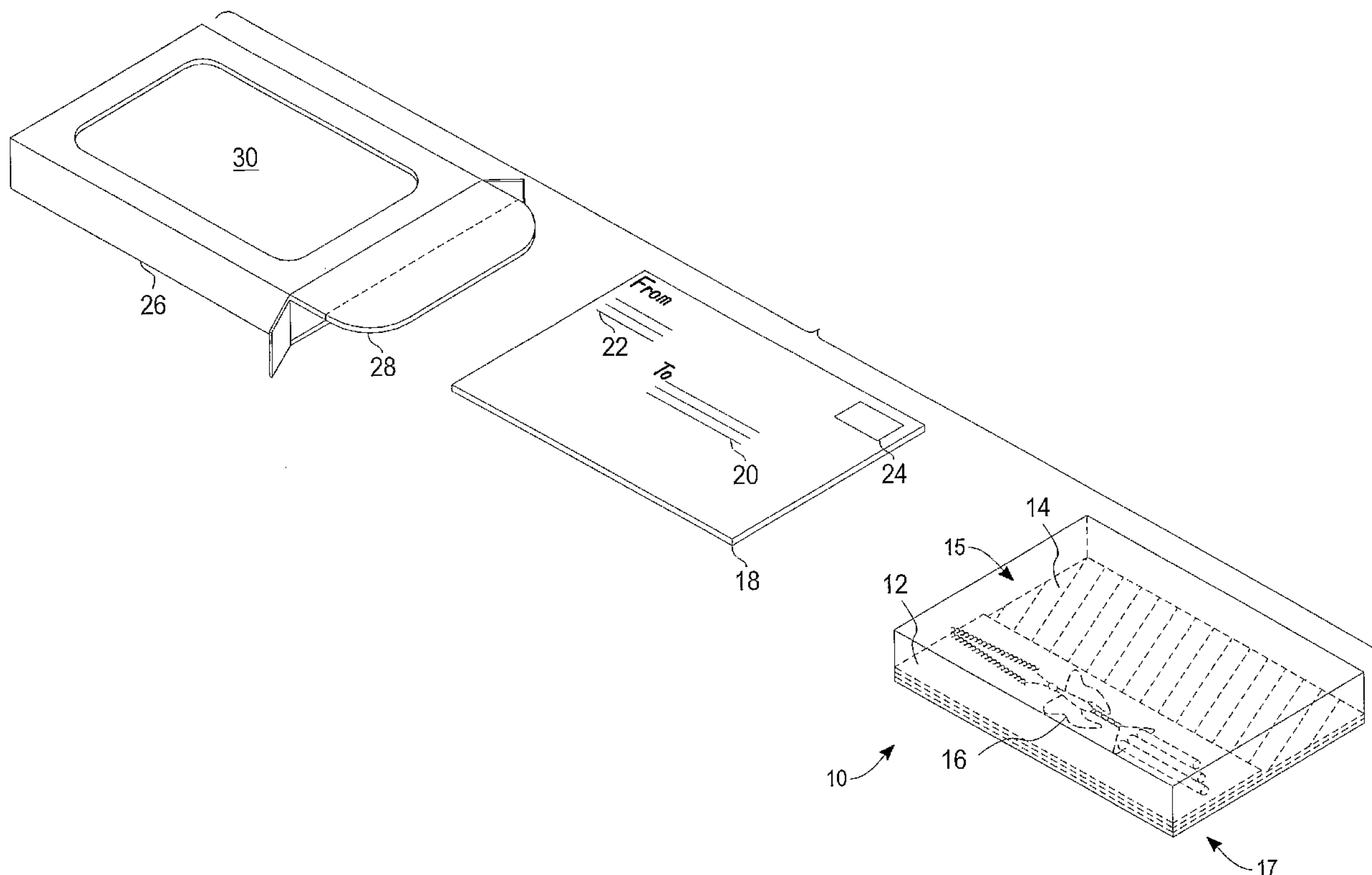




(86) Date de dépôt PCT/PCT Filing Date: 2003/09/30
 (87) Date publication PCT/PCT Publication Date: 2004/12/09
 (85) Entrée phase nationale/National Entry: 2005/11/21
 (86) N° demande PCT/PCT Application No.: US 2003/031056
 (87) N° publication PCT/PCT Publication No.: 2004/106181
 (30) Priorités/Priorities: 2003/05/22 (60/472,834) US;
 2003/06/27 (10/608,054) US

(51) Cl.Int./Int.Cl. *B65D 25/54* (2006.01),
B42D 15/08 (2006.01)
 (71) Demandeur/Applicant:
 CHAN, MICHAEL L. F., US
 (72) Inventeur/Inventor:
 CHAN, MICHAEL L. F., US
 (74) Agent: BORDEN LADNER GERVAIS LLP

(54) Titre : BOITE DE PRESENTATION DE CADEAU
 (54) Title: GIFT DISPLAY BOX



(57) Abrégé/Abstract:

A device for display and mailing of a gift (14, 16). The device includes an inner gift holding box (10) having a transparent top surface (15) through which a display item (14, 16) could be viewed. This inner gift box (10) is inserted into an outer mailing box (26). When the gift holding box (10) is nested into the outer mailing box (26), the gift (14, 16) may still be viewed through a cutout (30) on the top of outer mailing box (26). The device includes a means for displaying mailing information (18), such as sender and recipient addresses, which also hides the content of the box, allowing the box to be used for both display and shipping of a gift item (14, 16).

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
9 December 2004 (09.12.2004)

PCT

(10) International Publication Number
WO 2004/106181 A1

(51) International Patent Classification⁷: **B65D 25/54**,
B42D 15/08

(21) International Application Number:
PCT/US2003/031056

(22) International Filing Date:
30 September 2003 (30.09.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/472,834 22 May 2003 (22.05.2003) US
10/608,054 27 June 2003 (27.06.2003) US

(71) Applicant and
(72) Inventor: **CHAN, Michael, L., F.** [US/US]; 1407 Arch
Street, Berkeley, CA 94708 (US).

(74) Agent: **SCHNECK, Thomas**; Schneck & Schneck, P. O.
Box 2-E, San Jose, CA 95109-0005 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,

CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE,
GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR,
KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK,
MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT,
RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:

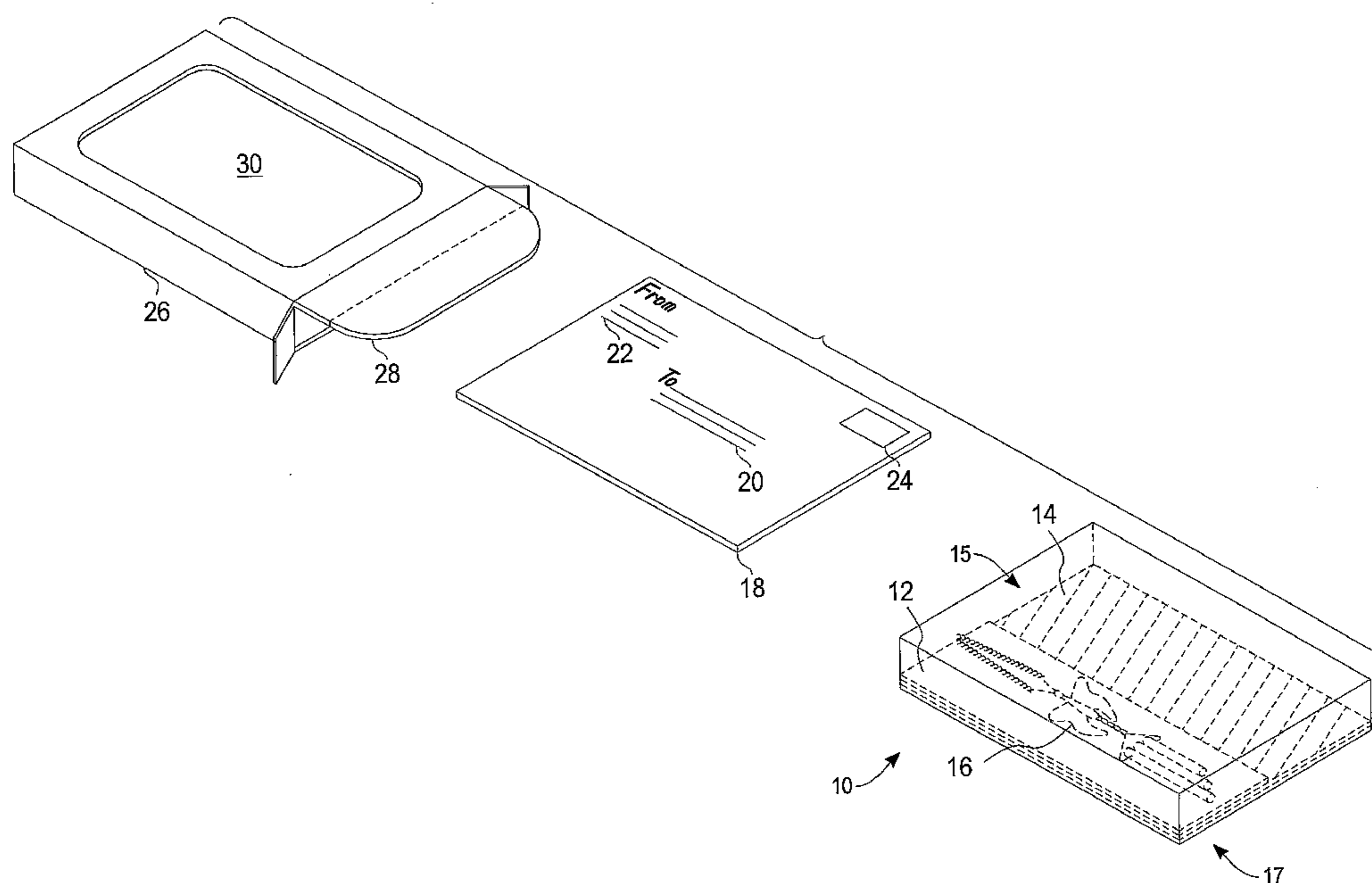
— of inventorship (Rule 4.17(iv)) for US only

Published:

— with international search report
— with amended claims and statement

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: GIFT DISPLAY BOX



(57) Abstract: A device for display and mailing of a gift (14, 16). The device includes an inner gift holding box (10) having a transparent top surface (15) through which a display item (14, 16) could be viewed. This inner gift box (10) is inserted into an outer mailing box (26). When the gift holding box (10) is nested into the outer mailing box (26), the gift (14, 16) may still be viewed through a cutout (30) on the top of outer mailing box (26). The device includes a means for displaying mailing information (18), such as sender and recipient addresses, which also hides the content of the box, allowing the box to be used for both display and shipping of a gift item (14, 16).

WO 2004/106181 A1

-1-

Description

GIFT DISPLAY BOX

5 TECHNICAL FIELD

The present invention relates to gift boxes.

BACKGROUND OF THE INVENTION

10 In selling gifts, merchants want to present a gift in an attractive display, and add value to the gift by providing customer needs at airport and gift shops visited by travelers. When traveling, people often desire to buy gifts for friends and relatives back home. However, given airport baggage restrictions, it is
15 cumbersome to transport numerous gifts. Furthermore, if the gift includes metallic elements, a wrapped gift may have to be opened and inspected, causing travel delays. A merchant could add value to the gift by presenting the gift in an attractive package that could subsequently be
20 mailed to a recipient. This package could allow display of the gift item, would provide a wrapping for the gift, and could be mailed to the recipient. Such a prepackaged item ideally would be ready to immediately be mailed to a recipient.

25

SUMMARY OF THE INVENTION

The present invention is a gift box that includes an inner box for holding a gift. The inner box includes a top transparent surface through which a
30 display item may be seen. This inner box may be entirely transparent, such as a vinyl box. This inner box may include a metallic display item and/or a card.

The inner box is nested to fit into an outer box. The outer box is a mailing box into which the inner

-2-

gift holding box is inserted. This mailing box includes a cutout positioned such that when said gift holding box is inserted into the mailing box, a viewer may look through the cutout, through the transparent top surface of the gift holding box and view an item contained within the gift box. In one embodiment, the cutout is a removable opaque panel which may be inserted inside the mailing box over the top transparent surface of the gift holding box between the gift holding box and the mailing box. This removable opaque panel may include printing, such as a "to" and "from" section with lines allowing a sender to address the box for mailing. Alternatively, mailing information may be printed on the mailing box. In another embodiment, a bottom surface of the inner box may be printed for mailing. After display, the inner box may be turned over to display the printing. This printing may be on the inner box itself or on a card inserted into the inner box.

20 BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a perspective view of the display box, outer mailing box and removable opaque panel of the present invention.

25 Fig. 2 is a printing layout of the outer mailing box of the present invention.

Fig. 3 is a perspective view of an alternate embodiment having a display box and an outer mailing box.

BEST MODE FOR CARRYING OUT THE INVENTION

30 With reference to Fig. 1, in one embodiment a gift display box 10 includes a transparent top surface through which a display item 16 and/or card 12 and envelope 14 are visible. This gift display box may be a vinyl box that is transparent on all sides. This box may

-3-

include a top section and a bottom section, which are separated to open the box. The box may be closed with tape or other means. A sender could inscribe the gift card and include it in the gift box with the gift. The gift display box may include a display panel on which a small metal sculpture or other small item, such as a book, stationary, jewelry, scarf, pen, bookmark, candy or nuts, is mounted.

Gift display box 10 is nested into outer mailing box 26, into which gift display box 10 snugly fits. Flap 28 may then be closed, securing display box 10 in mailing box 26. A cutout 30 on the outer mailing box 26 allows display box 10 to be viewed through mailing box 26. A merchant would have the option of displaying the display items either alone on a display panel, in display box 10 or in mailing box 26. It could be possible to sell the mailing box separately. It could also be possible to print onto mailing box 26 graphic decoration. The graphic decoration could allow this item to be used as a promotional item packing, a fund raising product, a corporate gift, or an advertising item. A printed advertisement or corporate logo could be printed on the package exterior. Decorating the outer box would make wrapping the box unnecessary.

Removable opaque panel 18 fits within outer mailing box 26 over the transparent top surface 15 of display box 10. Panel 18 could also include printing, such as a sender identification lines 22, a recipient identification lines 20 and a graphic indication 24 of where to affix the stamp. The box may be sold with postage stamp or a metering stamp already on the card. This allows a purchaser to simply address the box and send the box. This allows mailing without waiting, adding convenience for the customer. This stamp area may

-4-

be preprinted with the bulk rate and postal mailing permit number to simplify the mailing procedure. This would reduce the postage rate and could save the need to weigh and sort each box. Panel 18 may be removed for the display of the gift box, and subsequently inserted to allow mailing of the gift box.

Fig. 2 shows the assembly of the outer mailing box. An outer box top 29 has a cutout 30 to allow viewing through cutout 30. The sides of the box 32, 34 are folded down along the dashed lines. Back 36 of the box has an end flap which may be positioned by folding and glued to side 32. The end flaps 27, 28 are then folded to enclose the box. In this embodiment, the sender identification lines 22, recipient identification lines 20 and a graphic indication 24 of where to affix the stamp are on the back of the box.

Fig. 3 illustrates an alternate embodiment of the invention. Again, outer box includes a flap 28 that can seal the box and a display window 30. Inner display box 10 may be inserted into outer box 26 such that display items 14 and 16 may be viewed through a transparent top surface 15 on box 10. In this embodiment, bottom surface 17 of box 10 includes printing on a surface of the box or on a sheet inserted into the transparent box. In this embodiment, the inner display box may be simply turned over and inserted into the outer box for mailing. The user would then fill out the "to" and "from" sections printed on surface 17 or viewed through this surface.

-5-

Claims

1. A device for display of gifts suitable for mailing the gift comprising:

5 a gift holding box, said box having a transparent surface;

a mailing box into which said gift holding box nests, said mailing box having a cutout, wherein when said gift holding box is inserted into the mailing box, a viewer may look through said cutout, through said transparent surface and view an item contained within said gift box; and

10 a means for displaying mailing information that fits inside the mailing box and is retained within said mailing box covering said cutout thereby blocking the cutout.

2. The device of claim 1, wherein said means for displaying mailing information is a removable opaque panel retained within said mailing box.

3. The device of claim 2 further including a display panel inside of said gift box viewable through the window when the opaque panel is removed.

4. The device of claim 3 further including a metal sculpture mounted on the display panel.

5. The device of claim 2, wherein said removable opaque panel includes printing.

-6-

6. The device of claim 1, wherein the mailing box includes printing.
- 5 7. The device of claim 1, wherein said means for displaying mailing information is an opaque surface visible on one side of said gift box opposite the transparent surface.

AMENDED CLAIMS

[received by the International Bureau on 23 April 2004 (23.04.04)
original claim 1 amended; remaining claims unchanged]

1. A device for display of gifts suitable for mailing the gift comprising:
- 5 a rectangular gift holding box, said box having a transparent surface;
- a rectangular mailing box into which said gift holding box nests, said mailing box having a cutout, wherein when said gift holding box is inserted into the mailing box, a viewer may look through said cutout, 10 through said transparent surface and view an item contained within said gift box; and
- a means for displaying mailing information that fits inside the mailing box and is retained within said mailing box covering said cutout such that said mailing 15 information may be viewed and contents of the mailing box may not be viewed.
- 20 2. The device of claim 1, wherein said means for displaying mailing information is a removable opaque panel retained within said mailing box.
- 25 3. The device of claim 2 further including a display panel inside of said gift box viewable through the window when the opaque panel is removed.
- 30 4. The device of claim 3 further including a metal sculpture mounted on the display panel.
- 35 5. The device of claim 2, wherein said removable opaque panel includes printing.

Statement Under Article 19(1)

In amended independent claim 1, the first and second element have been amended to indicate that the gift box and the mailing box are rectangular. In claim 1, the means for displaying mailing information has been amended to indicate that when inserted this means allows reading of the mailing information and but blocks view of the contents of the mailing box.

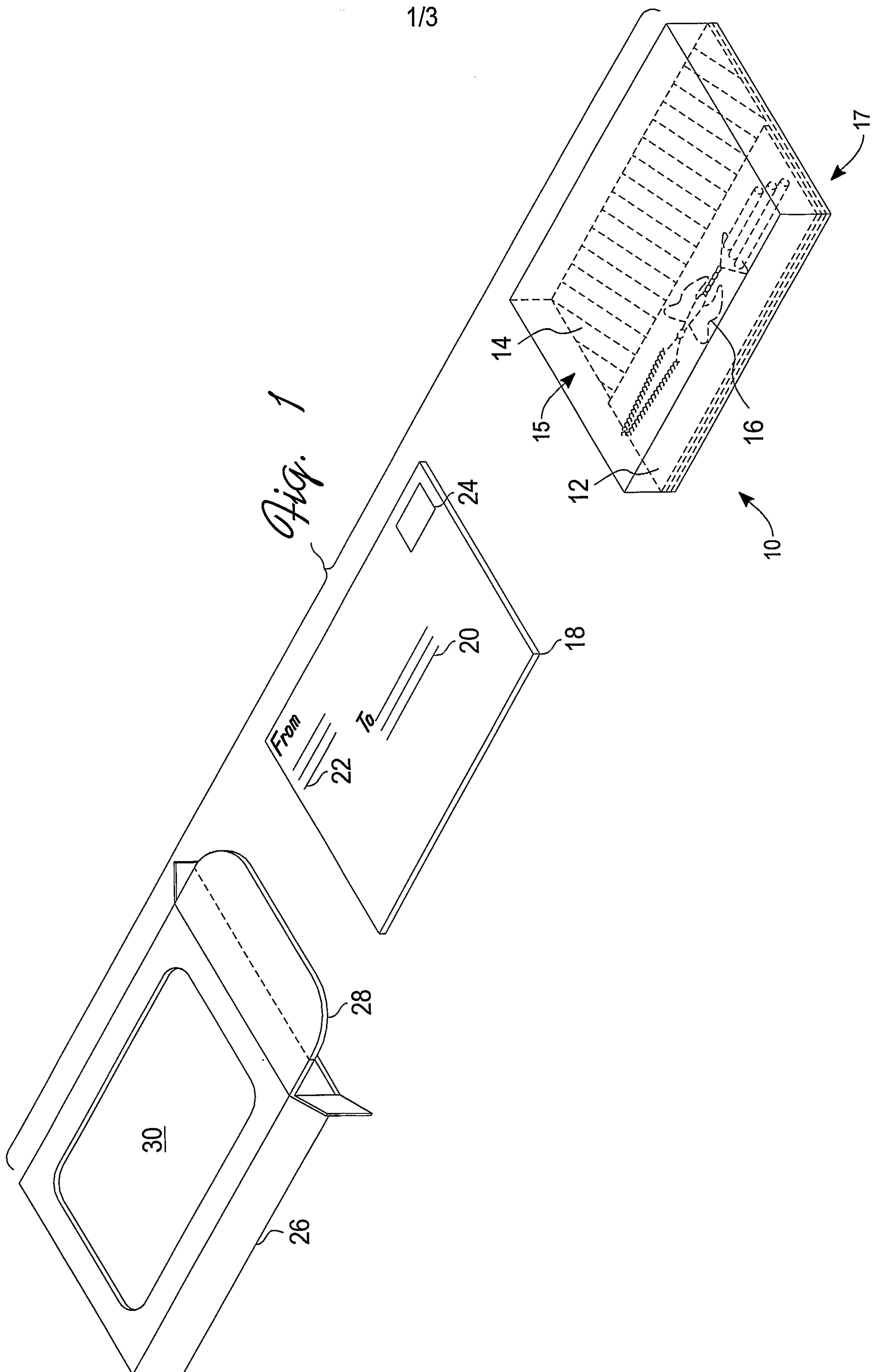
As to cited reference 2002/01162757, Fig. 5 shows a flat tray that may be inserted into a sleeve. With this device mailing information is written on an envelope into which the entire device of Fig. 5 would be inserted.

As to cited reference 4,739,333, the disclosed clam shell container is irregularly shaped, such that when it is placed in a box a portion of the clamshell extends from the box. This would prevent a panel from being fit over the opening.

As to cited reference 5,353,931, the disclosed mailing box for video tapes includes an integral flap that is part of the mailing box, ensuring that the flap lowers over a cutout and the interior of the box is not viewed.

As to cited reference 3,286,905, the disclosed mailing box in which a cardboard box is inserted into an outer cardboard box.

As to cited reference 4,154,338, the disclosed package is a transparent cover fitting over a body. The reference indicates that the cover and body can then be mailed.



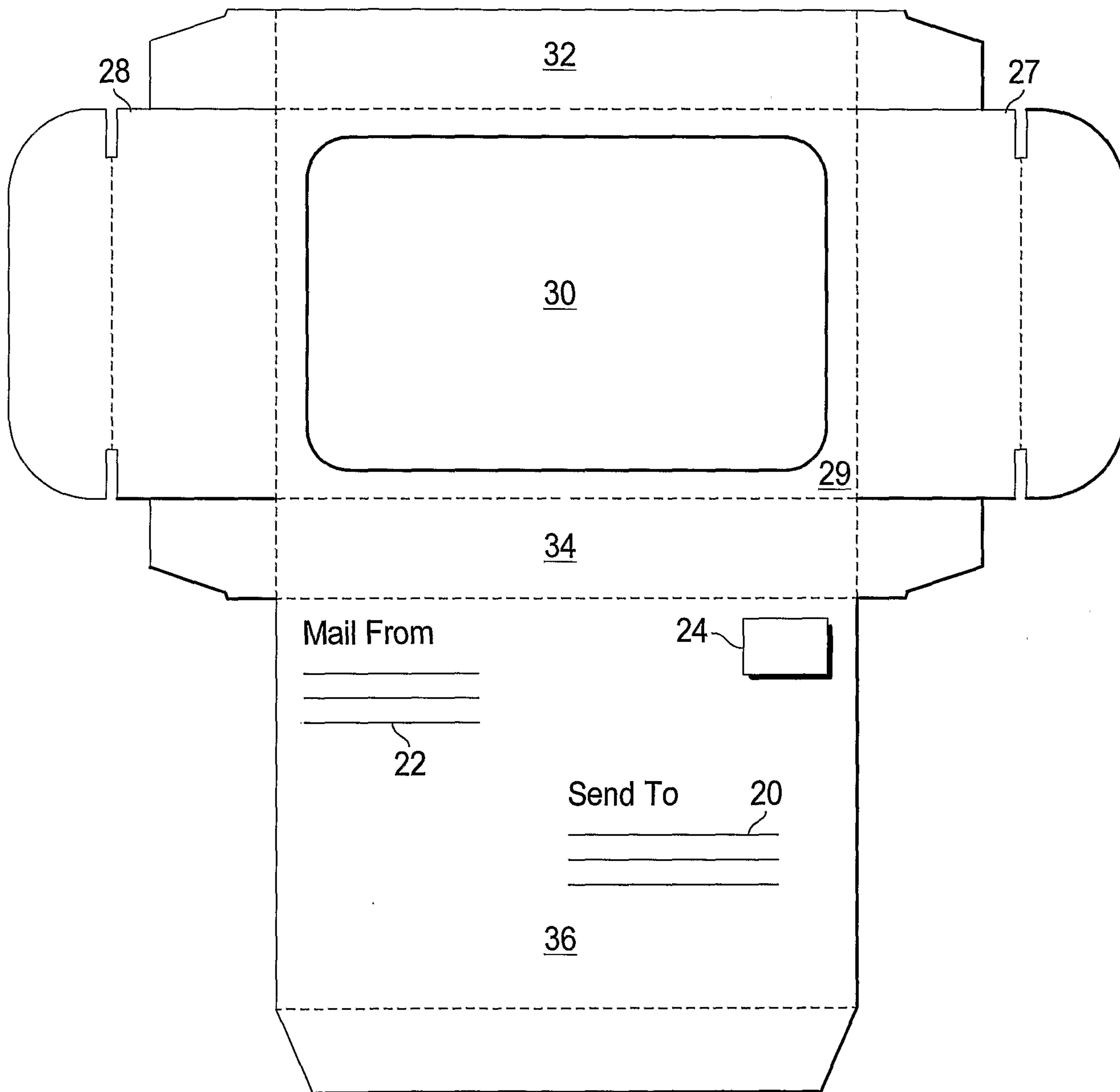


Fig. 2

