

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
12 September 2008 (12.09.2008)

PCT

(10) International Publication Number
WO 2008/108883 A1

- (51) International Patent Classification:
A45F 5/00 (2006.01)
- (21) International Application Number:
PCT/US2007/079385
- (22) International Filing Date:
25 September 2007 (25.09.2007)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/893,321 6 March 2007 (06.03.2007) US
11/849,873 4 September 2007 (04.09.2007) US
- (71) Applicant (for all designated States except US): COSCO
MANAGEMENT, INC. [US/US]; 300 Delaware Avenue,
Wilmington, DE 19801 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): FOSTER, David,
N. [US/US]; 90 Park Street, Norfolk, MA 02056 (US).
BLATCHLEY, Wayne, R. [US/US]; 207 Pleasant Street,

Rumford, RI 02916 (US). D'ALLEVA, Vincent, A.
[US/US]; 62 Bradford Street, Needham, MA 02492 (US).

(74) Agent: REZEK, Richard, A.; Barnes & Thornburg LLP,
11 South Meridian Street, Indianapolis, IN 46204 (US).

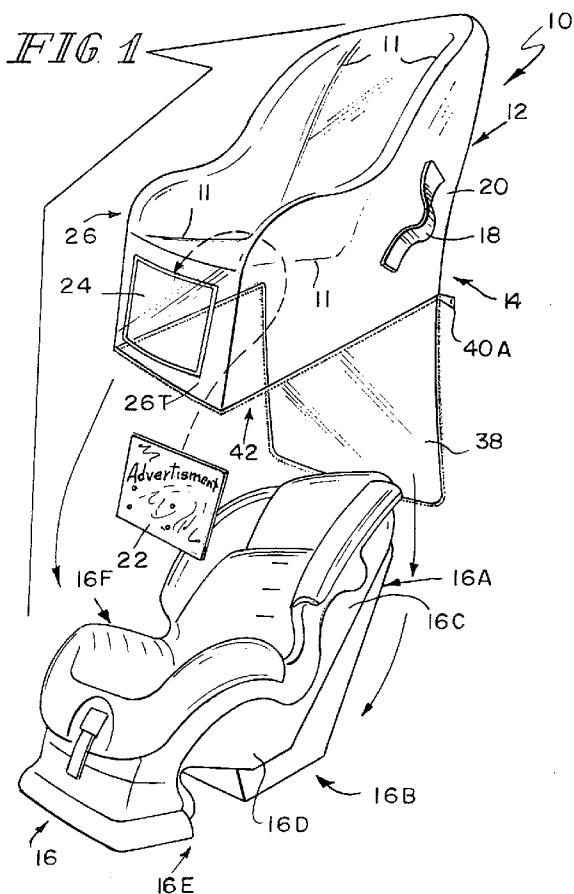
(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH,
CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG,
ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL,
IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK,
LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW,
MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL,
PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY,
TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA,
ZM, ZW.

(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,

[Continued on next page]

(54) Title: PRODUCT DISPLAY AND CARRYING BAG

(57) Abstract: A product display and carrying bag is sized to
receive a juvenile vehicle seat therein.



WO 2008/108883 A1



FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

PRODUCT DISPLAY AND CARRYING BAG

BACKGROUND

[0001] The present disclosure relates to product display and carrying bags. More particularly, the present disclosure relates to product display and carrying bags for juvenile products.

SUMMARY

[0002] In accordance with the present disclosure, a product display and carrying bag is configured to include upper and lower chambers sized to conform to, for example, a juvenile product such as a juvenile vehicle seat. In an illustrative embodiment, the bag includes a carrying handle coupled to a panel of the bag and further includes a media tag configured to be inserted into a card-receiver pocket provided on a transparent panel of the bag.

[0003] In an illustrative embodiment, the media tag includes a first message on one side of the media tag and a second message on the other side. The media tag is configured to be "flipped over" and inserted into the card-receiver pocket to reveal either the first or second message.

[0004] In an illustrative embodiment, the handle is located on a side panel of the bag in a location such that a user carrying the bag that includes the juvenile seat is able to cradle a notched part of the bag around the user's leg to provide an ergonomically comfortable and space-saving carrying position.

[0005] Additional features of the present disclosure will become apparent to those skilled in the art upon consideration of the following detailed description of illustrative embodiments exemplifying the best mode of carrying out the disclosure as presently perceived.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] The detailed description particularly refers to the following figures in which:

[0007] Fig. 1 is a perspective view of a product display and carrying bag in accordance with the present disclosure, and showing formation of the bag to include upper and lower chambers sized to conform to the configuration of a juvenile vehicle

seat and configured to be placed over and contain the seat, and further showing a carrying handle included in the bag and coupled to a side panel of the bag and a media tag configured to be inserted into a card-receiver pocket provided on a transparent front panel of the bag;

[0008] Figs. 2a-2c are enlarged perspective views of the media tag of Fig. 1 showing the media tag having a first message on one side of the media tag and a second message on the other side, the media tag being configured to be "flipped over" and inserted into the card-receiver pocket on the product display and carrying bag to reveal either the first or second message;

[0009] Fig. 3 is a perspective view of the bag of Fig. 1 showing a juvenile vehicle seat contained in the transparent bag and further showing the media tag of Figs. 2a-c inserted into the card-receiver pocket provided on the transparent front panel of the tag to reveal one of the messages;

[0010] Fig. 4 is a cross-sectional view taken along line 4-4 of Fig. 3 showing the card-receiver pocket on the transparent front panel and the media tag inserted therein and further showing a bottom portion of the seat situated in a lower chamber of the bag and a zipper located in a partly closed position;

[0011] Fig. 5 is an enlarged perspective view of a portion of the transparent front panel of Fig. 1 showing provision of different messages on opposing surfaces of the media tag and further showing the configuration of the media tag to be turned around, as suggested by the broken-line arrows, and inserted into the card-receiver pocket, as suggested by the solid-line arrows;

[0012] Fig. 6 is a perspective view of a user carrying the bag and showing the handle being located on the side panel in a location such that the user is able to cradle a notched part of the bag around the user's leg to provide an ergonomically comfortable and space-saving carrying position to minimize a part of the bag that extends beyond the side of the user's leg;

[0013] Fig. 7 is an enlarged cross-sectional view taken along line 7-7 of Fig. 6 showing the user's leg nestled in the notched part of the bag and further showing the space-saving configuration created by the handle placement on the side panel;

[0014] Fig. 8 is a perspective view of another embodiment of a product display and carrying bag, in accordance with the present disclosure, showing the handle located on a rear panel of the bag; and

[0015] Fig. 9 is a perspective view of yet another embodiment of a product display and carrying bag, in accordance with the present disclosure, showing the handle located on a front panel of the bag.

DETAILED DESCRIPTION

[0016] In general terms and referring particularly to Figs. 1-3, the present disclosure relates to a product display and carrying bag 10 having upper and lower chambers 12, 14, respectively. Upper chamber 12 includes a rear area 13 and lower chamber 14 includes a bottom area 15. Upper and lower chambers 12, 14 are sized to conform to the configuration of, for example, a juvenile vehicle seat 16 and configured to be placed over and contain seat 16, as shown in Fig. 3. Together, bag 10 and seat 16 form a package P as shown in Fig. 3 and suggested in Figs. 6 and 7. Seat 16 includes a back portion 16A, a base portion 16B, upper side portion 16C, lower side portion 16D, bottom portion 16E and front portion 16F.

[0017] Bag 10 further includes a carrying handle 18 coupled to, for example, one of two side panels 20 of the bag 10, the coupled handle 18 providing a means for lifting the package P such that when a user 50 picks up the package P, the package P is ergonomically balanced in the user's hand as shown in Fig. 6. In addition, when a user 50 lifts the package P, a portion of the package is cradled about the user's leg 54 located immediately adjacent to the package P, thereby providing a space-saving carrying position to minimize a space S occupied by a portion P of the package extending beyond the user's leg 54, as shown in Fig. 7.

[0018] Bag 10 also includes a media card or tag 22 configured to be inserted into a card-receiver pocket 24 provided on a front panel 26 of the bag 10. Front panel 26 includes a plurality of seams 11 that help to shape the front panel 26 such that when the juvenile seat 16 is contained in bag 10, front panel 26 essentially conforms to front portion 16F of seat 16. All or a portion of front panel 26 may be transparent, as, for example, transparent front section 26T. The remainder of front panel 26 may also be transparent.

[0019] Media tag 22 includes a first message 28 on a first side 30 of media tag 22 and a second message 32 on a second side 34 of media tag 22. Media tag 22 is configured to be "flipped over" and inserted into card-receiver pocket 24 to reveal either the first or second message 28, 32, as suggested in Figs. 1-3.

[0020] As shown in Fig. 3, seat 16 is contained within bag 10, which bag 10 is shown as being essentially completely transparent but which could have portions or panels that are not transparent (not shown).

[0021] As further shown in Figs. 1 and 3, bag 10 includes a flap 38 that, in an opened position as shown in Fig. 1, extends downwardly from lower chamber 14 and in a closed position, as shown in Fig. 3, is coupled to lower chamber 14 by a zipper mechanism 40 configured to close flap 38 around lower chamber 14 and contain seat 16 in bag 10 in a use position.

[0022] As shown in Fig. 4, media tag 22 is resting in card-receiver pocket 24 at a slight inward-facing angle relative to bottom area 42 and tilted toward a bottom portion 16E of seat 16. It is within the scope of the present disclosure that media tag 22 may rest essentially perpendicular to bottom area 42 or at an angle that is more than the slight inward-facing angle shown. As suggested in Fig. 3 and shown in Fig. 4, media tag 22 is inserted in card-receiver pocket 24 formed on an interior surface 26A of transparent front section 26T. As further shown in Fig. 4, bottom portion 16E of seat 16 is situated in lower chamber 14. Zipper mechanism 40, which is configured to close a flap 38 around a bottom area 42 of lower chamber 14 to help contain seat 16 in bag 10, is shown in a partly closed position, as evidenced by zipper tab 40A being located approximately mid-way along bottom area 42. Bottom area 42 of lower chamber 14 is defined to include lower edge 44 that includes a tooth portion 14A of lower chamber 14 designed to mate with a tooth portion 38A on flap 38.

[0023] As shown in Figs. 4 and 5, card-receiver pocket 24 is defined by interior surface 26A of transparent front section 26T and an interior panel 27 of card-receiver pocket 24. Card-receiver pocket 24 may be formed integrally with transparent front section 26T or interior panel 27 may be coupled to transparent front section 26T to form card-receiver pocket 24. Interior panel 27 is sized such that a sufficient space 29 is provided between an upper portion 10A of bag 10 and an upper portion 27A of interior panel 27 to permit media tag 22 to be inserted into and

removed from card-receiver pocket 24. Interior panel 27 is formed or coupled to transparent front section 26T in such a manner that an opening 31 is sufficient to receive and retain media tag 22 in card-receiver pocket 24.

[0024] As shown in Fig. 5, different messages may be placed on opposing surfaces 46, 48 of media tag 22. For example, first surface 46 includes an advertisement for seat 16 to be displayed in card-receiver pocket 24 when bag 10 containing seat 16 is on display in a retail store. Second surface 48 includes, for example, the name and address of a purchaser/user of seat 16 when the user is traveling, for instance, by train or plane and the bag 10/seat 16 combination is being checked as luggage or carried on the train or plane. To accommodate these different uses, media tag 22, as shown in Fig. 5, is configured to be turned around, as suggested by the broken-line arrows, and inserted into card-receiver pocket 24, as suggested by the solid-line arrows.

[0025] As shown in Figs. 6 and 7, the means for lifting package P includes carrying handle 18 located on side panel 20 and coupled at a first end 18A to a portion of upper chamber 12 of bag 10 overlying upper side portion 16C and coupled at a second end 18B to a portion of lower chamber 14 overlying lower side portion 16D. Handle 18 further includes a grip or gripping portion 18C interconnecting and located between the first and second ends 18A, 18B. Handle 18 includes a longitudinal axis L bisecting the first end 18A, grip portion 18C and second end 18B. Longitudinal axis L lies a plane substantially parallel to a direction of travel D and lies in a vertical plane intersecting vertical planes of a bottom area 15 of lower chamber 14 and a rear area 13 of upper chamber 12. First end 18A of handle 18 overlies upper chamber 12 and is coupled to a first of the side panels 20 and second end 18B of handle 18 overlies lower chamber 14 and is also coupled to the first of the side panels 20.

[0026] Handle 18 is coupled to and located on one of the side panels 20 in such a manner and configuration that a user 50, when lifting the package P, is able to cradle a notched part 52 of package P around the user's leg 54 to provide an ergonomically, balanced, comfortable and space-saving carrying position to minimize a distance or space S that a portion P₁ of package P extends beyond a side 50A of user's leg 54. Back portion 16A, base portion 16B, upper chamber 12 and lower chamber 14 cooperate to form notched part 52 at an intersection T of back portion

16A and base portion 16B of seat 16, and handle 18 lies essentially adjacent to the notched part 52. For example, as shown in Fig. 7, handle 18 is located such that approximately 6" of space is saved, from an over-all width of approximately 27", enabling user 50 to walk, for example, in travel direction D in which the user is facing, more comfortably and safely, for example, down the aisles of stores and/or the aisles of trains or planes.

[0027] In another embodiment, as shown in Fig. 8, product display and carrying bag 110 includes a handle 118 located on a rear panel 56 of bag 110. Similarly to bag 10, bag 110 is sized to conform to the configuration of a juvenile product and to be placed over and contain the juvenile product, such as seat 16. Bag 110 also includes card-receiver pocket 24, media tag 22 and other features included in the embodiment of bag 10, as shown in Figs. 1-7, except for handle 118.

[0028] In yet another embodiment, as shown in Fig. 9, product display and carrying bag 210 conforms to and contains seat 16. Bag 210 includes a handle 218 located on a center portion 58 of front panel 26 of bag 210. Bag 210 also includes card-receiver pocket 24, media tag 22 and other features included in the embodiment of bag 10, as shown in Figs. 1-7, except for handle 218.

[0029] It is within the scope of the present disclosure that handle 18 may be located on the opposite side panel 20 to the side panel 20 shown in Fig. 1 or handle 18 may be located in both side panels 20.

[0030] It is within the scope of the present disclosure that card-receiver pocket 24 may be provided at other locations on other transparent panels or on non-transparent panels of bags 10, 110 and 210.

[0031] It is within the scope of the present disclosure that juvenile vehicle seat 16 is configured to be stackable or nestable upon another juvenile vehicle seat 16 whether seat 16 is in a stand-alone status or contained inside bag 10. Such stackability and nestability is useful to reduce shipping and storage requirements. In addition, the package P formed when juvenile vehicle seat 16 is contained in bags 10, 110, 210 allows for more convenient and less costly shipping from the manufacturer because a plurality of packages P may be nested and shipped in a single cardboard container. Consequently, the storage space required by the retailer is reduced. Shipping costs are reduced because less cardboard boxes are needed, less paper resources are

consumed and smaller facilities are needed for storage space. The consumer in turn receives added value because the carrying bags 10, 110, 210 are reusable by the consumer for transport and storage. Moreover, the transparent portions of carrying bags 10, 110, 210 allow consumers to view their purchases before payment.

CLAIMS

1. A packaged juvenile vehicle seat comprising a juvenile vehicle seat having a configuration including a back portion, a base portion, upper side portions and lower side portions, a carrying bag sized and configured to conform to the configuration of the juvenile vehicle seat, the carrying bag including an upper chamber, a lower chamber, two side panels overlying the chambers, the juvenile vehicle seat being inside the carrying bag and together forming a package, and

lifting means for lifting the package such that when a user picks up the package, the package is ergonomically balanced in the user's hand.

2. The package juvenile vehicle seat of Claim 1, wherein the lifting means includes a handle having a first end of the handle overlying the upper chamber and coupled to a first of the side panels and having a second end of the handle overlying the lower chamber and coupled to the first of the side panels.

3. The packaged juvenile vehicle seat of Claim 2, wherein the handle further includes a gripping portion and a longitudinal axis longitudinally bisecting the first end, the second end, and the gripping portions, and the longitudinal axis lies in a vertical plane intersecting a vertical plane of a bottom area of the lower chamber and a vertical plane of a rear area of the upper chamber.

4. The packaged juvenile vehicle seat of Claim 1, wherein the lifting means includes a first end of the handle coupled to a first of the side panels and arranged to overlie the upper side portion of the juvenile vehicle seat and a second end of the handle coupled to the first of the side panels and arranged to overlie the lower side portion of the juvenile vehicle seat.

5. The packaged juvenile vehicle seat of Claim 1, wherein when a user lifts the package a portion of the package is cradled about the user's leg located immediately adjacent to the package, thereby providing a space-saving carrying position to minimize a space occupied by a portion of the package extending beyond the user's leg.

6. The package juvenile vehicle seat of Claim 5, wherein the carrying bag includes a notched part formed by portions of the package to provide the space-saving carrying position.

7. The packaged juvenile vehicle seat of Claim 6, wherein the back portion, base portion, upper chamber, and lower chamber cooperate to form the notched part at an intersection of the back and base portions of the seat and the handle lies essentially adjacent to the notched part.

8. The packaged juvenile vehicle seat of Claim 3, wherein the longitudinal axis lies in a plane substantially parallel to a direction of travel.

9. The packaged juvenile vehicle seat of Claim 6, wherein the notched part is located at an intersection of the back and base portions of the juvenile vehicle seat and the upper and lower chambers of the carrying bag.

10. The packaged juvenile vehicle seat of Claim 1, wherein the carrying bag includes a front panel having plurality of seams helping to shape the front panel and being located such that when the juvenile vehicle seat is inside the carrying bag, the front panel essentially conforms to a front portion of the juvenile vehicle seat, and the front portion of the juvenile vehicle seat interconnects the back and base portions of the juvenile vehicle seat.

11. The packaged juvenile vehicle seat of Claim 1, further including a transparent portion for viewing at least a portion of the juvenile vehicle seat, the transparent portion including a front panel having a card-receiving pocket appended thereon.

12. The packaged juvenile vehicle seat of Claim 11, wherein the card-receiving pocket includes a media tag including a first message on a first side and a second message on a second side and the media tag is configured to be flipped over and inserted into the pocket to reveal either the first or the second message.

13. The packaged juvenile vehicle seat of Claim 12, wherein the first message includes product information about the juvenile vehicle seat to be displayed in a retail environment and the second message includes information about a purchaser or user when the carrying bag is used in a travel or storage mode.

14. The juvenile vehicle seat and carrier of Claim 11, wherein the transparent portion includes essentially the entire carrying bag.

15. The packaged juvenile vehicle seat of Claim 10, wherein the front panel is at least partially transparent and includes a pocket appended thereon and the pocket is configured to receive and contain a media tag.

16. A packaged juvenile vehicle seat comprising a juvenile vehicle seat having a configuration including a back portion, a base portion, upper side portions, and lower side portions,

a carrying bag sized and configured to conform to the configuration of the juvenile vehicle seat, the carrying bag including an upper chamber shaped to receive the back portion of the seat, a lower chamber shaped to receive the base portion of the seat, and first and second side panels overlying the chambers,

the juvenile vehicle seat being inside the carrying bag and together forming a package, and

carrying means for carrying the package such that when a user lifts the package a portion of the package is cradled about the user's leg located immediately adjacent to the package, thereby providing a space-saving carrying position to minimize a space occupied by a portion of the package extending beyond the user's leg.

17. The package juvenile vehicle seat of Claim 16, wherein the carrying means includes a handle having first end of the handle coupled to the first side panel of the carrying bag and arranged to overlie the upper side portion of the juvenile vehicle seat and a second end of the handle coupled to the first side panel and arranged to overlie the lower side portion of the juvenile vehicle seat, and a notched part formed by portions of the package to provide the space-saving carrying position.

18. The packaged juvenile vehicle seat of Claim 17, wherein the back portion, base portion, upper chamber, and lower chamber cooperate to form the notched part at an intersection of the back and base portions of the seat and the handle lies essentially adjacent to the notched part.

19. The packaged juvenile vehicle seat of Claim 16, wherein the handle further includes a gripping portion and a longitudinal axis longitudinally bisecting the first end, the second end, and the gripping portion and the longitudinal axis lies in a plane substantially parallel to a direction of travel.

20. A child restraint apparatus comprising
a juvenile vehicle seat having a configuration including a back portion,
a base portion, upper side portions, and lower side portions,
a carrying bag completely enveloping the juvenile vehicle seat, the
carrying bag including an upper chamber receiving the back portion and upper side
portions of the seat, a lower chamber receiving the base portion and lower side
portions of the seat, a lower flap and closure to releasably secure the seat inside the
carrying bag, and a handle coupled to a side panel of the carrying bag, and wherein
the handle has a first end coupled to a portion of the side panel
overlying the upper chamber and a second end coupled to a portion of the side panel
overlying the lower chamber, and the handle is positioned such that when a user lifts
the carrying bag by the handle the carrying bag is ergonomically balanced in the user's
hand and a notch, formed by the seat, is cradled about the user's leg that is located
immediately adjacent the carrying bag thereby providing a space-saving carrying
position that minimizes a space occupied by a portion of the carrying bag extending
beyond the user's leg.

21. The child restraint apparatus of Claim 20, wherein the notch is
located at an intersection of the back and base portions of the juvenile vehicle seat and
the upper and lower chambers of the carrying bag.

22. The child restraint apparatus of Claim 20, wherein the handle
includes a grip portion and a longitudinal axis formed by the first end and the grip
portion and the second end are aligned in a plane substantially parallel to a direction
of travel.

23. A juvenile vehicle seat and carrier comprising
the juvenile vehicle seat including a back portion, a base portion, a
front portion, upper side portions, and lower side portions,
the carrier including a flexible bag having an upper chamber, a lower
chamber, a flap, and a closure device, the flexible bag being configured to essentially
conform to the juvenile vehicle seat and being further configured to be placed over
and contain the juvenile vehicle seat using the flap and the closure device to form a
closed package, the flexible bag further having at least one transparent portion for
viewing at least a portion of the juvenile vehicle seat, and wherein

the flexible bag includes a handle coupled to a side wall overlying the upper and lower chambers and the handle is positioned such that when a user lifts the package by the handle the package is ergonomically balanced in the user's hand and is cradled about the user's leg immediately adjacent the package thereby providing a space-saving carrying position that minimizes a space taken up by a portion of the package extending beyond the user's leg.

24. The juvenile vehicle seat and carrier of Claim 23, wherein the flexible bag includes a front panel having plurality of seams helping to shape the front panel and being located such that when the juvenile vehicle seat is contained in the flexible bag, the front panel essentially conforms to a front portion of the juvenile vehicle seat, and the front portion of the juvenile vehicle seat interconnects the back and base portions of the juvenile vehicle seat.

25. The juvenile vehicle seat and carrier of Claim 23, wherein the transparent portion includes a front panel of the flexible bag and the front panel includes a card-receiving pocket appended thereon.

26. The juvenile vehicle seat and carrier of Claim 25, wherein the card-receiving pocket includes a media tag including a first message on a first side and a second message on a second side and the media tag is configured to be flipped over and inserted into the pocket to reveal either the first or the second message.

27. The juvenile vehicle seat and carrier of Claim 26, wherein the first message includes product information about the juvenile vehicle seat to be displayed in a retail environment and the second message includes information about a purchaser or user when the flexible bag is used in a travel or storage mode.

28. The juvenile vehicle seat and carrier of Claim 23, wherein the transparent portion includes essentially the entire flexible bag.

29. An article carrier comprising
a flexible bag including a front panel, a rear panel, first and second side panels, a flap, and a closure device, the front panel, rear panel, side panels, flap and closure device cooperating to form an upper chamber and a lower chamber of the flexible bag, the chambers being to conform to, receive and contain a juvenile vehicle seat, and

a handle coupled to the flexible bag, the handle including a first end, a second end, and a grip portion therebetween, the first end being coupled to a first of the side panels on a portion of the first side panel overlying the upper chamber and the second end being coupled to the first side panel on a portion of the first side panel overlying the lower chamber.

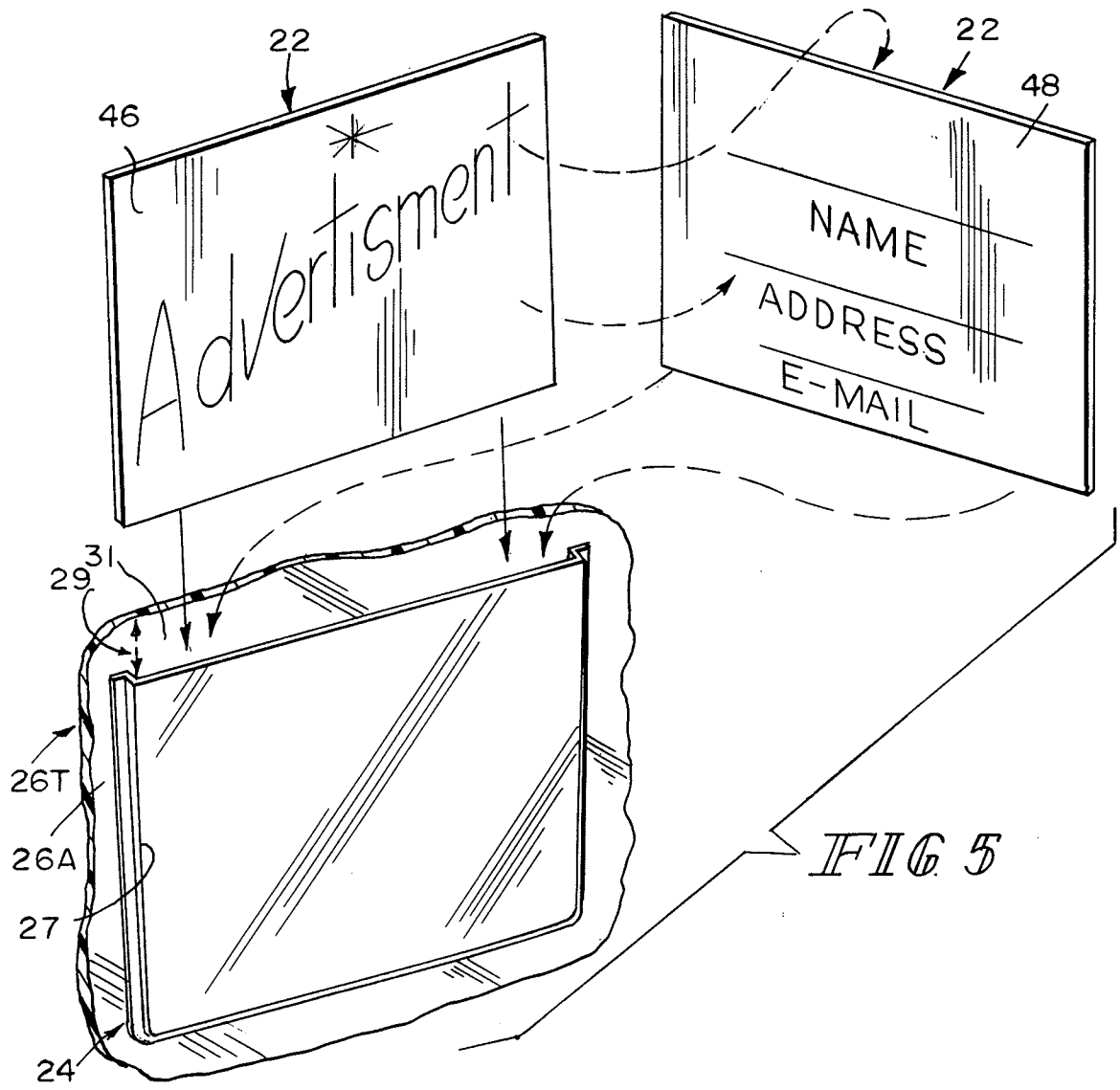
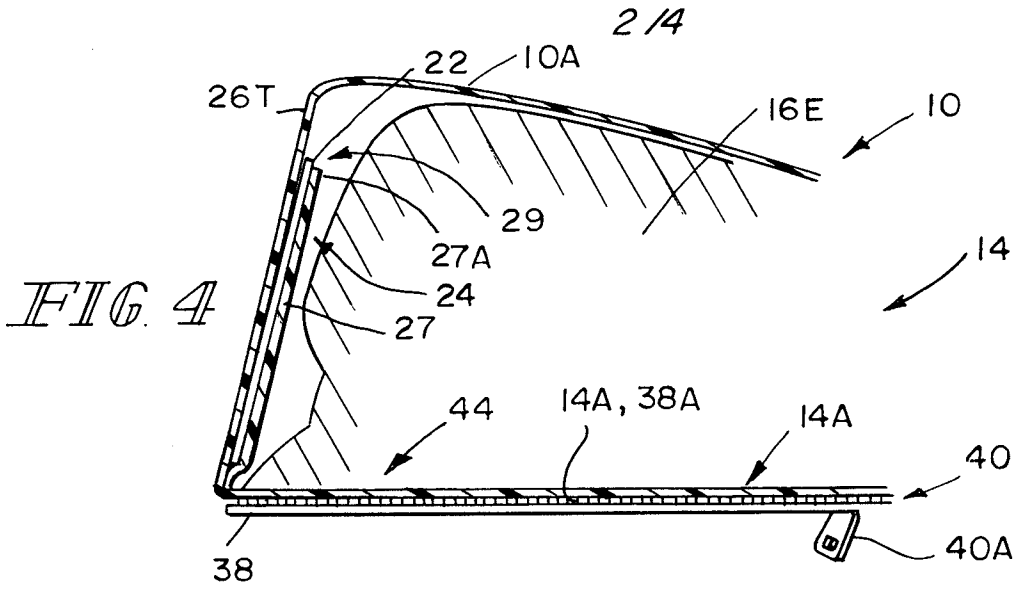
30. The article carrier of Claim 29, wherein the front panel includes a plurality of seams helping to shape the front panel and located such that when the juvenile vehicle seat is contained in the flexible bag, the front panel essentially conforms to a front portion of the juvenile vehicle seat.

31. The article carrier of Claim 29, wherein the handle further includes a longitudinal axis formed by the first end, the grip portion, and the second end, and the longitudinal axis lies in a vertical plane intersecting a bottom area of the lower chamber and a rear area of the upper chamber of the flexible bag.

32. The article carrier of Claim 29, wherein the front panel is at least partially transparent and includes a pocket appended thereon and the pocket is configured to receive and contain a media tag.

33. The article carrier of Claim 32, wherein the media tag includes a first message on a first side and a second message on a second side and the media tag is configured to be flipped over and inserted into the pocket to reveal either the first or the second message.

34. The article carrier of Claim 29, wherein the transparent portion includes essentially the entire flexible bag.



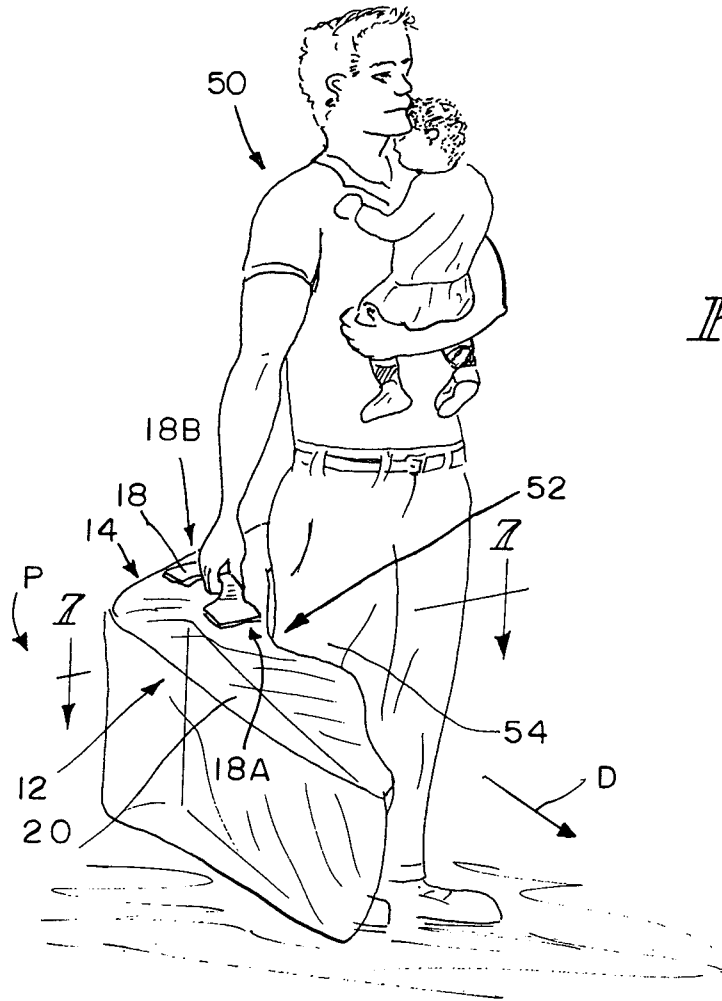


FIG. 6

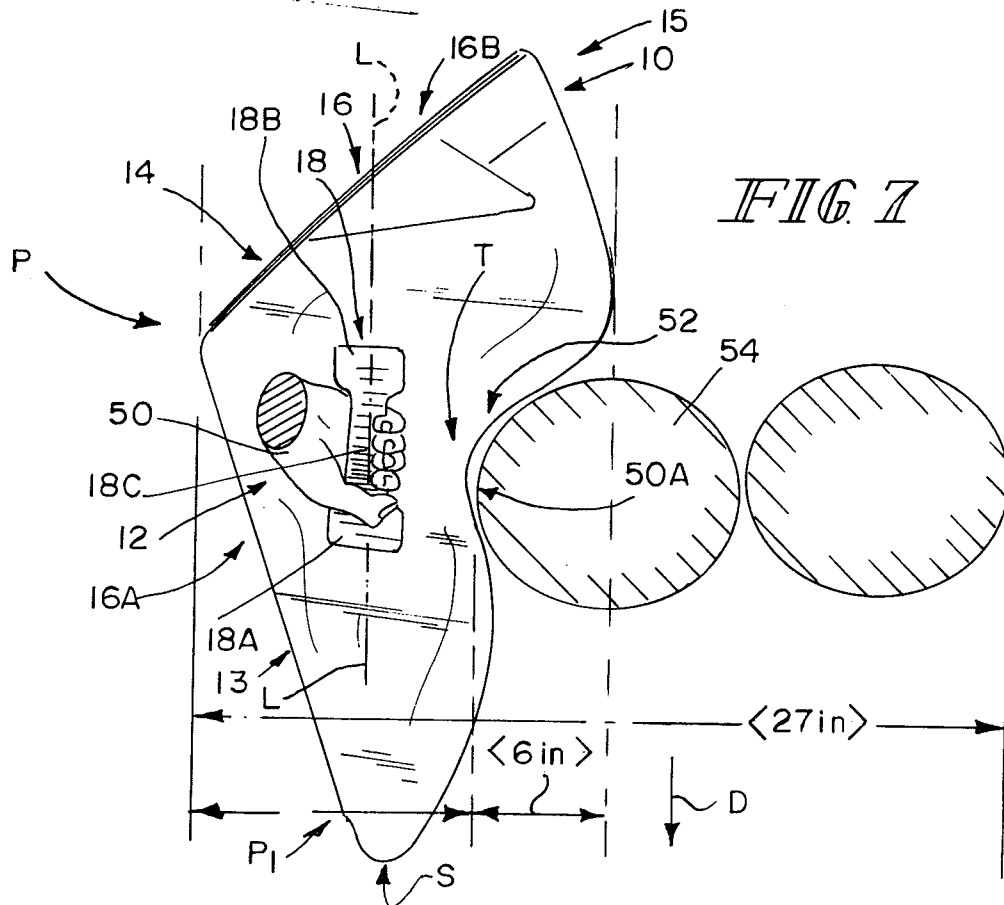
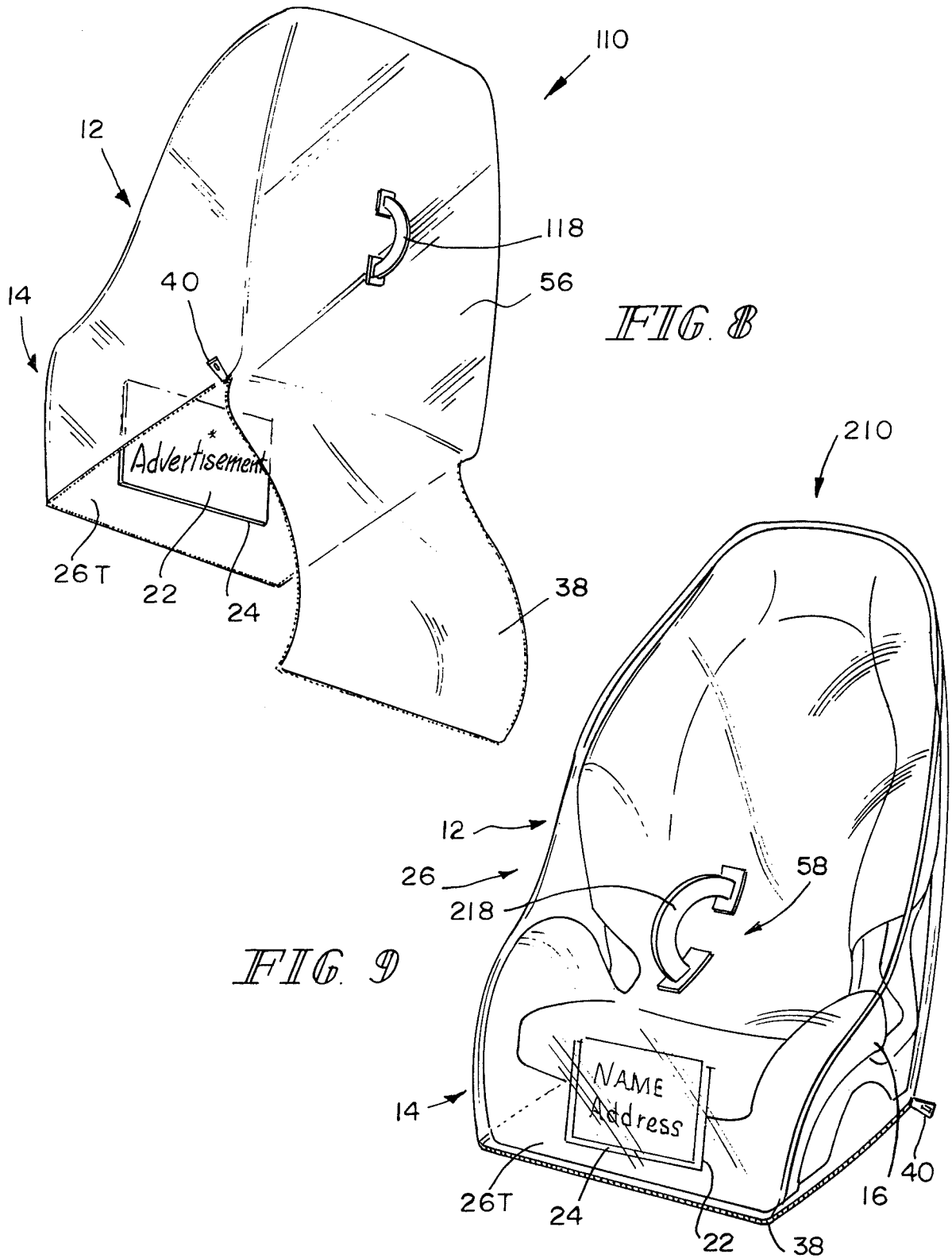


FIG. 7



INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/79385

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - A45F 5/00 (2008.01)
 USPC - 224/191
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 IPC(8): A45F 5/00 (2008.01)
 USPC: 224/191

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 224/191, 235, 101; 383/6, 12, 106, 105. (see search terms)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 USPTO - West - DB: PGPB, USPT, EPAB, JPAB
 Search terms: bag, seat, cover, handle, flexible, child, baby, car, vehicle, pocket, sleeve, transparent, display, tag, ad, media, message, lifting, carrying, leg, card, cradle, base and panel.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2005/0161893 A1 (DARLING) 28 July 2005 (28.07.2005), Figure 1-15; paragraph [0023-0042].	1-34
Y	US 5,730,490 A (MORTENSON) 24 March 1998 (24.03.1998), Figure 1-13; column 4, line 65 to column 10, line 31.	1-34
Y	US 5,785,383 A (OTERO) 28 July 1998 (28.07.1998), Figure 1-8; column 2, line 13 to column 3, line 26.	2-9 and 16-34
Y	US 6,231,233 B1 (ORCE) 15 May 2001 (15.05.2001), Figure 1-3; column 1, line 5 to column 3, line 48.	28 and 34

Further documents are listed in the continuation of Box C.

- | | |
|---|--|
| * Special categories of cited documents: | "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention |
| "A" document defining the general state of the art which is not considered to be of particular relevance | "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone |
| "E" earlier application or patent but published on or after the international filing date | "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art |
| "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) | "&" document member of the same patent family |
| "O" document referring to an oral disclosure, use, exhibition or other means | |
| "P" document published prior to the international filing date but later than the priority date claimed | |

Date of the actual completion of the international search 15 January 2008 (15.01.2008)	Date of mailing of the international search report 10 APR 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774 