substantially square cross-section, as in certain cartons and liquor bottles. Shown here is a side view (A) on the side having an opening to allow people inside to view events outside, a bottom end view (C), a top view of just the body section (D).

[0044] FIG. **13** is a schematic diagram showing an alternative can-shaped seating system that has openings at both ends and multiple rows of seating (which may be at different levels, e.g., as in stadium seating).

[0045] FIGS. **14** and **15** area schematic diagrams showing cross-sectional views of the alternative can-shaped seating system of FIG. **13**. As can be seen, in this example, there are two rows of seating arranged in a stadium-seating arrangement, with a front aisle.

[0046] FIG. **16** is a schematic diagram showing an exemplary arrangement of can-shaped seating system "suites" such as might be placed in a stadium, exhibition hall, etc.

[0047] FIGS. **17-21** are schematic diagrams showing some details for fabrication of the outer shell of the body section, in accordance with one exemplary embodiment.

[0048] It should be noted that embodiments of the present invention may be designed or adapted to accept or include an elevation package to elevate the container-shaped seating system, e.g., if needed for proper or improved viewing or display. The elevation package may include extra stairs.

[0049] It should be noted that, while the embodiments shown in the figures generally have the container-shaped seating system in a horizontal position, alternative embodiments may have the container-shaped seating system in a vertical (i.e., upright) or other position.

[0050] It should be noted that seating systems can be fabricated as stand-alone structures (e.g., for situation in a field, stadium, parking lot, etc.) or can be portable, such as, for example, by placing the seating arrangement on a trailer or vehicle. It should be noted that the inventor considers trailers or vehicles having seating systems of the types described herein to be alternative embodiments of the present invention.

[0051] It should be noted that, in addition to (or in lieu of) having the top and/or bottom sections of the seating system configured to look like the corresponding top and bottom sections of a specific beverage container, the top and/or bottom sections may include other decorative features, such as, for example, an element configured to look like a straw, an element configured to look like beverage pouring out of the beverage container, an element configured to look like lips drinking from the beverage container, etc. Similarly, the body section may include other decorative features, such as, for example, an element configured to look like a hand holding the beverage container, an element configured to look like ice cubes cooling the beverage container, etc. Such decorative features typically would be added to the generic seating system (e.g., an inflatable attached to the section) although some may be integral with the fabricated body section and/or end section.

[0052] It should be noted that any dimensions shown in the drawings are exemplary only. Seating systems can be made in virtually any size.

[0053] The present invention may be embodied in other specific forms without departing from the true scope of the invention, and numerous variations and modifications will be apparent to those skilled in the art based on the teachings herein. Any references to the "invention" are intended to refer to exemplary embodiments of the invention and should not be construed to refer to all embodiments of the invention unless the context otherwise requires. The described embodiments are to be considered in all respects only as illustrative and not restrictive.

What is claimed is:

1. A beverage-shaped seating system having an outer portion shaped like a beverage container and an interior having a number of seats.

2. A beverage-shaped seating system according to claim **1**, comprising:

a body section including the seats;

a top end section; and

a bottom end section.

3. A beverage-shaped seating system according to claim **2**, wherein the top end section and/or the bottom end section are removable/exchangeable such that the body section can be used with a variety of top end sections and bottom end sections.

4. A beverage-shaped seating system according to claim **2**, wherein the body section is modular.

5. A beverage-shaped seating system according to claim **2**, wherein the top and bottom end sections are configured to look like the top and bottom sections of a can.

6. A beverage-shaped seating system according to claim **2**, wherein the top and bottom end sections are configured to look like the top and bottom sections of a bottle.

7. A beverage-shaped seating system according to claim **2**, wherein the body section is substantially cylindrical.

8. A beverage-shaped seating system according to claim **2**, wherein the body section is substantially square.

9. A reusable body section for a beverage-shaped seating system, the reusable body section attachable to removable top and bottom end sections and including seating.

10. A portable seating system comprising a trailer or vehicle including a beverage-shaped seating system having an outer portion shaped like a beverage container and an interior having a number of seats.

11. A portable seating system according to claim **10**, wherein the beverage-shaped seating system comprises:

a body section including the seats;

a top end section; and

a bottom end section.

12. A portable seating system according to claim **11**, wherein the top end section and/or the bottom end section are removable/exchangeable such that the body section can be used with a variety of top end sections and bottom end sections.

13. A portable seating system according to claim **11**, wherein the body section is modular.

14. A portable seating system according to claim **11**, wherein the top and bottom end sections are configured to look like the top and bottom sections of a can.

15. A portable seating system according to claim **11**, wherein the top and bottom end sections are configured to look like the top and bottom sections of a bottle.

16. A portable seating system according to claim **11**, wherein the body section is substantially cylindrical.

17. A portable seating system according to claim **11**, wherein the body section is substantially square.

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