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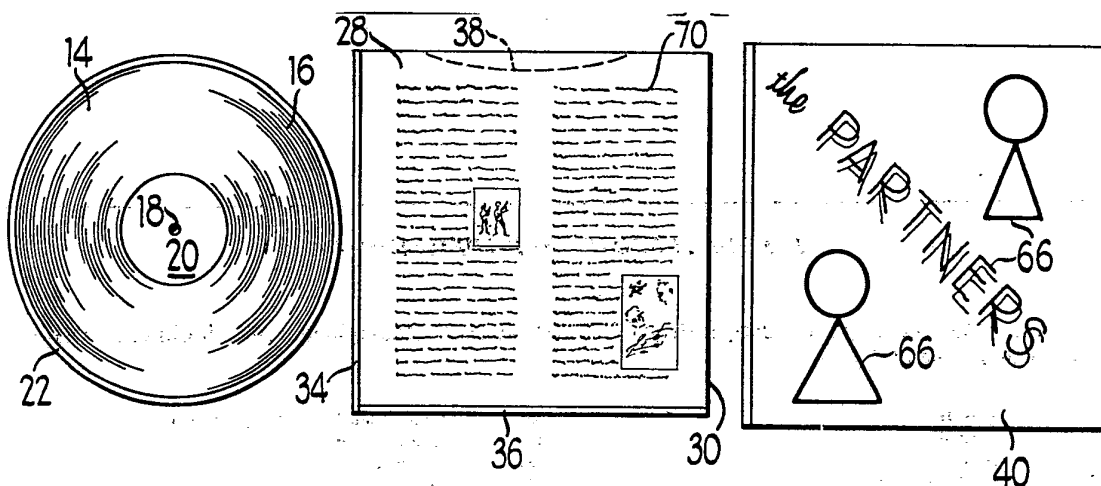
WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau

EP.0039687

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<p>(51) International Patent Classification <sup>3</sup>: A23G 3/30; B65D 85/60</p>	<p>A1</p>	<p>(11) International Publication Number: WO 81/01232 (43) International Publication Date: 14 May 1981 (14.05.81)</p>
<p>(21) International Application Number: PCT/US80/01054 (22) International Filing Date: 18 August 1980 (18.08.80) (31) Priority Application Number: 091,063 (32) Priority Date: 5 November 1979 (05.11.79) (33) Priority Country: US  (71) Applicant: MARVIN GLASS &amp; ASSOCIATES [US/US]; 815 North LaSalle Street, Chicago, IL 60610 (US).  (72) Inventors: BRESLOW, Jeffrey, D.; 897 Dryden Lane, Highland Park, IL 60035 (US). LUECKE, Beth, E.; 1120 Waukegan Road, Northbrook, IL 60062 (US). BURCK, Joseph, M.; 529 Michael Manor, Glenview, IL 60025 (US).</p>		<p>(74) Agents: SCHNEIDER, Robert, J. et al.; Mason, Koleh- mainen, Rathburn &amp; Wyss, 20 North Wacker Drive, Chicago, IL 60606 (US).  (81) Designated States: AT, AU, CH, DE, DK, FR (European patent), GB, JP, LU, NL, NO, SE.  Published <i>With international search report</i></p>

(54) Title: NOVELTY DEVICE AND METHOD OF MAKING THE SAME



(57) Abstract

The novelty device includes a confection item (14), such as chewing gum, packaged in a storage sleeve or envelope (40) which is formed and illustrated to resemble a phonograph record album of miniature size. An inner buffer sleeve (28) made of relatively lightweight material fits within the outer rigid sleeve (40) and may include indicia relating a plurality of sets of novelty devices. An item such as a food item or chewing gum in the shape of a circular disc or record (14) is inserted within the buffer sleeve (28) and the buffer sleeve is subsequently inserted into the outer rigid sleeve (40). The item includes an aperture (18) in the center, a plurality of grooves (16) on both sides and a flat planar area (20) between the innermost groove and the aperture. Preferably an outer peripheral flat area (22) is also provided as well as indicia on the inner planar area relating to the indicia on the sleeves. The method includes the steps of forming a food item (14), such as chewing gum, into the shape of the disc with the representative characteristics of a phonograph record, forming of the inner and outer sleeves (28 and 40) and assembling the package. Preferably, the final produce is wrapped with a clear wrapper such as cellophane to preserve the freshness of the food item.

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- 1 -

NOVELTY DEVICE AND METHOD  
OF MAKING THE SAMETechnical Field

5 This invention relates to novelty devices and in particular to a novelty device and a method of packaging a food item.

The invention provides a novelty device comprising a confectionery item which is relatively flat and disc-shaped to resemble a phonograph record, and a flat  
10 device of sufficient dimensions to accept the insertion of the confectionery item.

The invention further provides a method of packaging the novelty item of claim 1, comprising the steps of: forming the item into the shape of a disc  
15 having circular grooves on at least one surface; providing a relatively rigid sleeve which is slightly larger than said disc and has an opening alongside; and inserting the item into said sleeve.

In the Drawings

20 FIGURE 1 is a perspective view of a novelty device made in accordance with the concepts of the present invention, as shown in a particular display rack;

FIGURE 2 shows three elements of the novelty device in a disassembled manner, on an enlarged scale;

25 FIGURE 3 shows one of the elements in an unfolded state;

FIGURE 4 shows the partial assembly of the novelty device including the three elements of FIGURE 2; and

30 FIGURE 5 shows another embodiment of the novelty device.



- 2 -

A novelty device made by the method of the present invention and in accordance with the concepts of the present invention is shown in FIGURE 1 and generally designated by the reference numeral 8. A display rack 12  
5 is shown for storing and displaying the various novelty devices 10. The display service 12 is designed to sit on a display counter or other shelf so that the novelty devices 10 can be viewed and individually selected by a purchaser. As will be described in greater detail here-  
10 inafter, each of the novelty devices preferably includes indicating means which divide a plurality of the novelty devices into a set of such devices with each of said sets being further divided into a plurality of subsets.

More particularly, referring to FIGURE 2, the  
15 novelty device 10 includes an item 14, such as a food item or chewing gum formed, according to the method in a predetermined size and shape. Particularly, the item 14 is formed in a circular, generally flat or planar disc as shown. The disc includes a plurality of grooves 16 which  
20 may be concentric circles or one continuous spiral from the outer periphery inwardly. The circles or continuous spiral may be very narrow grooves which give it the look and character of a record disc or may be relatively wide so that the grooves are obvious. An aperture 18 is pro-  
25 vided in the center of the disc and surrounded with a generally flat planar area 20 which determines the ends of the grooves 16. In the preferred embodiment, an outer peripheral flat surface 22 is also provided to add fea-  
30 tures to make the disc more realistically resemble a phonograph record. In addition, the features 16-22 are provided on the opposite side of the disc for additional realism. In the preferred embodiment, the disc was de-  
signed to be between two and three inches in diameter, however, this particular dimension is not critical.

35 In the center of FIGURE 2, a second element or buffer sleeve 28 is depicted. The buffer sleeve 28 is manufactured of relatively thin flexible sheet material, such as paper or the like. The sheet material is cut from flat stock and folded along a foldline 30 at one



- 3 -

edge and includes two flaps, a vertical flap 34 and a horizontal flap 36 which are similarly folded and secured by appropriate means such as glue or the like to provide an envelope which is open at the top. According to the method, the stock sheet material is sized and shaped according to the dimension chosen for the disc 14 so that the disc can be easily inserted into the upper top open end of the envelope or sleeve 28. In addition, according to the method, a small circular cutout 38, as represented by the phantom lines, may be provided on one or both sides of the envelope 28 to facilitate insertion and removal of the disc 14.

An outer rigid sleeve or cover 40 is shown in the right of FIGURE 2. According to the method of the present invention, the outer sleeve 40 is sized to accommodate receiving the insertion of the inner sleeve 28 and disc 14 as shown in the embodiments of FIGURES 4 and 5. Referring to FIGURE 3, the outer rigid sleeve 40 is cut from a sheet of relatively rigid stock, such as cardboard, or the like, in the shape as shown in FIGURE 3. A center foldline 44 divides the sheet stock into two generally rectangular or in the preferred embodiment square sections 48 and 50. The element 50 is also provided with a side tab 52 and a bottom tab 54 and foldlines 56 and 58 respectively. In accordance with the method of the present invention, the tabs 52 and 54 are folded inwardly about the foldlines 56 and 58 and means for securing the flaps, such as glue, or the like, is applied to the exposed surface. The element 50 is then pivoted or folded about the foldline 44 onto the element 48 so that the flaps 52 and 54 adhere to the bottom edge 60 and along the outer edge 42. Once the adhesive has cured, the sleeve is thereby formed for receiving the disc 14 or the disc 14 in combination with the buffer sleeve 28 since the top edge of the sleeve 40 is open. They are inserted in a manner as shown in FIGURE 4. Indicating means 66, such as shown in FIGURE 2, are applied to the external or outside surface of one or both flaps 48 and 50. In addition to the indicating means 66,



- 4 -

additional or second indicating means 70 may be applied to the inner flexible buffer sleeve 28 as shown in FIGURE 2, or it may be contained on a separate sheet (not shown) provided within the package. In this regard, it is intended that the miniature phonograph albums containing the confection will be associated with known, playable phonograph record albums through appropriate illustrations and copy. Further, a large variety of albums will be provided, so that the purchaser can accumulate a collection of his favorite artists' albums in miniature, and trade with others, just as in the case of football and baseball card collections.

In the embodiment of FIGURE 5, the outer sleeve 50a is provided with a third flap portion 62 which is hinged relative to portion 50a to provide a book-type album.

The display means 12 may be of any configuration but preferably includes a generally rectangular base element 74 including a pair of troughs 76 defined by an internal wall (not shown). The base 74 includes a pair of cutout portions 78 so that the indicia 66 on the front of the sleeve 40 is visible on the first of a plurality of devices 10 stacked within the troughs. A plurality of vertical dividers 80 are inserted at appropriate points within the troughs to divide the plurality of devices into a set of devices related by the indicia 66 to similar indicating means 82 on each of the dividers. The dividers 82 are preferably slightly larger than the sleeve elements 40 of the devices so that the indicating means 82 can be appropriately viewed. In addition to the base portion 74, an upwardly extending rear wall portion 86 is provided to indicate and describe the various novelty devices 10 within the base. Suitable indicia 90 is provided on the wall 86 as well as cutout elements or extensions 14a, 28a and 40a corresponding to the elements 14, 28 and 40 of the novelty devices.

As described previously, the dividers 80 and indicating means 82 divide a group of the novelty devices 10 into sets of related novelty devices. In addition,



- 5 -

the inner indicating means such as 70 or 70a further divide each of the elements of the sets into subsets or groups relating to a particular subject or topic. For example, the dividers 80 may divide the group of novelty devices 10 into subsets each relating to a particular artist or group of artists which perform musical recordings together. The indicia 66 on the front of each novelty device identifies one of them as being related to one particular record or album sold by the particular group or artist of that subset. The inner indicating means 70 or 70a may define other novelty devices within the subset relating to a particular artist or group of artists within the other subsets defined and segregated by the dividers 80. Alternatively, the indicating means 70 may relate a particular novelty device to that particular corresponding artist's album on a current popularity list. Of course, many variations on the theme will be obvious to those skilled in the art.

The final step in the method of assembling the packaging or novelty device would preferably be the wrapping of the device in a clear transparent cover, such as cellophane, or the like, to maintain freshness of the food item as well as meeting the requirements of any health or sanitary statutes or organizations.



- 6 -

Claims

1. A novelty device comprising a confectionary item which is relatively flat and disc-shaped to resemble a phonograph record, and a flat sleeve of sufficient  
5 dimensions to accept the insertion of the confectionary item.

2. The novelty device of claim 1, wherein said confectionary item is formed with a plurality of grooves between the outer periphery and the center portion.

10 3. The novelty device of claims 1 or 2, wherein said confectionary item is a chewable gum.

4. The novelty device of claims 1, 2 or 3, wherein said flat sleeve is illustrated to simulate a jacket of a playable phonograph record.

15 5. The novelty device of claim 1, wherein said confectionary item is encased in a flexible wrapper prior to insertion in said sleeve.

20 6. A method of packaging the novel item of claim 1, comprising the steps of: forming the item into the shape of a disc having circular grooves on at least one surface; providing a relatively rigid sleeve which is slightly larger than said disc and has an opening along-side; and inserting the item into said sleeve.

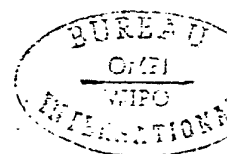
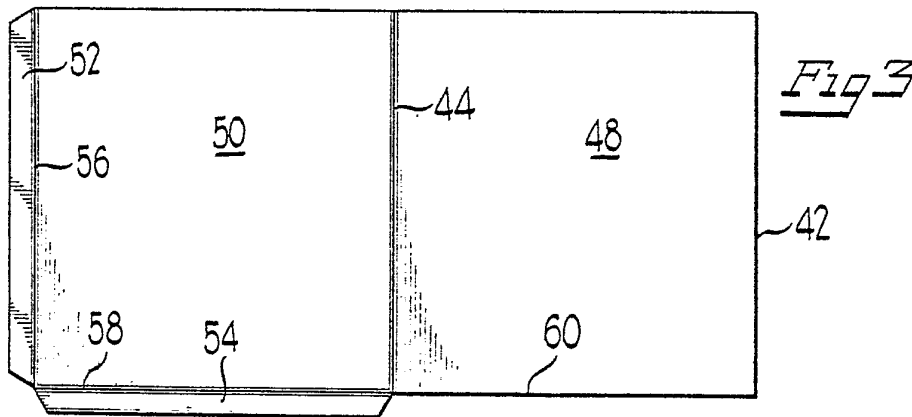
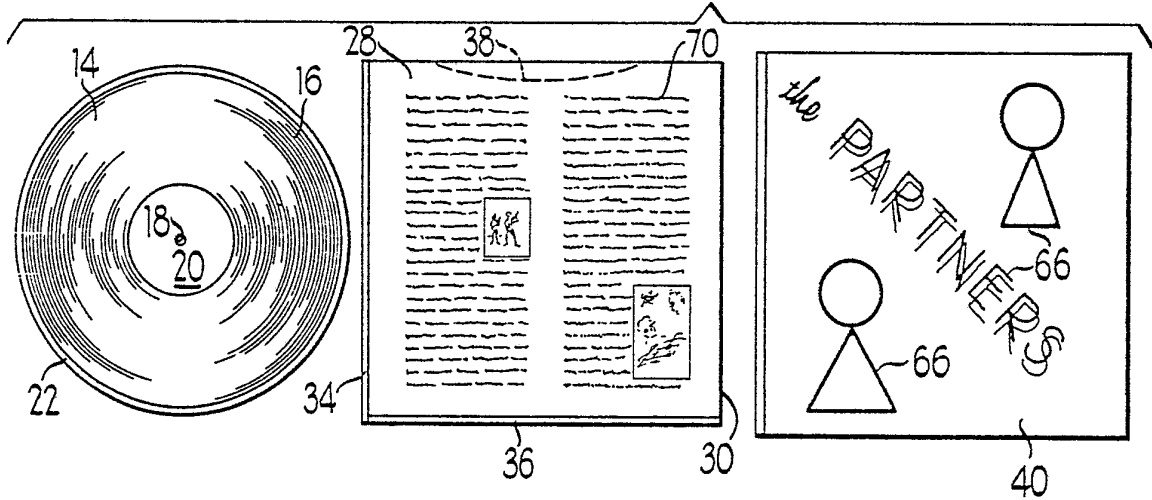
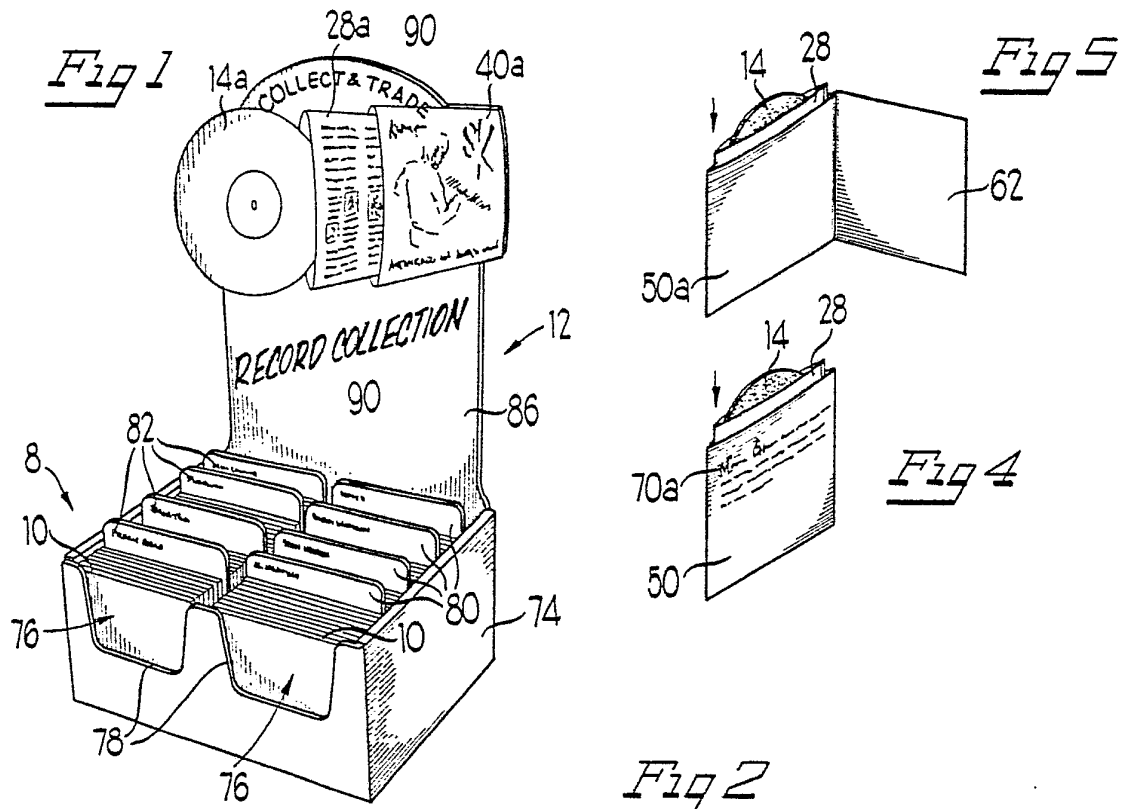
25 7. The method of claim 6, including the step of providing a second sleeve of flexible material and inserting said disc into said second sleeve prior to insertion of the disc into said relatively rigid sleeve.

30 8. A novelty device substantially as described herein with reference to FIGURES 1-5 of the accompanying drawings.

9. A method of making a novelty device, substantially as described herein with reference to FIGURES 1-5 of the accompanying drawings.

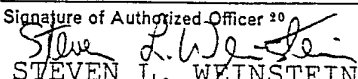






# INTERNATIONAL SEARCH REPORT

International Application No PCT/US80/01054

<b>I. CLASSIFICATION OF SUBJECT MATTER</b> (if several classification symbols apply, indicate all) <sup>3</sup>		
According to International Patent Classification (IPC) or to both National Classification and IPC		
INT. CL. <sup>5</sup> A23G 3/30; B65D 85/60		40/124.1, 312
U.S. CL. 426/5, 3, 104, 108, 144, 383; D1/12, 15, 99; 206/800, 45.28; <sup>8</sup> Λ		
<b>II. FIELDS SEARCHED</b>		
Minimum Documentation Searched <sup>4</sup>		
Classification System	Classification Symbols	
U.S.	426/3, 4, 5, 6, 104, 108, 115, 106, 383, 144; 206/800, 311, 312 313, 44R, 44B, 45.28; D1/12, 15, 99; 40/124.1, 312, 372.	
Documentation Searched other than Minimum Documentation to the Extent that such Documents are Included in the Fields Searched <sup>6</sup>		
<b>III. DOCUMENTS CONSIDERED TO BE RELEVANT</b> <sup>14</sup>		
Category <sup>*</sup>	Citation of Document, <sup>16</sup> with indication, where appropriate, of the relevant passages <sup>17</sup>	Relevant to Claim No. <sup>18</sup>
A	US, A, 2, 657, 144, PUBLISHED 27 OCTOBER 1953, BATCHLETT.	1-9
A	US, S, D26, 915, PUBLISHED 13 APRIL 1897, WEZEL.	1-9
A	N, CHARMS, FASHIONED BY DANECRAFT, 1963-1964 CATALOGUE, SEE PAGE 13.	1-9
A	N, MODERN CAKE DECORATING, PUBLISHED 1969, 6TH EDITION, WILTON ET AL.	1-9
A	US, A, 2, 192, 472, PUBLISHED 05 MARCH 1940, HUSTON.	3, 5, 7, 8, 9
A	US, A, 3, 199, 768, PUBLISHED 10 AUGUST 1965, FARMLETT.	1-9
A	US, A, 2, 178, 091, PUBLISHED 31 OCTOBER 1939, WEISS.	8, 9
A	US, A, 4, 116, 330, PUBLISHED 26 SEPTEMBER 1978, ELLIS.	8, 9
A	US, A, 1, 551, 302, PUBLISHED 25 AUGUST 1925, GABEL.	8, 9
<p><sup>*</sup> Special categories of cited documents: <sup>16</sup></p> <p>"A" document defining the general state of the art</p> <p>"E" earlier document but published on or after the international filing date</p> <p>"L" document cited for special reason other than those referred to in the other categories</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but on or after the priority date claimed</p> <p>"T" later document published on or 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</p> <p>"X" document of particular relevance</p>		
<b>IV. CERTIFICATION</b>		
Date of the Actual Completion of the International Search <sup>2</sup>		Date of Mailing of this International Search Report <sup>2</sup>
10 NOVEMBER 1980		18 NOV 1980
International Searching Authority <sup>1</sup>		Signature of Authorized Officer <sup>20</sup>
ISA/US		 STEVEN L. WEINSTEIN

FURTHER INFORMATION CONTINUED FROM THE SECOND SHEET		
A	US, A, 2,439,868, PUBLISHED 20 APRIL 1948, SEGAL.	8,9
A	US, A, 1,980,687, PUBLISHED 13 NOVEMBER 1934, LASSEN.	8,9
A	US, A, 2,209,657, PUBLISHED 30 JULY 1940, MARTIN.	8,9
A	FR, A, 1,196,419, PUBLISHED 24 NOVEMBER 1959, ALGARRA.	4
A	US, S, D58,042, PUBLISHED 31 MAY 1921, PAINE.	3
A	US, A, 3,426,960, PUBLISHED 11 FEBRUARY 1969, SHORE.	1-9

**V. OBSERVATIONS WHERE CERTAIN CLAIMS WERE FOUND UNSEARCHABLE <sup>10</sup>**

This international search report has not been established in respect of certain claims under Article 17(2) (a) for the following reasons:

1.  Claim numbers ....., because they relate to subject matter <sup>12</sup> not required to be searched by this Authority, namely:

2.  Claim numbers ....., because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out <sup>13</sup>, specifically:

**VI. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING <sup>11</sup>**

This International Searching Authority found multiple inventions in this international application as follows:

1.  As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims of the international application.

2.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims of the international application for which fees were paid, specifically claims:

3.  No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claim numbers:

Remark on Protest

The additional search fees were accompanied by applicant's protest.

No protest accompanied the payment of additional search fees.