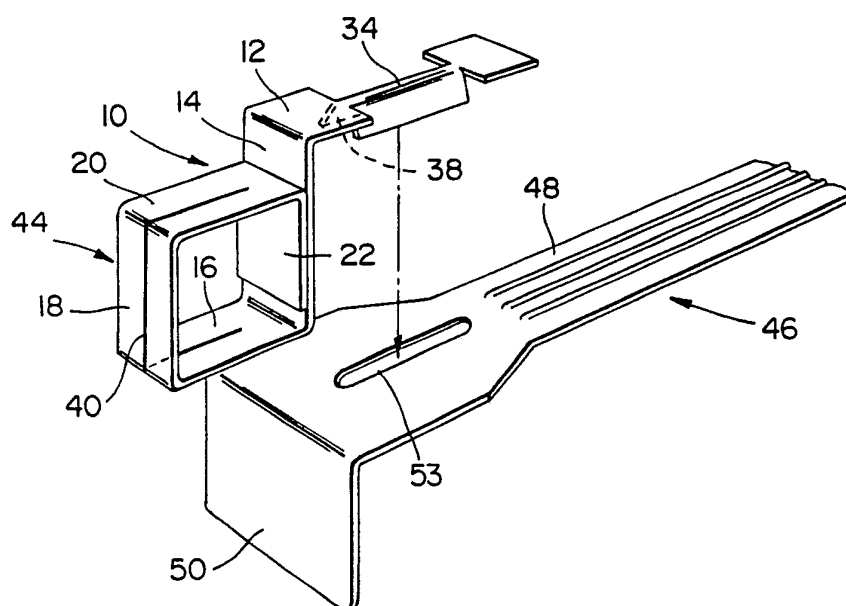




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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<p>(21) International Application Number: PCT/US90/02277 (22) International Filing Date: 30 April 1990 (30.04.90) (30) Priority data: 346,698 3 May 1989 (03.05.89) US (71)(72) Applicants and Inventors: FAST, Jacob [US/US]; FAST, Robert [US/US]; 7561 N.W. 9th Street, Plantation, FL 33317 (US). (74) Agents: STERN, Marvin, R. et al.; Fleit, Jacobson, Cohn, Price, Holman & Stern, The Jenifer Building, 400 Seventh Street, N.W., Washington, DC 20004 (US).</p>		<p>(81) Designated States: AT (European patent), AU, BE (European patent), CA, CH (European patent), DE (European patent), DK (European patent), ES (European patent), FR (European patent), GB (European patent), IT (European patent), JP, LU (European patent), NL (European patent), SE (European patent). Published <i>With international search report.</i></p>

(54) Title: LABEL HOLDER ATTACHMENTS FOR PRODUCT INFORMATION DISPLAY TAGS



(57) Abstract

A label holder attachment (44) is provided for the distal end of an elongate product information display tag (46) of the kind that extends over a horizontally disposed product support hook (52). The label holder attachment (44) may be used, for example, to provide temporary product information such as sale or special offer pricing. The label holder attachment (44) has a pair of fold-down tabs (38) which can be squeezed together and inserted through an elongate slot (53) at the distal end of the tag (46) in order to mount the attachment (44) on the tag (46). The attachment (44) also has a label holding portion (40) which extends forwardly of the tag (44) and which can take a number of different forms.

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LABEL HOLDER ATTACHMENTS FOR PRODUCT
INFORMATION DISPLAY TAGS

BACKGROUND OF THE INVENTION

This invention relates to label holder
5 attachments for product information display tags of the
type which are used in conjunction with horizontally
extending elongate product support hooks, for
presenting product information at a forward or distal
end of a hook.

10 Product information display tags of the above
type, are now quite well known, such tags commonly
being die-cut from plastic sheet material and
comprising a proximal end mounting portion for
attaching the tag at the proximal end of a hook where,
15 for example, the hook may be mounted on a perforated
board or the like, an elongate body portion for
extending lengthwise over the hook and a distal end
display portion for presenting product information, for
example, by way of a label or the like at a distal end
20 of the hook. Generally, such tags may be used in
supermarkets, drug stores and the like in conjunction
with elongate wire hooks from which rows of products
such as blisterpacks are suspended. Also, it is known
in such tags, to provide an elongate slot toward the
25 distal end of the body portion for the distal end of
the hook to project upwardly through so as generally to
center and stabilize the tag.

Examples of elongate product information
display tags of the above type may be seen, for
30 example, in my earlier U.S. Patents Numbers 4,525,944;
4,646,454; 4,665,639; 4,693,024; 4,698,929; 4,703,570,
and 4,715,135.

Considering now the practical use of such tags, an occurrence which frequently occurs in a supermarket or drug store environment is the need for specialized, commonly temporary labeling of particular products in a manner which will vividly attract a customer's attention, such labeling for example, indicating that the particular products may be on sale or special offer. It is an object of the present invention, therefore, to provide a label holder attachment which can be used in conjunction with elongate product information display tag of the above described type for the presentation of required information at the distal end of the tag, such label holder being of a form which can be readily attached to and detached from the tag itself preferably without interfering with permanent labeling already present on the tag.

SUMMARY OF THE INVENTION

The invention provides a variety of designs of label holder attachments for selected mounting at the distal end of product information display tags of the type previously referred to. Each of the label holders attachments utilizes a particularly convenient means for releasably securing same at the distal end of the tag, notably a pair of fold-down longitudinally extending tabs for insertion in the aforementioned slot which is provided in the distal end portion of the tag for the distal end of the hook to project upwardly through. The fold-down tabs are provided on a mounting panel portion of the label holder attachment and are configured to be folded down on opposite sides of a common longitudinal fold line. In use, the tabs may be

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squeezed together laterally for insertion in the slot and after insertion the tabs spread apart resiliently to preclude their inadvertent removal from the slot. In practice, the tabs when inserted, adopt the form of
5 an inverted V and sit atop the distal end of the hook.

The mounting panel portion of the label holder attachment is dimensioned to extend to the distal end of the tag where it is connected to a label holder portion of the attachment. The label holder portion
10 itself may take various forms, for example, it may comprise a box-like structure with a slit for receiving a label oriented substantially sideways on to the hook and products. Alternatively, the label holder panel may be a plane fold-down panel which extends over an
15 already present label holder panel of the tag itself. In a further alternative, the label holder portion may comprise a pair of panels which fold down on opposite sides of a longitudinal fold line to provide an inverted V formation on which labels can be placed so
20 to be viewed from a side-on position with respect to the length of the hook and tag.

The fold-down tabs for mounting the label holder attachment may extend from opposite sides of the mounting portion or, for greater strength and stability
25 the mounting portion may comprise a relatively wide panel with the tabs being cut out from the body of the panel.

Additional features and advantages of the invention will be apparent from the ensuing description
30 and claims read in conjunction with the accompanying drawings.

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BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a face view of a blank for folding into a first embodiment label holder attachment according to the invention.

5 Figure 2 is a perspective view of the first embodiment label holder attachment showing the manner of mounting same on a product information display tag.

Figure 3 is a side elevational view showing the attachment mounted on the tag.

10 Figure 4 is a sectional view on line 4-4 of Figure 3.

Figure 5 is a face view of a blank for forming a second embodiment label holder attachment according to the invention.

15 Figure 6 is a perspective view of the second embodiment label holder attachment showing the manner of mounting same on a tag.

Figure 7 is a side elevational view of the second embodiment attachment mounted on the tag.

20 Figure 8 is a face view of a blank for forming a third embodiment label holder attachment according to the invention.

Figure 9 is a perspective view of the third embodiment attachment showing the manner of mounting same on a tag.

25 Figure 10 is a side elevational view of the third embodiment attachment mounted on the tag.

DESCRIPTION OF PREFERRED EMBODIMENTS

30 Referring initially to Figure 1, there is shown a blank 10 for folding into a label holder attachment as will be described. In the form illustrated, the blank 10 is a relatively long narrow

strip of plastic sheet which may, for example, be die cut and stamped to provide a plurality of panels 12-22 separated by respective transverse fold lines 24-32. Panel 12 has a central longitudinally extending fold line 34 and transverse slits or cuts 36 extending from opposite edges of the panel so as to define a pair of tabs 38 which can fold down about the common fold line 34. A lengthwise slit 40 is provided along the entire length of panel 18 and extends across fold lines 28, 30 along substantial lengths of the respective panels 16 and 20. One surface of panel 22 is provided with an area of contact adhesive 42 which may, in use, be covered with release paper, not shown.

In use, the blank 10 can be folded into the configuration shown in figures 2 and 3 wherein panel 14 is folded substantially at right angles to panel 12 and panels 16, 18, 20, and 22 are themselves folded at right angles to form a box-like structure 44 which forms a label holder portion of the attachment. The contact adhesive 42 is used to adhere panel 22 to panel 14. Panel 12 forms a mounting portion of the label holder attachment.

The label holder attachment 10 in the folded configuration shown in figure 2 is intended for use in conjunction with an elongate product information display tag of the kind referred to in the above noted patents. One example of such a tag is shown in figures 2 through 4 and generally indicated by reference 46 in the drawings. Only a forward or distal end section of tag 46 is shown including the forward portion of a main body part 48 of the tag and a fold-down information display portion 50 at the distal end of the tag. It

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will be appreciated that tag 46 also includes a proximal end mounting portion for securing same to an elongate product support hook 52, such mounting portion not being shown in the drawings. It is also evident
5 that the tag 46 includes an elongate slot 53 at the distal end of body portion 48, such slot normally being intended for the distal end 54 of hook 52 to extend upwardly through.

In the present invention, however, slot 53 is
10 used as a convenient means for securing the label holder attachment 10. To this end, the length of the tabs 38 are made substantially to conform to the length of slot 53. Thus, in use, the tabs 38 can be squeezed together and inserted through the slot 53 from above.
15 When released, the tabs will resiliently spring apart to form an inverted V as shown in figure 4 precluding inadvertent removal of the holder attachment from the tag 46. Also, as evident in figure 4, the inverted V will rest atop the forward end of hook 52. It is
20 further evident that the length of panel 12 is made such that panel 14 will align substantially with the forward end of tag 46.

When secured to tag 46 as shown, for example in figure 3, slit 40 is available for receipt, for
25 example, of a label or sign 56 which is thereby resiliently and frictionally gripped in the label holder portion of the attachment in a manner, for example, providing prominent labeling for products suspended from hook 52 in a side-on orientation, for
30 example so that will be vividly apparent to customers walking down a supermarket aisle or the like. It will be equally evident that label holder attachment 10 can,

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when required, be readily removed from tag 46 by squeezing the tabs 38 back through the slot 53. Then, the labeling originally contained on display portion 50 will again be fully apparent. The form of label holder attachment shown in figures 1 through 4 is similar to that which is disclosed in my co-pending Patent Application Serial No. 07/224,822, filed July 27, 1988 and titled "Sign Holder with Shelf Attachment". The contents of the co-pending application are expressionally cooperated herein by reference.

Figures 5 through 7 show a second embodiment label holder attachment 60, of somewhat simplified form, comprising a mounting portion in the form of a plane panel 62 and a fold-down label holder portion in the form of a second plane panel 64. A transverse fold line 66 separates the respective panels and it will be evident that panel 64 is somewhat wider than panel 62. Further, panel 62 has a longitudinal fold line 68 and oppositely directed channel-shaped slits or cuts 70 defining opposed fold-down tabs 72 equivalent to the tabs 38 of the first embodiment. It will be evident that attachment 60 may be mounted on the product information display tag 46 in similar manner to the first embodiment structure with the tabs 72 being squeezed together and inserted through slot 53 in like manner to that previously described. The tabs are again dimensioned to conform substantially with the length of slot 53 and panel 62 is again dimensioned so that panel 64 extends down the front of display portion 50 for receiving, for example, a secondary label 67. It will also be evident that panel 62 is considerably wider than the equivalent panel 12 of the first

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embodiment so that the tabs 72 can be in form of cut
outs rather than extending from the edges of the panel
as in the first embodiment. The second embodiment
structure is somewhat more stable and more resistant to
5 tearing at the ends of the tabs than is the first
embodiment structure. The second embodiment structure
may be used, for example, where it is desirable
entirely to obscure the initial labeling used on portion
50 of the tag 46. Otherwise, it will be evident that
10 the second embodiment structure may be attached and
detached to tag 46 in the same manner as the first
embodiment structure.

Referring now to figures 8 through 10, there
is shown a third embodiment label holder attachment 74
15 having a mounting portion in the form of a first planar
panel 76 and a label holder portion 78 which comprises
a pair of panels 80, 82 which can be folded about the
longitudinal fold line 84. In this case, the label
holder portion 78 and the mounting portion 76 are
20 separated by transverse cuts 86 which define a central
triangular portion 88 therebetween that holds the two
portions of the attachments together. The mounting
panel 76 again has a central fold line 90,
channel-shaped cuts 92 and fold-down tabs 94 all of
25 which correspond to the equivalent structures 68, 70,
and 72 of the second embodiment attachment.

It will be understood that the third
embodiment attachment can be mounted on tag 46 in
precisely the same manner as the previous embodiments
30 by squeezing the tabs 72 together and inserting same
through slot 53. In the third embodiment structure,
the panels 80, 82 may be folded about fold line 84 into

the configuration substantially of an inverted V as shown in figure 9. Thus, when in use, the respective panels 80, 82 can be used to provide labeling for viewing in a side-on orientation for example, for
5 customers walking along a supermarket aisle. In this arrangement, however, the original labeling which may be provided on display portion 50 may also be viewed through the space between the panels 80, 82.

In all the embodiments illustrated, the tag 46
10 has been shown to have an integral display portion 50. It is also possible, however, to utilize the present invention with tags having removable display portions in place of the integral display portion 50. The above noted patents show examples of such alternative tag
15 structures.

While only preferred embodiments of the invention have been described herein in detail, the invention is not limited thereby and modifications can be made within the scope of the attached claims.

WHAT WE CLAIM IS

1. A label holder attachment for use with an elongate product information display tag of the kind having a proximal end mounting portion for securing the tag at the proximal end of a generally horizontally extending product support hook, an elongate body portion for extending over the length of the hook to present product information at a distal end thereof, and an elongate slot formed toward the distal end of the body portion, the label holder attachment comprising a mounting portion and a label holder portion, the mounting portion including a substantially planar mounting panel with a pair of fold-down tabs extending in opposite directions from a common longitudinal fold line, the tabs when squeezed together being insertable in said slot from above to mount the attachment on the tag, the mounting panel being dimensioned to locate the label holder portion at the distal end of said body portion and the label holder portion including means for attaching a label thereto.

2. The invention as defined in claim 1 wherein said tabs are defined by cuts extending from opposite longitudinal edges of the mounting panel.

3. The invention as defined in claim 1 wherein said tabs are defined by cutouts in the body of the mounting panel.

4. The invention as defined in claim 1 wherein the label holder portion comprises a strip of material for forming into a closed loop, and a lengthwise slit in said strip for receiving a label to be viewed sideways on with respect to the tag.

5. The invention as defined in claim 4 wherein said strip has plural panels separated by transverse fold lines for folding the strip into a closed loop of rectangular form.

5 6. The invention as defined in claim 5 including adhesive means for securing terminal panels of said strip together when forming the loop.

7. The invention as defined in claim 1 wherein the label holder portion comprises a fold-down
10 label panel separated from the mounting panel by a transverse fold line.

8. The invention as defined in claim 1 wherein the label holder portion is separated from the mounting panel by opposite transverse slits extending
15 from opposite sides of the mounting panel, said slits defining a central transverse fold section therebetween for enabling the holder portion to be folded down from the mounting panel, and wherein the holder portion comprises a longitudinal fold line defining opposite
20 panels which can be folded down from said fold line substantially into a configuration of an inverted V to provide label holding surfaces aligned sideways on with respect to the tag.

9. In combination, a label holder attachment
25 and an elongate product information display tag of the kind having a proximal end mounting portion for securing the tag at the proximal end of a generally horizontal extending product support hook, an elongate body portion for extending over the length of the hook
30 to present product information at a distal end thereof, and an elongate slot formed toward the distal end of the body portion, the label holder attachment

comprising a mounting portion and a label holder portion, the mounting portion including a substantially planar mounting panel with a pair of fold-down tabs extending in opposite directions from a common
5 longitudinal fold line, the tabs being inserted through said slots from above thereby mounting the attachment on the tag, the mounting panel being dimensioned to locate the label holder portion at the distal end of said body portion, and the label holder portion
10 including means for attaching a label thereto.

10. The invention as defined in claim 9 wherein said tabs are defined by cuts extending from opposite longitudinal edges of the mounting panel.

11. The invention as defined in claim 9
15 wherein said tabs are defined by cutouts in the body of the mounting panel.

12. The invention as defined in claim 9 wherein the label holder portion comprises a strip of material formed into a closed loop and a lengthwise
20 slit in said loop for receiving a label to be viewed sideways on with respect to the tag.

13. The invention as defined in claim 9 wherein the label holder portion comprises a fold-down label panel separated from the mounting panel by a
25 transverse fold line.

14. The invention as defined in claim 9 wherein the label holder portion is separated from the mounting panel by opposite transverse slits extending from opposite sides of the mounting panel, said slits
30 defining a central transverse fold section therebetween for enabling the holder portion to be folded down from the mounting panel, and wherein the holder portion

comprises a longitudinal fold line defining opposite panels which can be folded down from said fold line substantially into a configuration of an inverted V to provide label holding surfaces aligned sideways on with
5 respect to the tag.

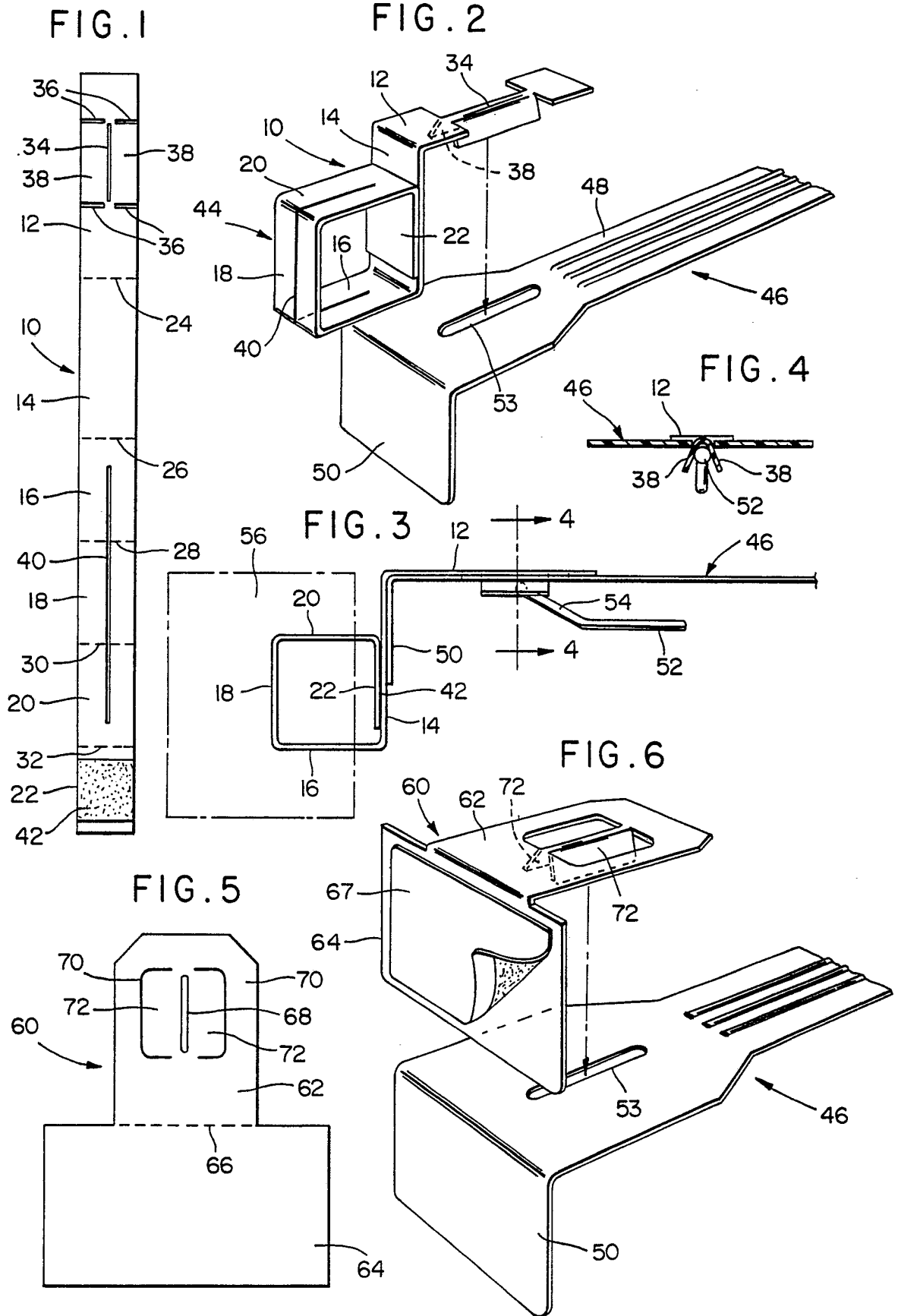


FIG. 7

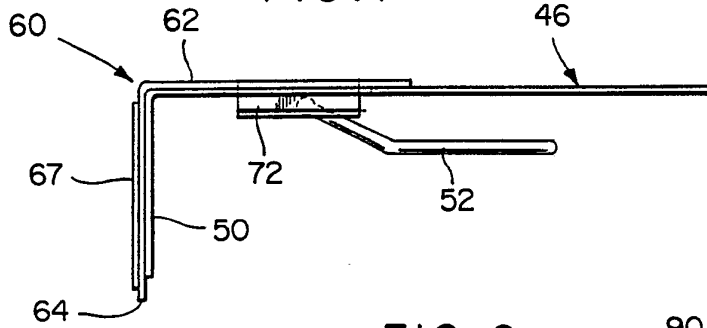


FIG. 9

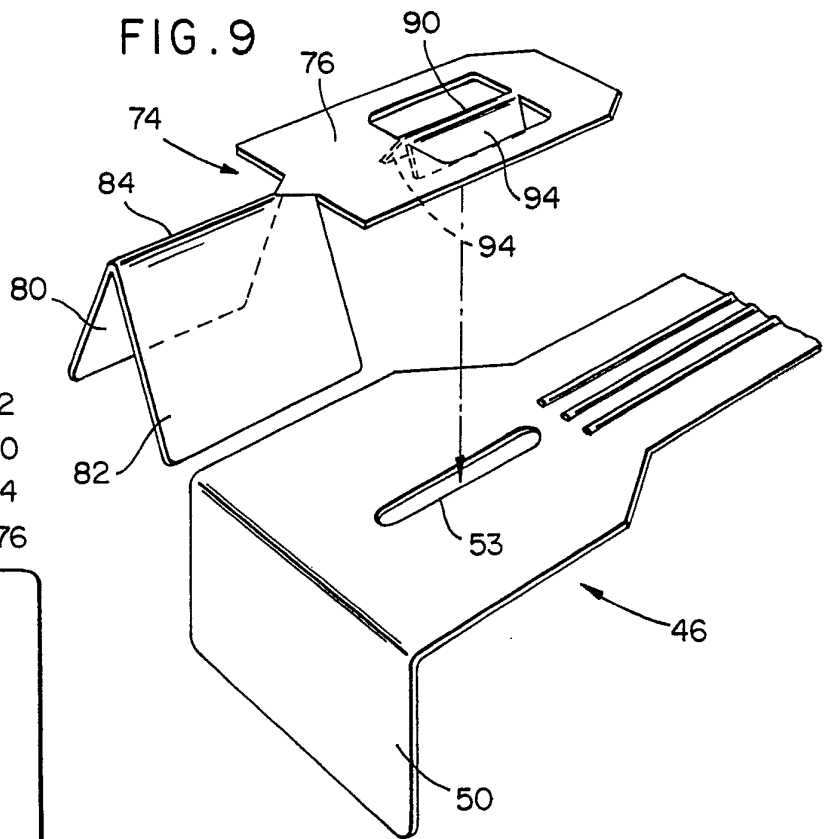


FIG. 8

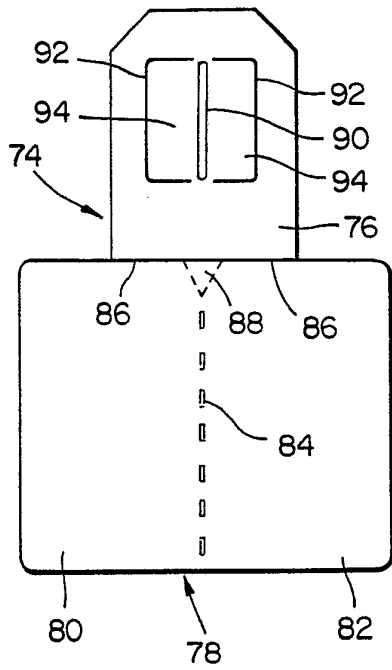
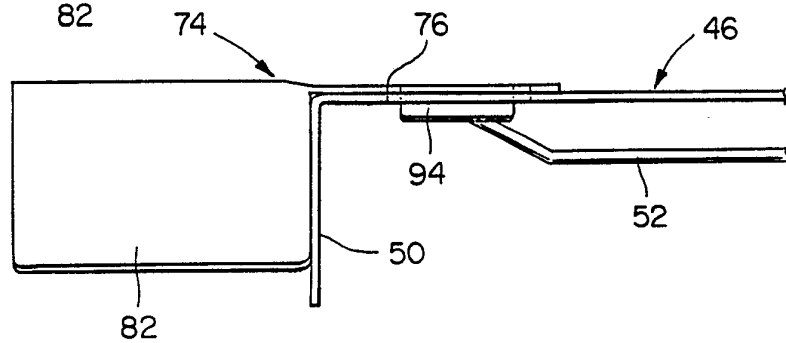
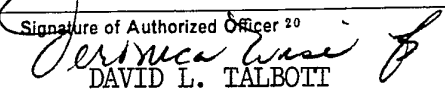


FIG. 10



INTERNATIONAL SEARCH REPORT

International Application No. PCT/US90/02277

I. CLASSIFICATION OF SUBJECT MATTER (if several classification symbols apply, indicate all) ³		
According to International Patent Classification (IPC) or to both National Classification and IPC		
IPC(5): G09F 3/00		
U.S. CL. 40/642,651,663; 211/59.1; 248/220.3		
II. FIELDS SEARCHED		
Minimum Documentation Searched ⁴		
Classification System	Classification Symbols	
U.S.	40/622,642,649,651,662,663; 211/59.1 248/220.3,220.4,300	
Documentation Searched other than Minimum Documentation to the Extent that such Documents are Included in the Fields Searched ⁵		
III. DOCUMENTS CONSIDERED TO BE RELEVANT ¹⁴		
Category *	Citation of Document, ¹⁶ with indication, where appropriate, of the relevant passages ¹⁷	Relevant to Claim No. ¹⁸
Y	US, A, 4,713,899 (FAST) 22 December 1987 See entire document	1-4,7-14
Y	US, A, 4,646,454 (FAST) 03 March 1987 See entire document	1-4,7-14
Y	US, A, 3,964,197 (TUCKER, deceased et al.) 22 June 1976 See entire document.	2,10
Y	US, A, 2,859,546 (GUTTERSON) 11 November 1958 See entire document.	4,12
Y	US, A, 4,222,187 (HUCK) 16 September 1980 See entire document.	8,14
A	GB, A, 7,493 (ELLIOT ET AL.) 04 May 1891 See entire document.	
A	US, A, 1,685,334 (MYERS) 25 September 1928 See entire document.	
A	US, A, 4,583,308 (TAUB) 22 April 1986 See entire document.	
A	US, A, 4,665,639 (FAST) 19 May 1987 See entire document.	
<p>* Special categories of cited documents: ¹⁵</p> <p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier document but published on or after the international filing date</p> <p>"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)</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 later than the priority date claimed</p> <p>"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</p> <p>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step</p> <p>"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.</p> <p>"&" document member of the same patent family</p>		
IV. CERTIFICATION		
Date of the Actual Completion of the International Search ²	Date of Mailing of this International Search Report ²	
27 JUNE 1990	28 AUG 1990	
International Searching Authority ¹	Signature of Authorized Officer ²⁰	
ISA/US	 DAVID L. TALBOTT	

FURTHER INFORMATION CONTINUED FROM THE SECOND SHEET

- | | |
|---|---|
| A | US, A, 4,485,575 (FAST) 04 December 1987
See entire document |
| A | US, A, 4,715,135 (FAST) 29 December 1987
See entire document. |
| A | US, A, 4,693,024 (FAST) 15 September 1987
See entire document. |
| A | US, A, 4,698,929 (FAST) 13 October 1987
See entire document. |
| A | US, A, 4,525,944 (FAST) 02 July 1985
See entire document. |

V. OBSERVATIONS WHERE CERTAIN CLAIMS WERE FOUND UNSEARCHABLE¹

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 matter¹ 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 out¹, specifically:

3. Claim numbers _____, because they are dependent claims not drafted in accordance with the second and third sentences of PCT Rule 6.4(a).

VI. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING²

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:
4. As all searchable claims could be searched without effort justifying an additional fee, the International Searching Authority did not invite payment of any additional fee.

Remark on Protest

- The additional search fees were accompanied by applicant's protest.
 No protest accompanied the payment of additional search fees.

III. DOCUMENTS CONSIDERED TO BE RELEVANT (CONTINUED FROM THE SECOND SHEET)		
Category *	Citation of Document, ¹⁶ with indication, where appropriate, of the relevant passages ¹⁷	Relevant to Claim No ¹⁸
A	US, A, 4,703,570 (FAST) 03 November 1987 See entire document.	
A,P	US, A, 4,829,689 (ALSHOOLER) 16 May 1989 See entire document.	