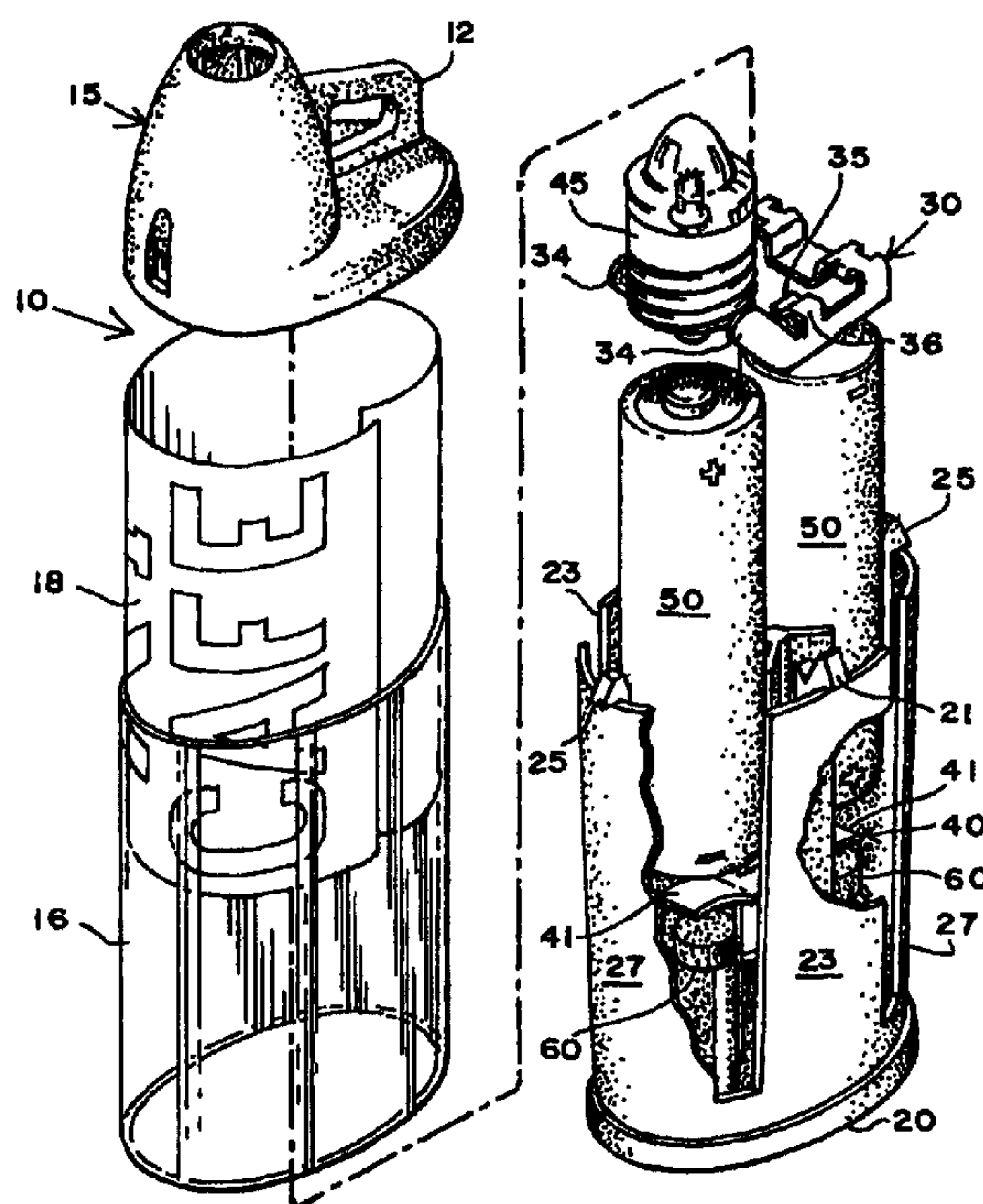


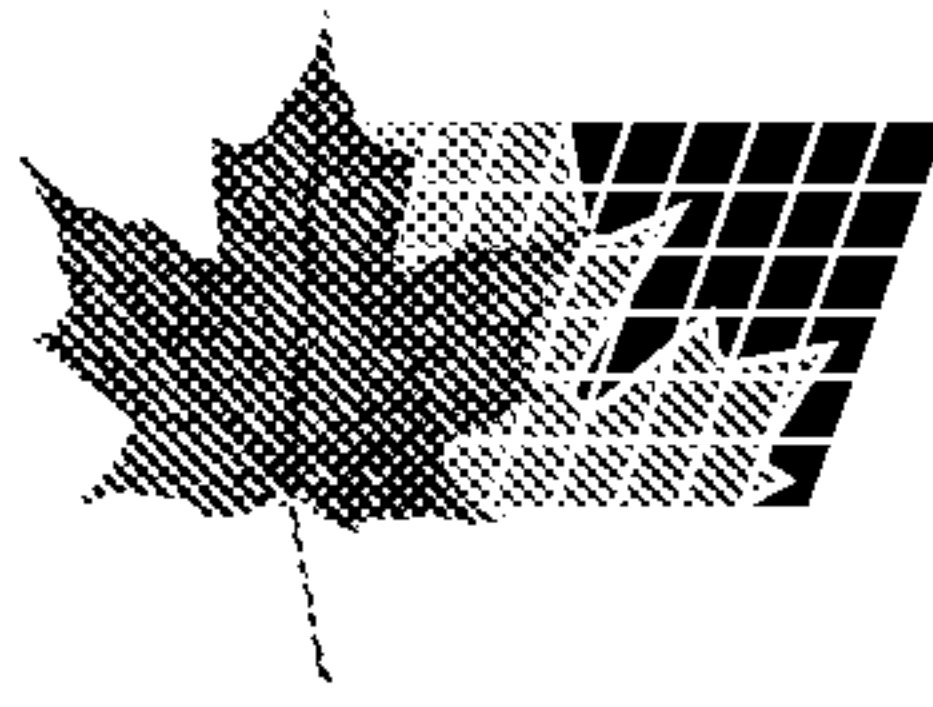


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(54) **TORCHE ELECTRIQUE A DEUX COTES ET PROCEDE**
(54) **BI-SIDED FLASHLIGHT AND METHOD**



(57) Torche électrique miniaturisée (10) comprenant une partie supérieure (12) et une partie inférieure (20) fixées l'une à l'autre par emboîtement et accouplées par un autre élément, tel qu'un boîtier tubulaire souple (11). Un pont (30) de piles est situé au fond (20) de la partie inférieure, ainsi que des séparateurs de piles verticaux permettant de séparer physiquement deux piles (50), tout en les mettant en contact électrique partiel en série. La partie supérieure (12) est conçue pour s'adapter à l'élément tubulaire (11) et recouvrir ce dernier. Cette partie supérieure (12) possède à son sommet un pont électronique séparé servant à établir un contact

(57) A miniaturized flashlight (10) which includes a top (12), and bottom (20), each of which is snap-fittingly secured to the other and joined by a further element, a flexible tubular housing (11). A battery bridge (30) is provided at the bottom (20) of the bottom portion along with upstanding battery separators to thereby physically separate two batteries (50) while electrically putting them in partial series contact. The top (12) is adapted to fit over and ride upon the tubular member (11). The top (12) has a separate electronic bridge at its upper portion for permanently engaging one battery (50), and leaf spring for selectively electrically engaging the adjacent



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permanent avec une pile (50), et une lame de ressort servant à établir un contact électrique sélectif avec la base (34) de l'ampoule contiguë placée au-dessus de l'autre pile (50), ce qui permet d'exciter le circuit afin d'éclairer l'ampoule (45) située dans la partie supérieure (12).

bulb base (34) above the other battery (50) to thereby activate the circuit to illuminate the light bulb (45) located in the top (12).

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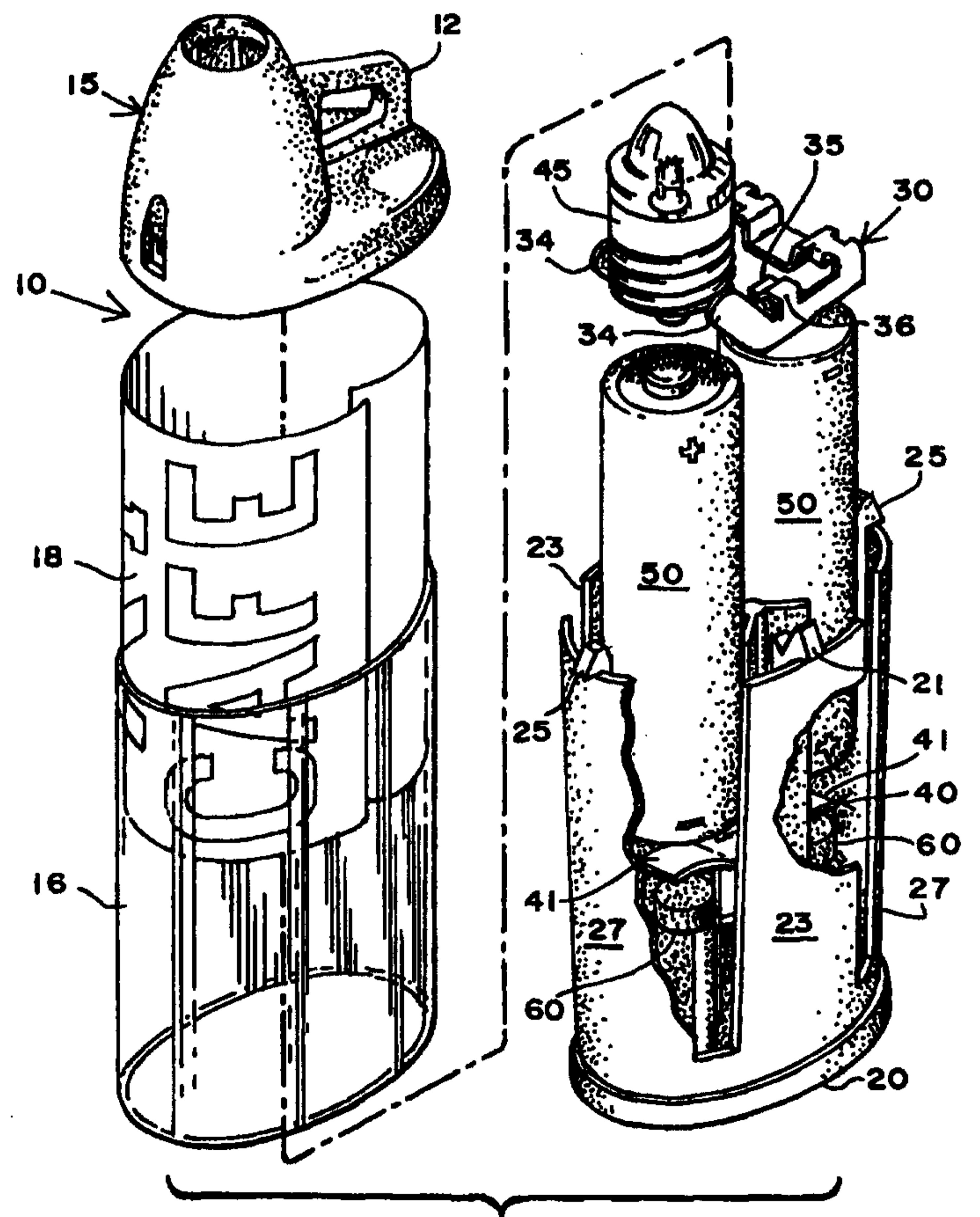
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<p>(21) International Application Number: PCT/US98/20296</p> <p>(22) International Filing Date: 29 September 1998 (29.09.98)</p> <p>(30) Priority Data: 08/942,024 1 October 1997 (01.10.97) US</p> <p>(71) Applicant: ADVA-LITE, INC. [-/US]; 7340 Bryan Dairy Road, Largo, FL 33777-1506 (US).</p> <p>(72) Inventors: OLIVIT, Keith, H.; 1275 Greybrooke Place, Oldsmar, FL 34677 (US). GINGRICH, Michael; 8577 Mockingbird Lane, Seminole, FL 33777 (US). CATER, Miro, S.; 1777 Mitchell Court, Daytona Beach, FL 32124 (US).</p> <p>(74) Agent: DOMINIK, Jack, E.; Dominik, Knechtel, Demeur & Samlan, Miami Lakes Corporate Plaza, Suite 225, 6175 N.W. 153rd Street, Miami Lakes, FL 33014 (US).</p>		<p>(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report.</i> <i>With amended claims.</i></p>

(54) Title: BI-SIDED FLASHLIGHT AND METHOD

(57) Abstract

A miniaturized flashlight (10) which includes a top (12), and bottom (20), each of which is snap-fittingly secured to the other and joined by a further element, a flexible tubular housing (11). A battery bridge (30) is provided at the bottom (20) of the bottom portion along with upstanding battery separators to thereby physically separate two batteries (50) while electrically putting them in partial series contact. The top (12) is adapted to fit over and ride upon the tubular member (11). The top (12) has a separate electronic bridge at its upper portion for permanently engaging one battery (50), and leaf spring for selectively electrically engaging the adjacent bulb base (34) above the other battery (50) to thereby activate the circuit to illuminate the light bulb (45) located in the top (12).



BI-SIDED FLASHLIGHT AND METHOD**Background of the Invention:**

The present invention relates to flashlights. More particularly it relates to flashlights which are small in size, and very often adapted to hold keys or other goods which are desirably illuminated after dark.

Field of the Invention:

Flashlights of the type contemplated by the present invention normally have a flexible tubular side, an enclosed battery assembly, and a light bulb. They all have a top with a light bulb, and a bottom to secure the batteries in place. Quite often such flashlights are used as give-aways by various institutions and organizations, and as a consequence internally there is a "billboard" which is visible through the tubular flexible side giving a message from its sponsor. Many of the subject flashlights are exemplified by United States Patent Nos. Des.361,333; 5,289,917; 5,124,898; 4,644,451; 4,628,418; and 4,032,773. One of the problems with the subject prior-art flashlight of U.S. Patent No. 4,644,451 is that of removal and replacement of the batteries or light bulbs or message. The battery of the subject patent is difficult to replace, and even more so the light bulb. The claims specifically recite that the light bulb is connected to two wires. In addition provision for removal of the battery is not maintained. Also with the subject prior-art patent, the illumination can only be accommodated by

pressing one side. Since the flashlight is intended for use in the dark, it is difficult for the user to determine which is the side to activate.- Necessarily a unit which is activated from either side is a solution to that problem. Indeed, if the user presses
5 the wrong side of the flashlight, or becomes confused, the illumination aspect is rendered uncertain. Oftentimes it is difficult to remove and replace batteries without destroying the flashlight. A secondary problem arises from the fact that the light bulb may not be readily replaceable. Yet another problem
10 arises from the fact that the flashlight of the above-identified patents require pressing on one side in order to activate the flashlight. If the user presses the wrong side of the flashlight, or becomes confused, the illumination aspect is the subject of uncertainty. The existing flashlights are not readily susceptible
15 of modularization so that the bottom, top, tubular portion, battery, billboard, and top with light can be shipped to remote locations for assembly. In addition, they cannot be readily disassembled to change the billboard message. Moreover, they cannot be shipped to the customer readily where the customer has
20 several billboard messages, and may wish to apply them sequentially in small lots. Additionally, the subject prior-art patent utilizes a connection from battery-to-battery to close the circuit. The connection is specifically from the negative side of the first battery which is beneath the light bulb, to the positive side of
25 the right battery or second battery which is remote from the light

bulb. This results in inhibiting the ability of securing the batteries against dislodgement by means of pressing from the top and the bottom, since the bottom portion of the batteries involves the switching assembly.

5 Summary of the Invention:

The present invention derives from the development of a miniaturized flashlight which includes a top, and bottom, each of which is snap-fittingly secured to the other and joined by a further element, a flexible tubular housing member. The tubular member is desirably of an elliptical cross-section, but can be rectangular and multi-sided. The top and bottom are proportionally adapted to accept the cross-section of the tubular housing. A battery bridge is provided at the bottom of the bottom portion along with upstanding battery separators to thereby physically separate two batteries while electrically puttingn them in partial series contact. In this fashion the battery bridge serves the twofold function of electrically connecting the two adjacent batteries at their lower portion, and yieldably urging them upwardly to firmly lodge them inside the housig. The top is adapted to fit over and ride upon the tubular member. The top has a separate electronic bridge at its upper portion for permanently engaging one battery, and leaf spring for selectively electrically engaging the adjacent bulb above the other battery to thereby activate the circuit to illuminate the light bulb located in the top. In this fashion the desired end result is to permit both

batteries to either have a shielded case, or an unshielded case which is negative. With the prior art, a modification is required in the switching means when transferring from one type battery to the other. By practicing the present invention, this undesirable feature is eliminated and actually two batteries can be comingled, one of which has an insulated case, and the other of which does not. The method addresses itself to providing a plurality of bottoms, tops, tubular members, batteries, light bulbs, and billboards all of which can be assembled by first inserting the batteries and then positioning the paper billboard interiorly of the tubular member. Thereafter the top is secured to the bottom. The top secures the contact switch in place so that it permanently contacts one battery adjacent the point where secured, and the leaf springs of the contact switch are yieldably engageable with the lower portion of the light bulb. Thus by adopting the method, a wide variety of parts can be manufactured and held in storage, including tops and bottoms of varying colors, awaiting only an order which can be filled by a specialized billboard, fresh batteries, and a fresh light bulb which is normally a lens light. A lens light normally includes its own lens at the end opposite the bulb base where the electrical contact is made.

In view of the foregoing it is a principal object of the present invention to provide a miniature flashlight conveying a message which can be adapted for holding useful items such as a key

which is assembled from parts which can be, in turn, easily disassembled to change batteries, light bulb, or message.

Another object of the present invention is to provide a miniature flashlight for use with a key or other accessory in which
5 both the battery and the light are easily replaceable by the end user, and the same will accommodate a triple A battery "AAA" plus lens light of two and one half volts which are all readily available and require no special order. Exemplary is a bulb No. 222 with a screw base and pre-focused high intensity lens.

10 Yet another object of the present invention is to provide a flashlight for an accessory which can be activated by squeezing from either one side, the other side, or both sides. This avoids the ambiguity of a single-sided illuminated flashlight where the user, in confusion in the dark, may be delayed in illuminating the
15 light at a time when prompt illumination and activation of the key is warranted.

Yet another object of the present invention is to provide a flashlight of the type described the method for manufacture of which is inherently efficient and can be achieved without special
20 purpose tooling, and particularly at remote locations or indeed, by the ultimate user.

A further objective of the present invention is to provide a flashlight with all of the advantages set forth above in which the billboard can be removed, or which permits the customer

to have several billboards which the customer himself may develop to insert inside the flashlight.

Finally, but not the last object of the present invention, is to achieve all of the above advantages in a construction, the inherent cost of which is very competitive with
5 other flashlights which afford two of the above advantages.

Description of Illustrative Drawings:

Further objects and advantages of the present invention will become apparent in the following description of an illustrative embodiment proceeds, taken in conjunction with the
10 accompanying drawings in which:

FIG. 1 is a perspective view of the subject flashlight showing in phantom lines and of an operator squeezing the sides to activate the light;

FIG. 2 is a perspective view from the same vantage point as Fig. 1 showing how the hand of the user when rotated 90° around the flashlight can squeeze along the major axis of the elliptical body and release the top for removal and replacement of the
15 batteries and the light;

FIG. 3 is an enlarged perspective broken view showing the interior portion of the flashlight illustrating the location of the two batteries, the lens light, and the activating contact for the
20 switch;

FIG. 4 is a further exploded perspective view showing the sequence of top, billboard, transparent body, removable lens light bulb, batteries, and bottom;

FIG. 5 is a transverse sectional view cut through the top on section line 5-5 of Fig. 3 but in smaller scale;

5 **FIG. 6** is an enlarged partial sectional view taken at 6-6 of Fig. 3;

FIG. 7 is a bottom view of the unit looking upwardly from the base of the batteries;

FIG. 8 is an enlarged perspective view of the contact switch shown from the top;

10 **FIG. 9** is a bottom view of the contact switch in the same scale as Fig. 8;

FIG. 10 is a perspective view of the battery bridge for positioning at the bottom of the unit;

FIG. 11 is a perspective view in the same scale as the battery bridge in Fig. 10 but showing the underneath side of the same;

15 **FIG. 12** is a split sectional view taken along section line 12-12 of Fig. 5 but in enlarged scale;

FIG. 13 is a perspective view of the top of the flashlight;

FIG. 14 is a bottom perspective view of the top shown in FIG. 13; and

FIG. 15 is a perspective view of the bottom.

20 **Description of a Preferred Embodiment:**

The bi-sided flashlight 10 illustrative of the present invention is shown in Fig. 1 being activated by squeezing the opposite sides of the flashlight. Similarly, in Fig. 2, the bi-sided flashlight 10 is being shown as opened for removal of the top

12, batteries 50, and light bulb 45 (not shown).

Proceeding to Fig. 3, it will be seen that the bi-sided light 10 has a housing 11 which is normally a transparent and flexible tubular member, desirably with an elliptical cross-section. A top 12 is provided to sit on top of the housing 11. The top 12, in turn, has a holder closed loop 15 to which a key chain or other object personal to the owner may be secured.

Consistent with the invention, a billboard 18, normally opaque with printed indicia on it, is positioned immediately interior of the elliptical housing 11. Since the housing 11 is transparent, it therefore permits viewing of the entirety of the message on the billboard 18.

The bottom 20 closes the lower end of the housing 11. In addition, however, extending upwardly from the bottom in opposed relationship are the contact drives 21. These both are of beam construction and sufficiently flexible in nature that they can cause the on and off illumination of the light bulb 45. At ninety degree spacing to the contact drive 21 are the opposed release locks 22. Upon squeezing the opposed release locks 22, the top lock 25 is disengaged from the top lock latch 29, and then the top 12 can be removed. The contact drives 21 and separators 22 are both provided with lateral curvilinear webs 23, 27 to strengthen the drives 21 and separators 22 as well as add further support and shape to the billboard 18.

Also extending upwardly from the bottom 20 are the battery separators 26 shown in Figs. 4 and 7 in particular. Each of the battery separators 26 has a pair of wings 28 which tangentially engage the opposed batteries 50, particularly as shown in Fig. 7.

The contact switch 30 is positioned beneath the holder 15 of the top 12. The switch is shown in Figs. 3 and 4 in particular. The specifics of the contact switch 30 are shown in Figs. 8 and 9. There it will be seen that provision is made for a battery barb lock bridge 39, one face of which engages one of the batteries. Perpendicular to the battery contact bridge are leaf springs 32. At the end of leaf springs 32 and curved upwardly are the bulb base contacts 34. At a mid-position between the bulb base contact 34 and the battery contact bridge 31, a pair of opposed snaps 35 extend toward each other centrally from the leaf springs 32, and at their end provision is made for a detent 36. Barb locks 38 are provided on both extremes of the barb lock bridge 39, the purpose for which is to insert the remote ends of the battery bridge 31 into pockets 43 provided in the top whereupon the barb action of the barb lock 54 locks the contact switch 30 in place in the top 12. The snap 35 and snap detent 36 are proportioned to engage the top snap simulator 46 particularly as shown in the left-hand portion of Fig. 12. Moreover, again as shown in Fig. 12, the leaf spring 32 rides in the support crotch 55 at the upper portion of the contact drive 21 as particularly shown in Figs. 3 and 12.

As shown in Figs. 10 and 11, there is a bottom battery bridge 40 which makes contact with the opposite polarity ends of the batteries adjacent the bottom 20 of the bi-sided flashlight 10. As further shown in Fig. 10, the battery bridge 40 includes contacts 41 at its remote ends, and a base 42. Extending from the base 42 are barb locks 38 which permit the bridge 40 to be inserted into the bottom 20 for retention in
5 much the same fashion as with the barb locks 54 on the contact switch 30.

For a more complete showing of the top and the bottom, attention is directed to FIGS. 13, 14 and 15. There will be seen that the sandwich like securement of the bottom 20 and the top 12 are removed from their relationship sandwiching the
10 billboard in place, much as set forth with regard to the description of FIG. 3.

From a review of the foregoing it becomes apparent that the entire bi-sided flashlight 10 is the product of the body portion 11, the top 12, and the bottom 20. The holder 15 having an eye in the middle is for the attachment of keys, coin holders, good luck charms, or any other accessory item which the user wishes to secure to his bi-sided
15 flashlight 10. In the exploded view in Fig. 2, it will be seen how easily the top 12 can be removed to replace the batteries 50, and then replace the same. Turning now to Fig. 4, it will be seen in greater detail how the bi-sided flashlight 10 can be assembled from bottom to top by positioning the housing 11 on top of the bottom 20 and specifically on top of the support collar 48. Prior to this positioning, however, the
20 billboard 18 is inserted interiorly of the housing 11. Thereafter, the batteries 50 are dropped into the bottom separated by the battery separators 26. The balance of the elements including the light bulb 45 and the contact switch 30 are housed in the top 12, and when it is placed on top the entire bi-sided flashlight 10 is completely

assembled. As seen also in Fig. 12, a collar 49 is provided at the underneath portion of the top 12 to receive the upper portion of the housing 11.

The Method:

5 The method of the present invention relates to the development of and assembly of a bi-sided flashlight 10 which has basic components including a housing 11, a top 12, a billboard 18, and a bottom 20. These may be manufactured and stored separately or aligned in a production line for assembly of the bi-sided
10 flashlight 10. Once the parts are provided, the sequence of assembly looks to first providing billboards 18 with the customized inscription desired by the purchaser. Thereafter, the billboard 18 is inserted inside the housing 11 and placed on top of the bottom
15 20. Wherever reference is made to top and bottom, or left and right, the same can be reversed 90° or 180° and the sequence remains the same.

 It will be understood that various changes in the details, materials and arrangements of parts which have been herein described and illustrated in order to explain the nature of the
20 invention, may be made by those skilled in the art within the principle and scope of the invention as expressed in the appended claims.

WHAT IS CLAIMED IS:

- 1 1. A flashlight comprising, in combination,
- a top having a generally elliptical body portion and
terminating in lower skirt means for engagement to a tubular body
member,
- 5 - a tubular body member,
- said top having light bulb engaging means,
- a light bulb in said engaging means,
- a bottom for engaging the subject tubular member,
having upstanding means for securing batteries therein,
- 10 - said top having a contact switch member with one end
securable to constant contact with one battery, and the other end
having centrally extending leaf springs for selectively engaging a
light bulb and a battery top,
- and an electrical bridge for engaging the lower portion
- 15 of the subject batteries,
- space provided interiorly for a message billboard of
the selection of the user,
- the bridges top and bottom and their connection to the
battery ends comprising a circuit to be closed when either or both
- 20 top leaf springs are urged in electrical contact with said light
bulb.

- 1
2. The flashlight of claim 1, in which,,
- said tubular body member is transparent.

1 3. In a flashlight having a top, a bottom, a tubular
member surrounding the area between said top and said bottom, and
means for securing the top to the bottom to sandwichingly engage
the tubular housing member, means provided for supporting a pair of
5 batteries, an electrical bridge on the bottom member for
electrically connecting the two bottom portions of the two
batteries, means for supporting a lens light bulb at a portion of
the top, the improvement comprising,

10 - an electrical contact bridge for permanent securement
to the upper portion of one of the two batteries in a position
opposed from the light,

 - said bridge having a base portion for securing to the
one such battery,

15 - said base portion having a pair of leaf springs
extending laterally from the base and in opposed relationship to
the battery,

 - said tubular body portion being flexible,

 - said leaf springs being positioned laterally from the
base of the light bulb,

20 whereby upon squeezing one or the other side or both of the tubular
member the leaf springs, either or both, are placed in contact with
the base of the lens light and thereby complete the electrical
contact to activate the light.

4. In the flashlight of claim 1,

- upstanding snap acting engaging means on the bottom and the top to snap actingly secure the same to each other after the batteries, and light bulb are inserted,

- said means being formed and proportioned so that by squeezing at a mid-point transversely of the body the snap acting means are temporarily released and the top can be removed, whereby both the battery elements and the lens light element can be removed and replaced.

1 5. In the flashlight of claim 4 above,

- means for securing a billboard interiorly of the flexible body which can be inserted, or replaced, or removed at the same time as the batteries and/or bulb may be replaced or removed.

6. A bi-sided flashlight comprising, in combination,

- a tubular flexible body portion having two ends spaced from each other,
- a top proportioned to matingly engage the upper portion of the tubular body,
- a bottom proportioned to engage the bottom portion of the tubular body,
- said bottom having upstanding battery separating means for engaging a pair of cylindrical batteries,
- the bottom of said body having electrical bridge means for developing a continuous circuit between the bottom of the two batteries,
- a light bulb received by the top and between the two yieldable members having an electrical contact at its base,
- said top having yieldable contact switch means secured to one of said batteries and electrical contact means extending therefrom positioned for movement toward the base of said light bulb,
- and a pair of upstanding contact bars extending upwardly from the bottom to engage the yieldable electrical contact means,

whereby upon squeezing the sides of the elliptical body from either side or both, contact can be made by the upstanding means engaging the leaf spring contact to contact the bulb, thereby lighting the bulb so long as one or the other or both of the side members are depressed.

1 7. In the bi-sided flashlight of claim 6 above,
 - a pair of opposed upstanding members extending upwardly
from the bottom and yieldable therewith, means atop the upstanding
locking members for yieldable securement to the top,
5 whereby upon squeezing the ends of the transparent body the top can
be unlocked from the body, removed therefrom, and the batteries and
light bulb replaced.

1 8. In the bi-sided flashlight of claim 6 above,
 - said body being transparent.

1 9. In the bi-sided flashlight of claim 6 above,
- space provided for inserting a billboard interiorly of
the transparent body portion,
whereby each such flashlight can be personalized with a personal
5 message on the subject billboard.

1 10. In the bi-sided flashlight of claim 6 above,
- spring and detent means respectively in the top and
extending centrally from the contact leaf,
whereby upon pressing one side or the other to activate the light,
5 a snap-acting feel is transmitted back into the hand of a user.

1 - 11. A method for assembling a bi-sided flashlight to
include a personalized billboard in which said flashlight has a
top, a bottom, a tubular housing member surrounding the area
between said top and said bottom, means for securing the top to the
5 bottom to sandwichingly engage the tubular housing member, means
provided for supporting a pair of batteries, an electrical bridge
on the bottom member for electrically connecting the two bottom
portions of the two batteries, means for supporting a lens light
bulb interiorly of the top, and means extending from the bottom to
10 snap-actingly engage the top thereby securing the tubular housing
member therebetween, the steps of:

- providing a billboard with a personalized message
proportioned to fit interiorly of the housing,

15 - assembling the bulb into the top, and the two batteries
into the bottom,

- thereafter positioning the tubular housing member with
the billboard message inside, the indicia of which faces the
outside,

20 - and snap-actingly securing the top to the connecting
means extending upwardly from the bottom to thereby complete the
configuration of the bi-sided flashlight with the billboard means
interiorly positioned therein.

1 12. A method for activating a flash light having a pair
of batteries, a bulb, a housing for supporting the batteries, said
housing comprising a bottom, a top, and a tubular connection
between the bottom and top, comprising the steps of:

5 - connecting opposite polarity ends of the batteries at
the bottom portion electrically and physically,

 - connecting the top portion of one such battery with the
central terminal of a bulb,

 - providing the opposite member of said batteries with a
10 connector switch, U-shaped in configuration, with end portions
thereof which can selectively or together contact the side portion
of the bulb,

 whereby yieldably engaging the tubular portion of the flashlight
from either side or both will activate the switch to connect the
15 circuit by means of the bulb being the ultimate connected open
element in the circuit.

1 13. In the method of claim 12 above,
- - providing space between the top and the bottom of said
flashlight to accommodate a billboard interiorly of the tubular
member,
5 - forming said tubular member of a transparent material,
whereby a "billboard" can be presented interiorly of the
flashlight.

1 14. In the method of claim 12 above,
- providing opposed means extending upwardly from the
base with top engaging means at the upper portion,
- and providing upstanding removably engaging means on
5 the top,
whereby the subject flashlight can be assembled or disassembled for
purposes of replacing the batteries, or billboard, or bulb.

15. In the method of claim 12 above,
- spacing the batteries from each other to preclude one battery from directly contacting the other, whereby batteries having an uninsulated case or an insulated case may be interchangeably used in the housing for the subject batteries.

WO 99/17051

PCT/US98/20296

AMENDED CLAIMS

[received by the International Bureau on 5 February 1999 (05.02.99);
new claims 16,17 and 18 added; remaining claims unchanged (2 pages)]

16. A method for assembling a bi-sided flashlight to include a personalized billboard in which said flashlight has a top, said top having a holder laterally disposed from a bulb aperture, a bottom, a tubular housing member between said top and said bottom, means for removably securing the top to the bottom to sandwichingly engage the tubular housing member,
- 5 means provided for supporting a pair of batteries, an electrical bridge on the bottom member for electrically connecting and physically removably securing the two lower portions of the two batteries, means for supporting a lens light bulb interiorly of the top beneath the bulb aperture, and means extending from the bottom to snap-actingly engage the top thereby removably securing the tubular housing member therebetween, the steps of:
- 10 - providing a billboard with a personalized message proportioned to fit interiorly of the housing,
- assembling the bulb into the top, and the two batteries into the bottom, said bulb being above one battery and the holder being above the adjacent battery,
- thereafter positioning the tubular housing member with the billboard
- 15 message inside, the indicia of which faces the outside, and
- snap-actingly securing the top to the connecting means extending upwardly from the bottom to thereby complete the configuration of the bi-sided flashlight with the billboard means interiorly positioned therein,
- 20 whereby illuminating the bulb sends light to an area adjacent the holder to illuminate a target area near items held by the holder.

17. A method for activating a flashlight having a pair of batteries, a bulb, a housing for supporting the batteries, said housing comprising a bottom, a top, said top having a laterally disposed holder and bulb aperture, and a tubular connection between the bottom and top, comprising the steps of:

- 5 - connecting opposite polarity ends of the batteries at the bottom portion electrically and physically,
- connecting the top portion of one such battery with the bulb,
- providing the opposite member of said batteries with a connector switch, U-shaped in configuration, with end portions thereof which can selectively or together contact the
- 10 bulb,
- positioning the top aperture above a battery with the holder adjacent the aperture,

whereby yieldably engaging the tubular portion of the flashlight from either side or both will activate the switch to connect the battery to the bulb by means of the bulb being the ultimate

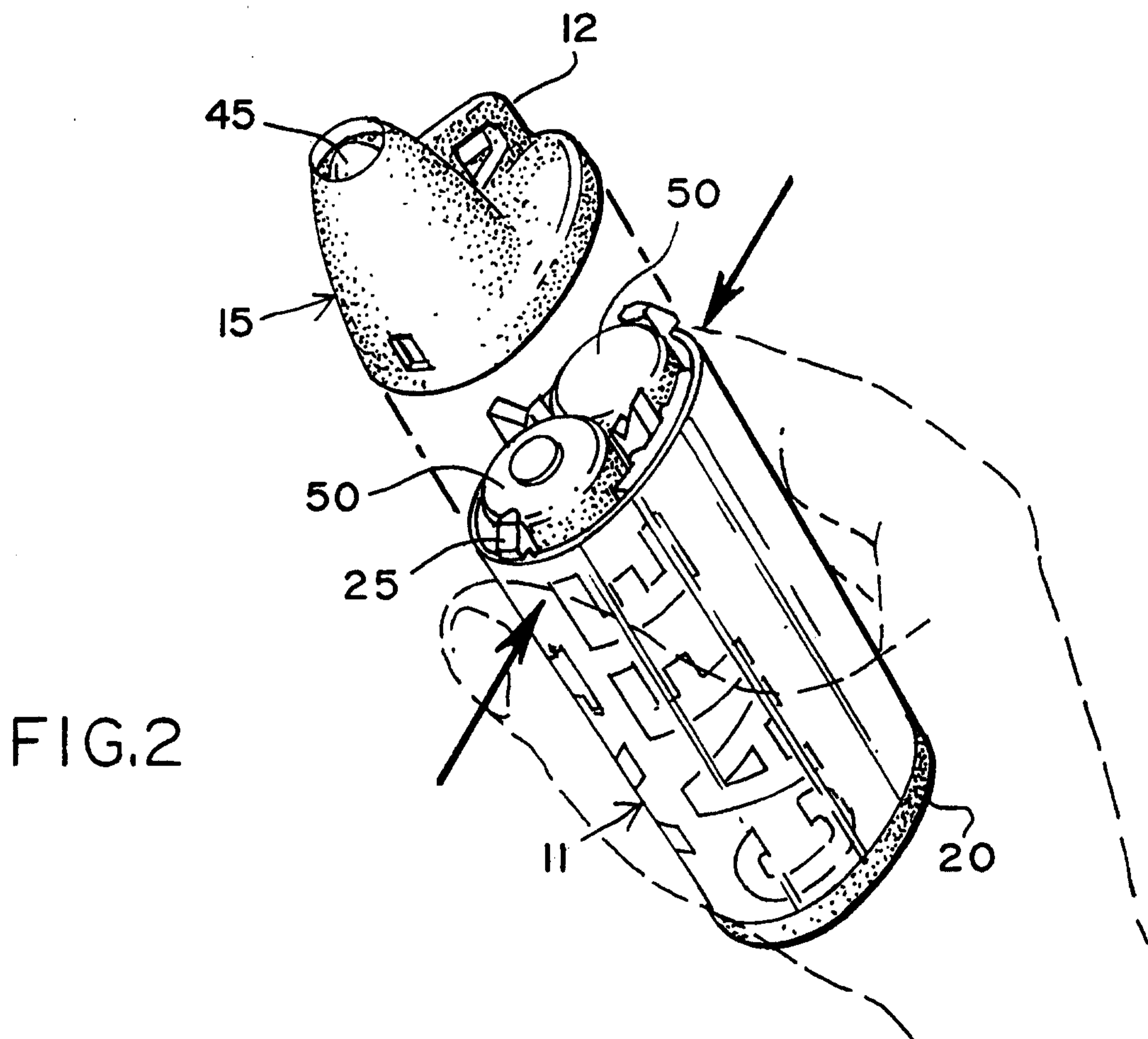
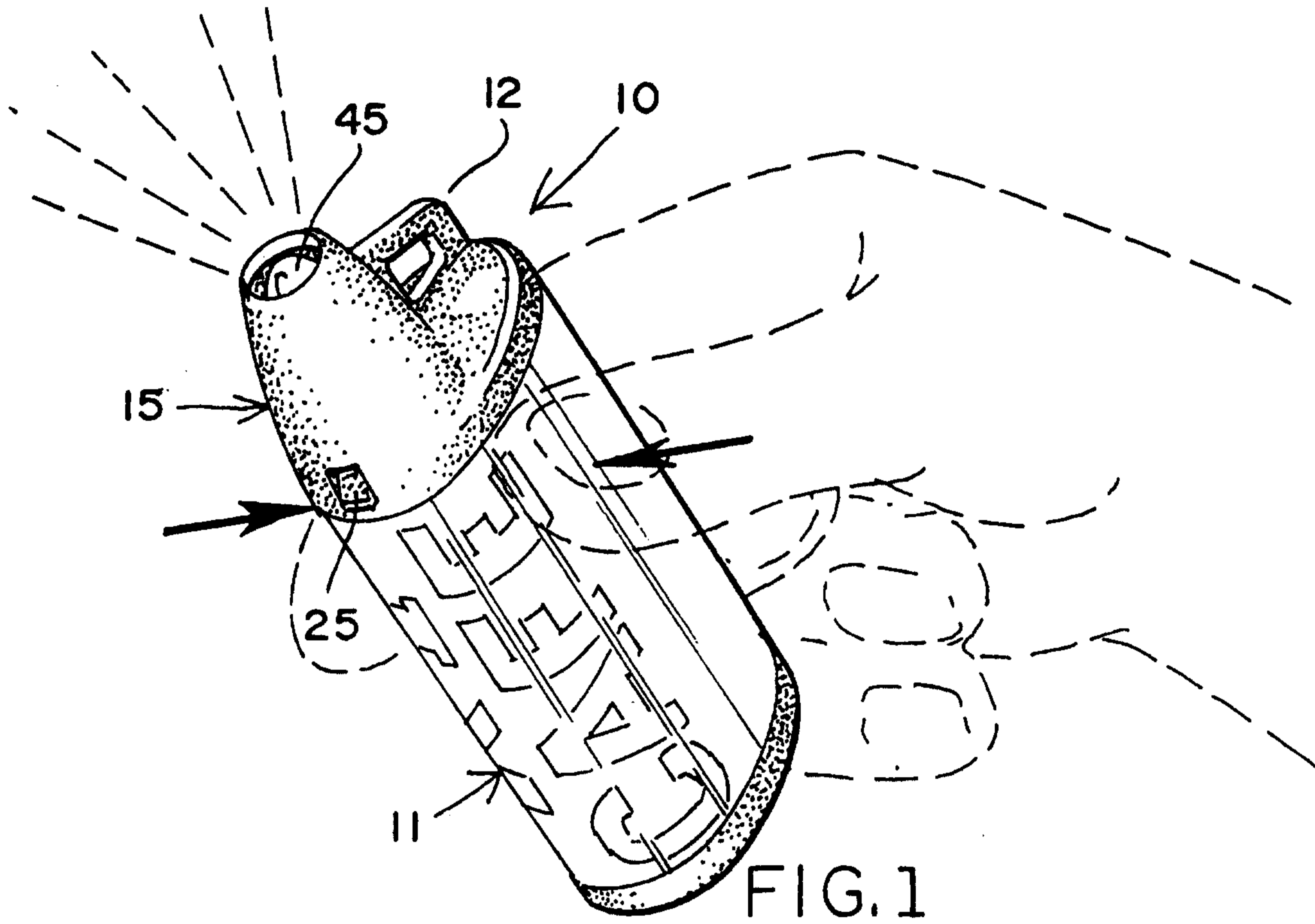
15 connected open element in an electrical circuit, and the illumination of the bulb is adjacent the holder to illuminate a hand held item such as a key when inserted into a key slot.

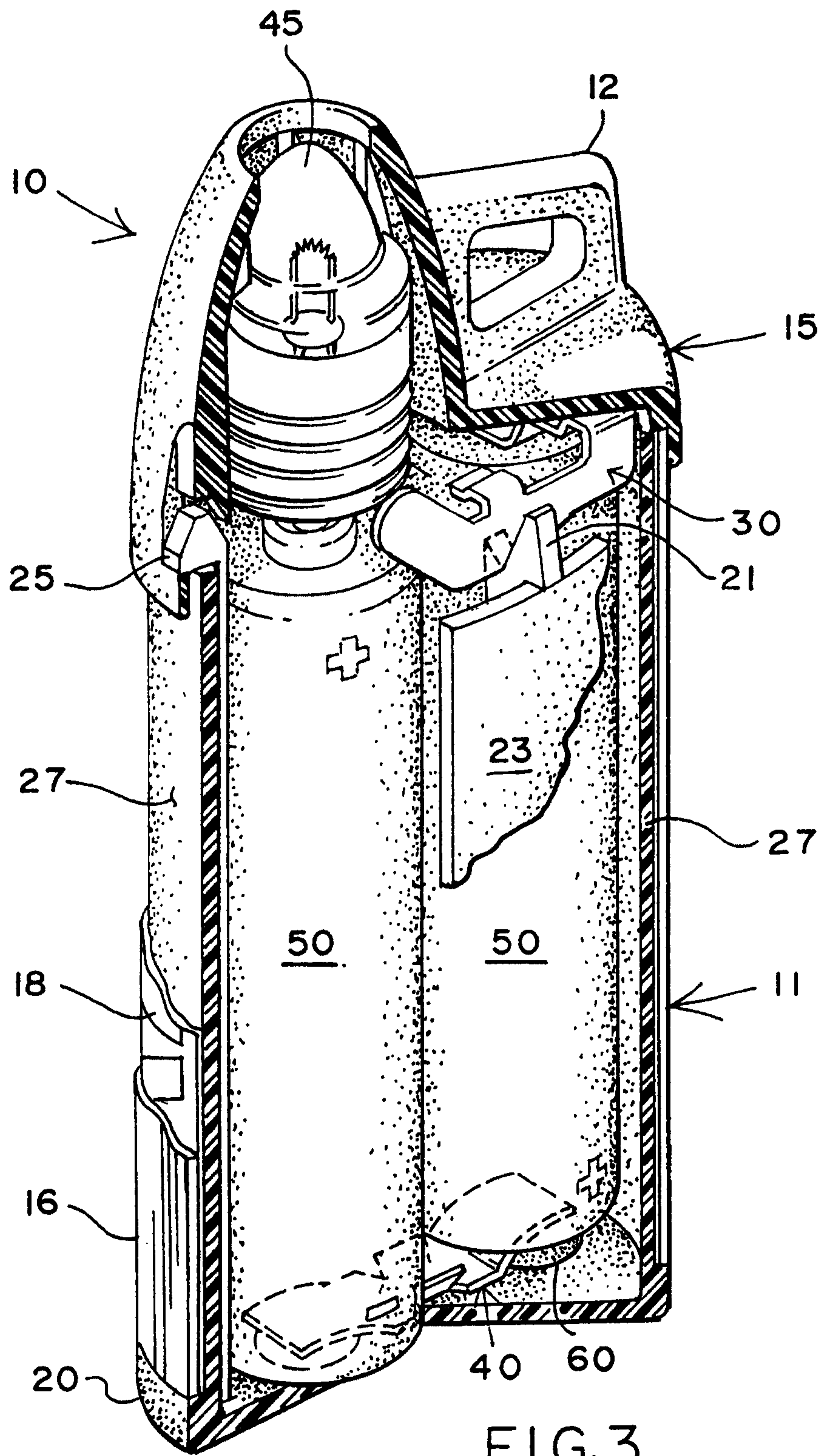
18. In a bi-sided flashlight which comprises, in combination, a tubular flexible body portion with opposed body sides and having body top and body bottom ends spaced from each other, a flashlight top proportioned to matingly engage the top portion of the tubular body, a flashlight bottom proportioned to engage the bottom of the tubular flexible body portion, a pair

5 of batteries each having a battery top and a battery bottom, and means for selectively connecting the batteries to a bulb in the flashlight top, the improvement comprising:

- a light bulb and aperture therefor positioned atop one of the batteries at one side portion of the flashlight top, and
- a holder positioned on the top immediately adjacent the flashlight bulb,

10 whereby the illumination provided by the bulb may be conveniently directed at a target area where an item held by the holder, such as a key, can be placed in an illuminated key slot.





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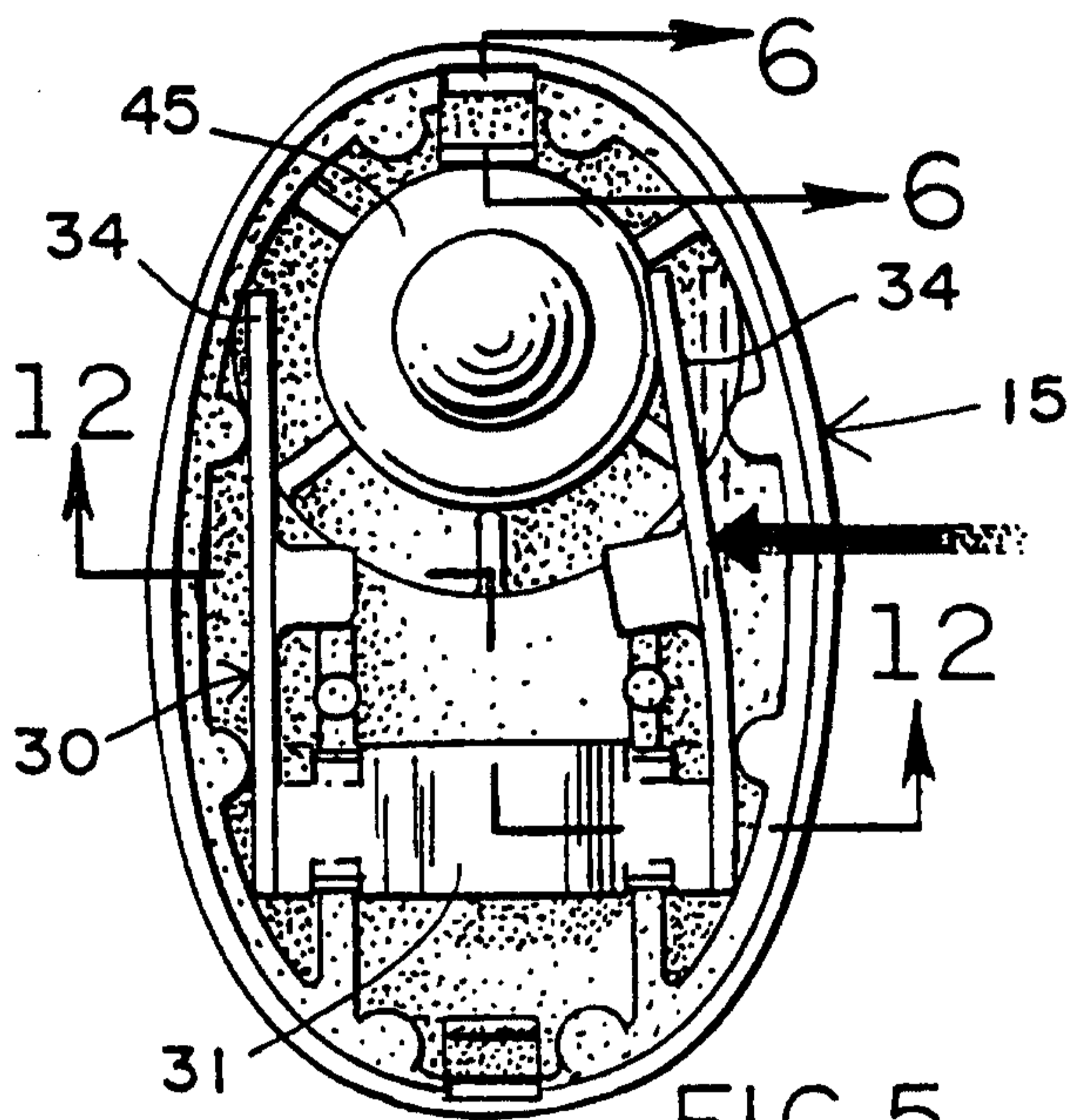


FIG. 5

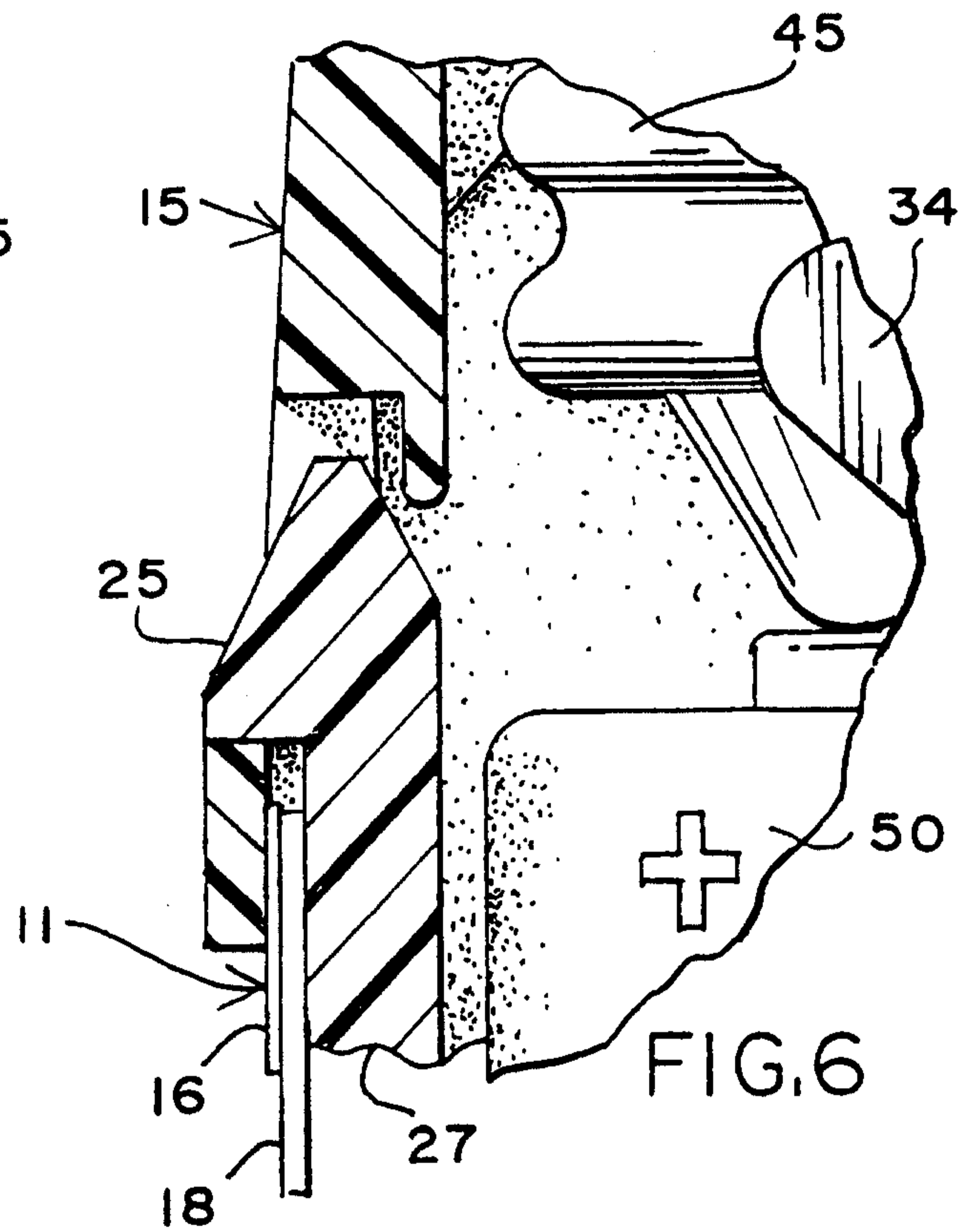


FIG. 6

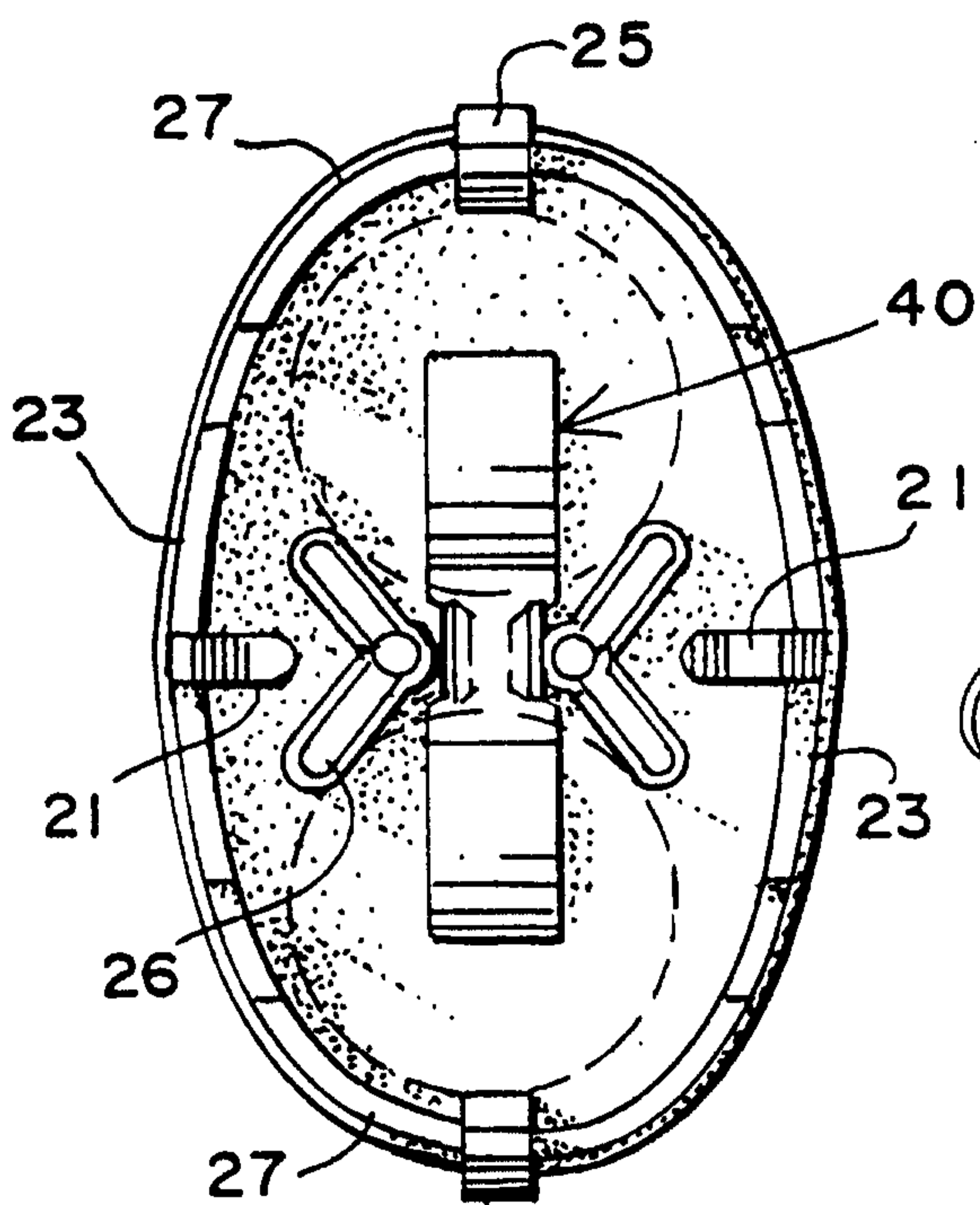


FIG. 7

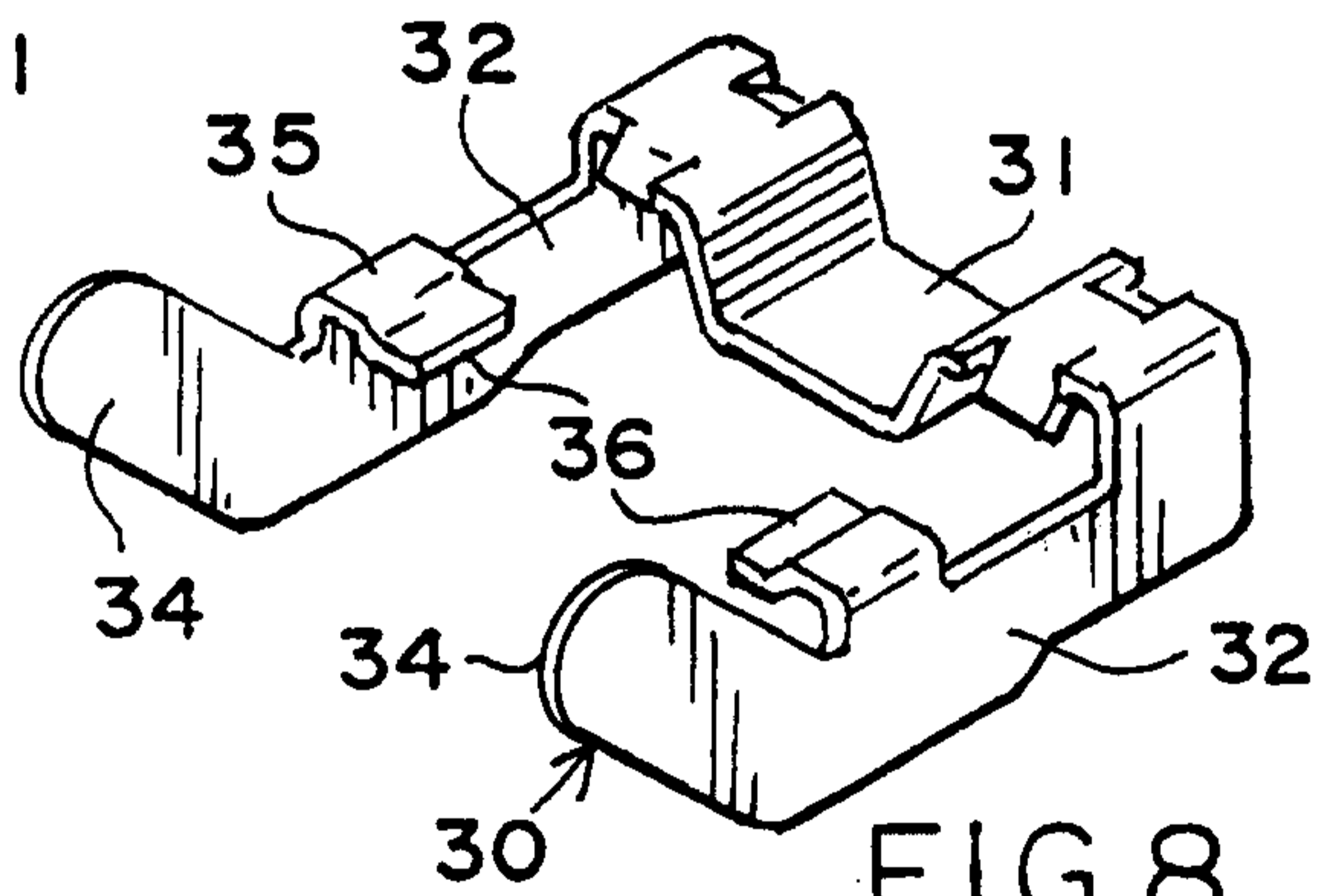


FIG. 8

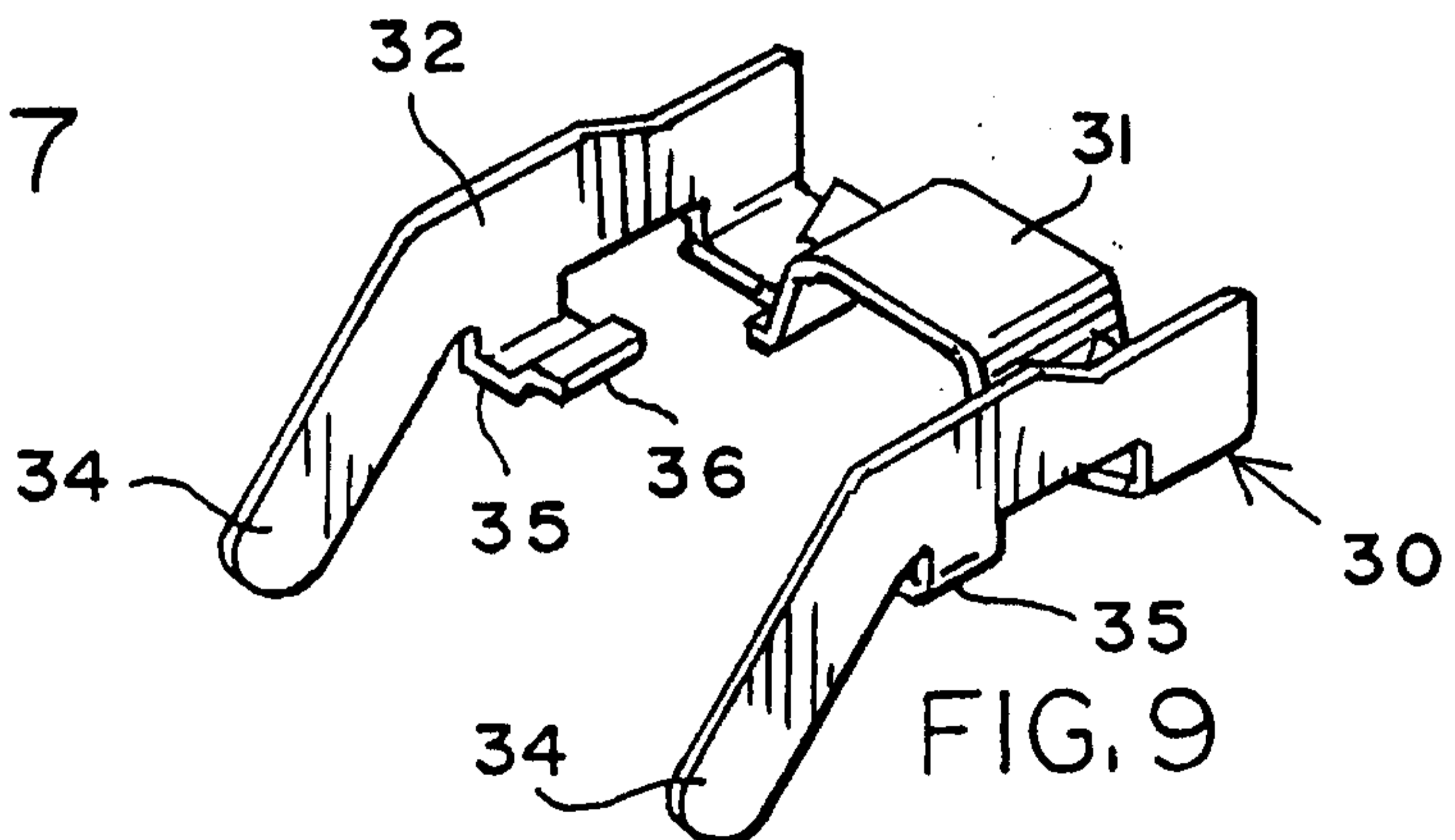
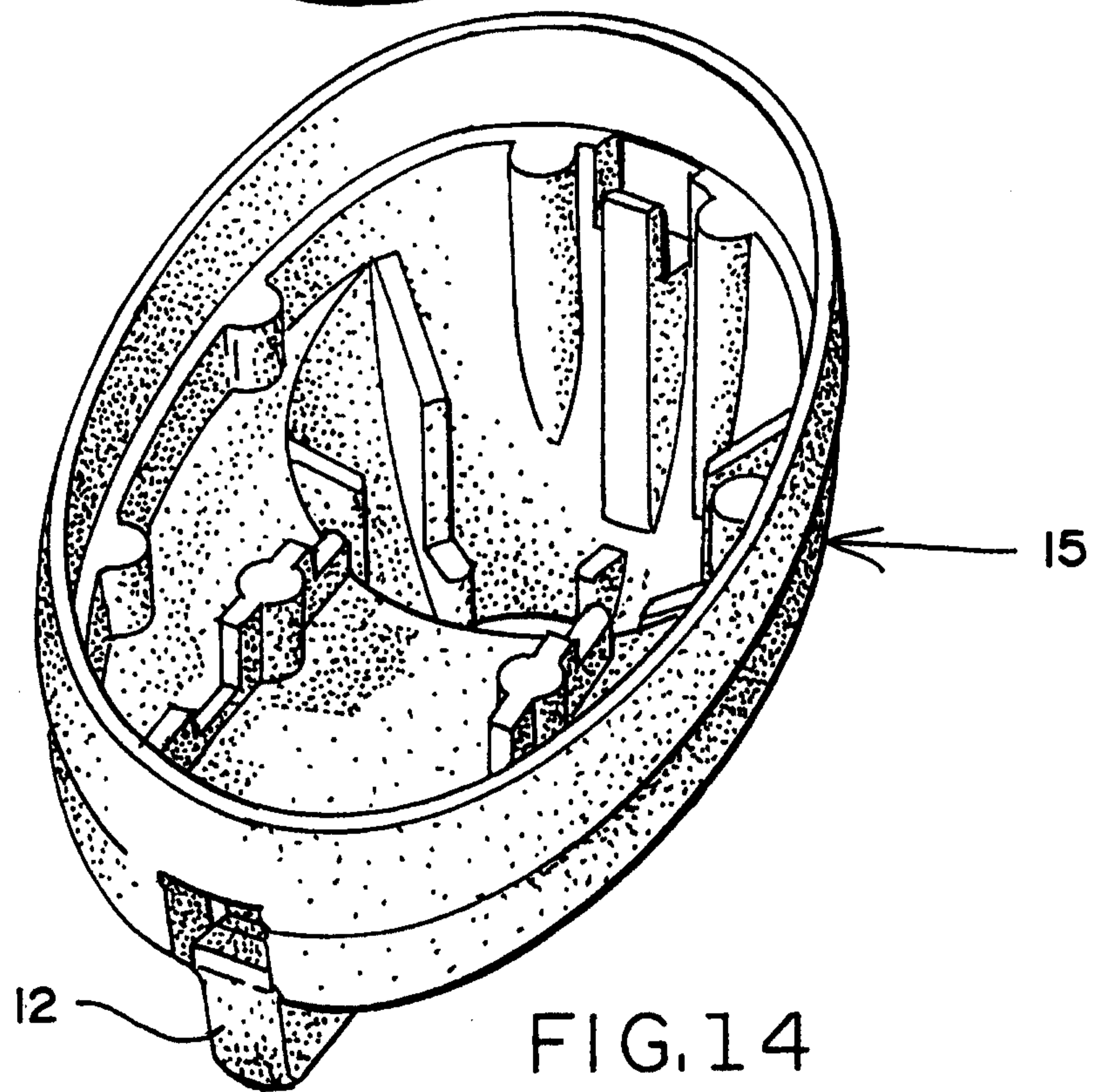
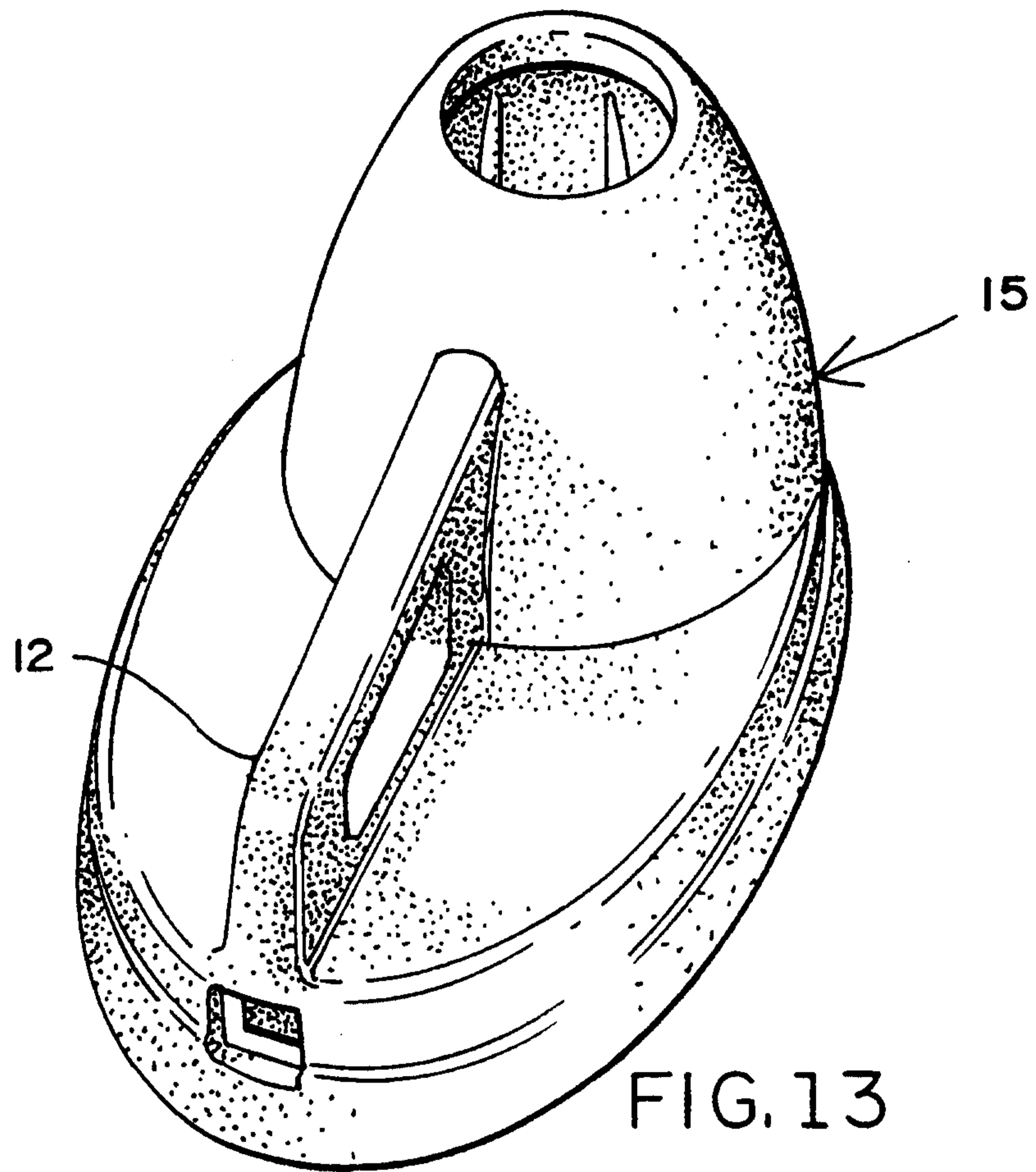


FIG. 9

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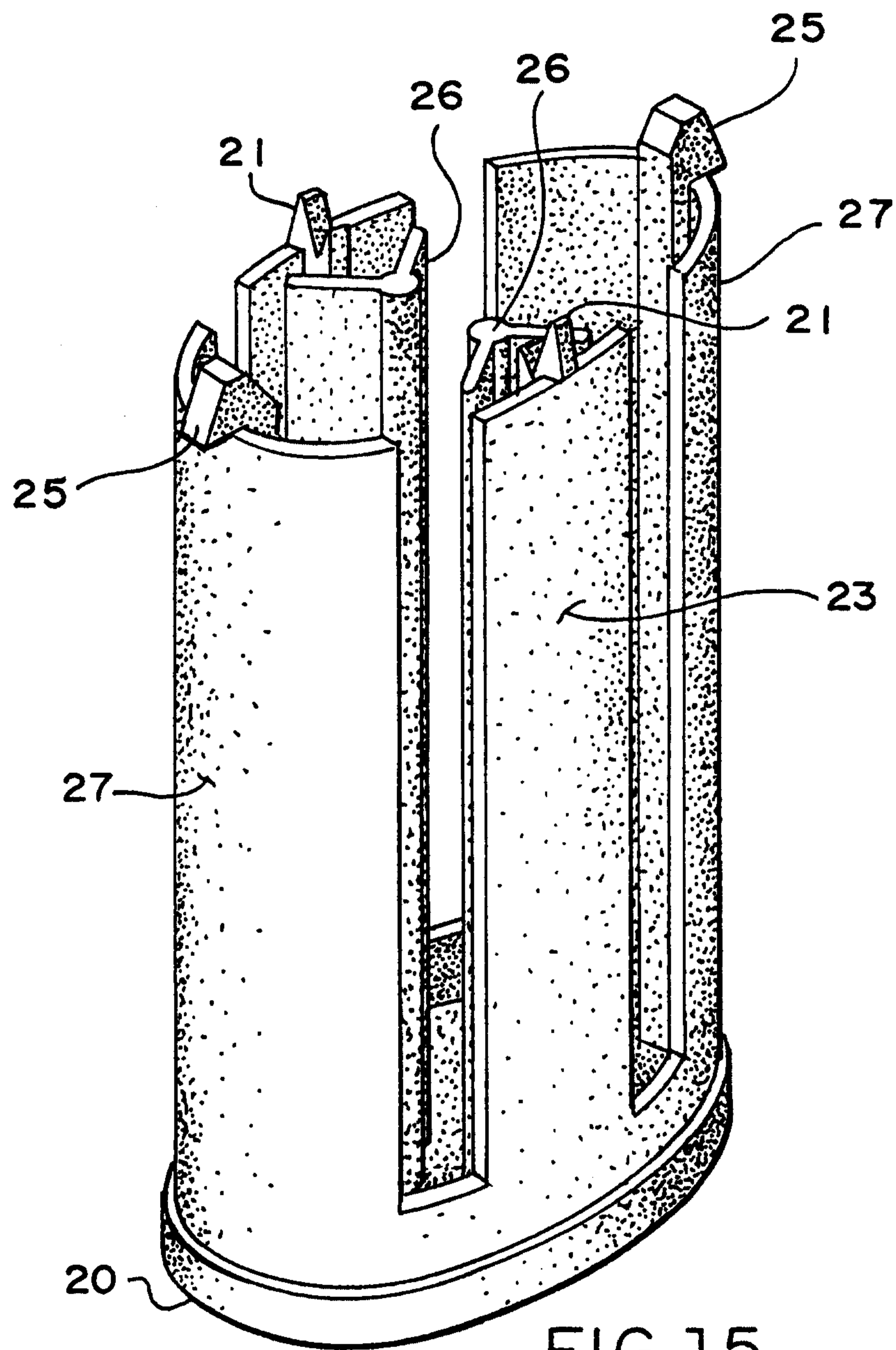


FIG. 15