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NAMEPLATE

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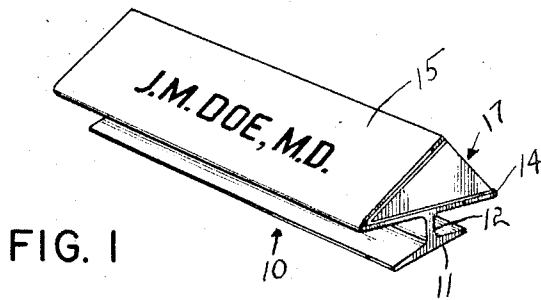


FIG. 1

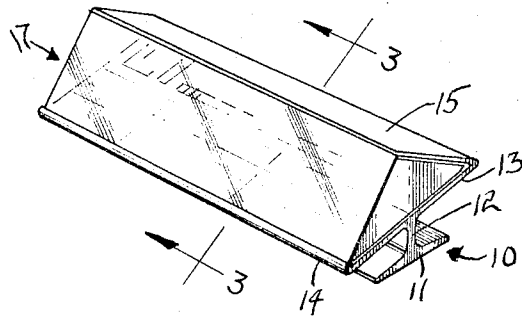


FIG. 2

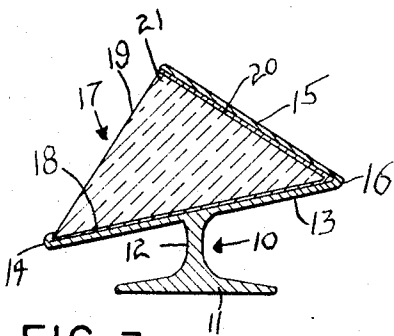


FIG. 3

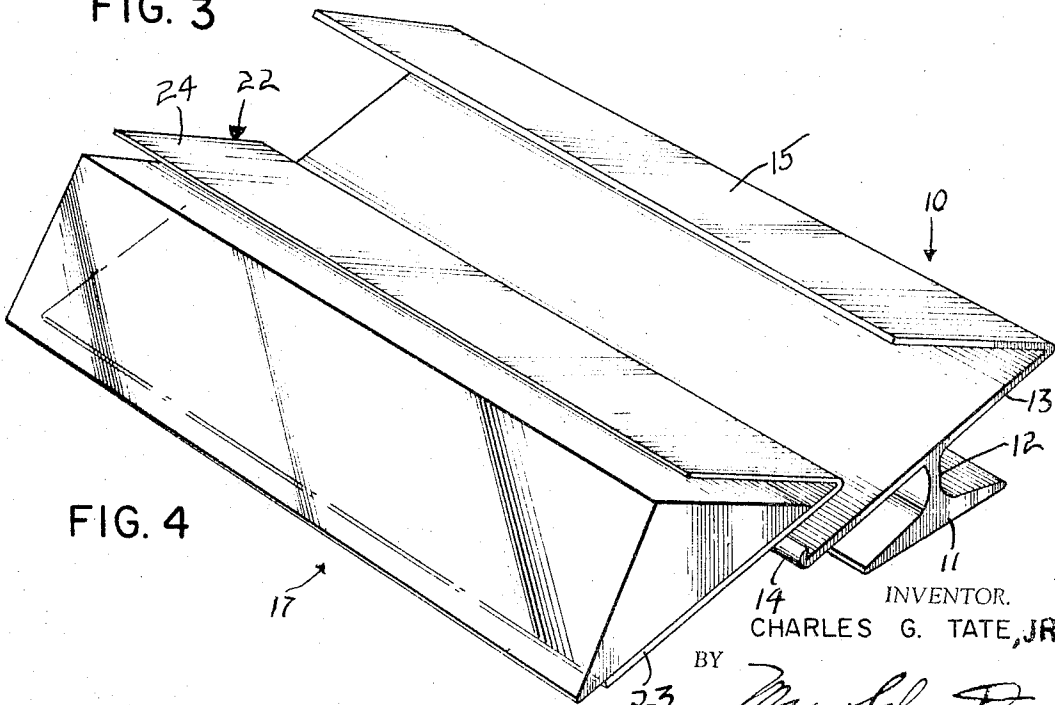


FIG. 4

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3,364,603

NAMEPLATE

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A nameplate comprising an elongated transparent prism removably mounted in a similarly shaped transparent case and holding an opaque insert between prism and the case. An elongated rectangular base with an upwardly extending vertical wall supports the nameplate assembly with the nameplate being set at slight angle with respect to the base.

My present invention relates to desk accessories and more particularly to a novel construction of a nameplate.

The principal object of the present invention is to provide a novel nameplate having advertising or similar messages on the back thereof.

A further object of the present invention is to provide a nameplate having a novel construction which catches the viewer's eye from the rear of the plate.

A further object of the present invention is to provide a nameplate having a novel interlocking construction with a removable prism.

Another object of the present invention is to provide a novel nameplate construction in which the parts are readily manufactured and assembled.

With the above and other objects and advantageous features in view, my invention consists of a novel arrangement of parts more fully described in the detailed description following, in conjunction with the accompanying drawings, and more particularly defined in the appended claims.

In the drawings,

FIG. 1 is a perspective view showing the front or face portion of a nameplate embodying the present invention.

FIG. 2 is a perspective view showing the rear thereof.

FIG. 3 is a section taken on line 3—3 on FIG. 2.

FIG. 4 is an enlarged exploded perspective view of the nameplate.

It is desirable in the advertising field to provide some method of consistently calling the attention of the user to the products involved. The present invention is designed to provide a useful article such as a nameplate in an extremely pleasing design which can be placed on an individual's desk with his name thereon. The person sitting behind the desk constantly views the back of the nameplate. The nameplate of the present invention is constructed so as to provide from the back end a view of advertising material coupled with an eyecatcher such as a calendar. This ensures that the person behind the desk will frequently look at the nameplate and see the advertising thereon.

Referring more in detail to the drawings illustrating my invention the nameplate of the present invention is preferably formed of an extruded aluminum base 10 which is designed with a thick flat bottom base 11 to give the item weight and stability. Extending upwardly from the center of the base 11 is a supporting vertical wall portion 12. The frame which is extruded integrally with the base portion 11 and the vertical portion 12 comprises a thinner bottom portion 13 which is tilted at an angle to the horizontal. The comparatively wide base portion 13 is provided at its lower edge with a rounded flange 14 extending vertically from the edge. From the rear edge of the flat base portion 13, a wall portion 15 extends integrally at an angle of approximately 45 degrees. The extrusion is made so that the angle at the 45 degree joint 16 is fairly accurate. However, in accordance with the present invention the extruded aluminum is made stiff but

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sufficiently ductile so that pressure on the wall portion 15 can either open the angle 16 slightly or close the angle 16 slightly without breaking the frame. To this end I use an aluminum alloy known in the trade as 6463T5, or any other like material.

The width of the raised wall portion 15 as compared to the bottom plate 13 is such that when the bottom plate 13 is used as the base, the wall portion 15 forms one side of an isosceles right angle triangle. I therefore now provide a prism 17 made of any suitable material but preferably of a plastic material known as Lucite. This is formed, as shown in FIG. 3 in a cross section forming an isosceles triangle so that its bottom 18 extends across the base 13 and its sides 19 and 20 form the sides of an isosceles right angle triangle. The base angles are 45 degrees and the apex at 21 forms an angle of 90 degrees.

I now provide a sheet of material 22 which may be paper, cardboard, or other suitable material on which advertising material or calendars may be printed. The sheet 22 is of the same length as the base 13 and is bent at an angle of 45 degrees to form a base portion 23 and a side 24. This is positioned with the prism as illustrated in FIG. 4 so that the base of the prism rests on the portion 23 and the wing 24 extends over the side 20 of the prism. With the parts positioned as in FIG. 4, the prism is pushed inwardly pushing the cardboard or other sheet 22 with it until they reach the position shown in FIGS. 1, 2 and 3. Pressure on the prism will force it against the wall 15 of the base which has sufficient resiliency to allow the prism and cardboard to snap by the flange 14 which locks the prism in place as illustrated in FIG. 3. To remove the prism and change the advertising material on the member 22, it is merely necessary to push one end of the prism until it slides endwise out of the base 10 and a new cardboard can be folded over the prism into the position shown in FIG. 4 and snapped back into place.

If advertising material is printed on the top of the base portion 23 of the member 22 and on the inside of the side 24, a visual effect is provided so that depending on the position of the eye the messages appear and disappear in a startling manner. This serves further to catch the eye of the person setting behind the desk. The outside of the wall 15 may be provided with a suitable name such as illustrated in FIG. 1.

The device has sufficient weight to be stable on the desk and has enough eye appeal so that the average individual will be inclined to keep it there. The calendar can be periodically removed and the advertising matter changed at that time. Since the base 10 and the prism 17 are extruded, manufacture of these parts is rapid and easy. The assembly illustrated in FIG. 4, is also very easy. Close tolerances are not required. If the prism snaps into place with great difficulty, then the wing wall 15 can be grasped with the fingers and pulled slightly outwardly to widen the angle 16. Conversely if the prism is loose it can be pushed inwardly to narrow the angle 16. Because of the particular alloy used the wall 15 can be readily moved one or more degrees in either direction without danger of cracking the metal along the angle 16. However, it is stiff enough to maintain its position and its resiliency will lock the prism into the position. Other advantages of the present invention will be readily apparent to a person skilled in the art.

I claim:

1. A desk nameplate comprising an elongated base, a rectangular base portion mounted on said elongated base, a rectangular wall portion extending at an acute angle from one side edge of said rectangular base portion, a transparent prism having a rectangular base, and means for releasably retaining said prism on said rectangular base portion in nested position beneath said wall portion.

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2. A desk nameplate as in claim 1, wherein said elongated base is horizontal, and an integral vertical wall extends from said elongated base, said rectangular base portion being integrally positioned on the top of said vertical wall at a tilted angle to said elongated base, and said rectangular wall portion extending integrally from the higher side edge of said rectangular base portion.

3. A desk nameplate as in claim 1, wherein said retaining means includes an integral flange extending vertically from the side edge of said rectangular base portion opposite said wall portion acute angle.

4. A desk nameplate as in claim 3, wherein the base of said prism rests on said rectangular base portion, said wall portion bears resiliently against one wall of said prism to resiliently hold said prism on said base and against said flange.

5. A desk nameplate as in claim 1, wherein a rectangular opaque sheet is folded with one portion extending between said prism and said rectangular base portion and the other portion extending between said prism and said wall portion, said sheet having printed matter visible through the rear of said prism.

6. A desk nameplate as in claim 2, wherein said retaining means includes an integral flange extending vertically from the side edge of said rectangular base portion opposite said wall portion acute angle.

7. A desk nameplate as in claim 6, wherein the base of said prism rests on said rectangular base portion, and said wall portion bears resiliently against one wall of said

prism to resiliently hold said prism on said base and against said flange.

8. A desk nameplate as in claim 6, wherein a rectangular opaque sheet is folded with one portion extending between said prism and said rectangular base portion and the other portion extending between said prism and said wall portion, said sheet having printed matter visible through the rear of said prism.

9. A desk nameplate as in claim 7, wherein a rectangular opaque sheet is folded with one portion extending between said prism and said rectangular base portion and the other portion extending between said prism and said wall portion, said sheet having printed matter visible through the rear of said prism.

10. A desk nameplate as in claim 9, wherein said bases and wall portion comprise an integral aluminum extrusion and said prism Lucite, the section of said prism forming a right-angled triangle with equal sides and 45-degree base angles, said acute angle between said rectangular base portion and said rectangular wall portion being 45 degrees.

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