



- (51) International Patent Classification: Not classified
- (21) International Application Number: PCT/IB2013/052882
- (22) International Filing Date: 11 April 2013 (11.04.2013)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 2012/02588 11 April 2012 (11.04.2012) ZA
- (72) Inventor; and
- (71) Applicant : MAY, Allan Robert [ZA/ZA]; 26 Timberwood Estate, Dale Lace Avenue, 2156 Randpark Ridge (ZA).
- (74) Agent: DE BEER, Deon; 495 Summit Road, Morningside, 2128 Johannesburg (ZA).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM,

DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— without international search report and to be republished upon receipt of that report (Rule 48.2(g))

(54) Title: ADVERTISING ASSEMBLY

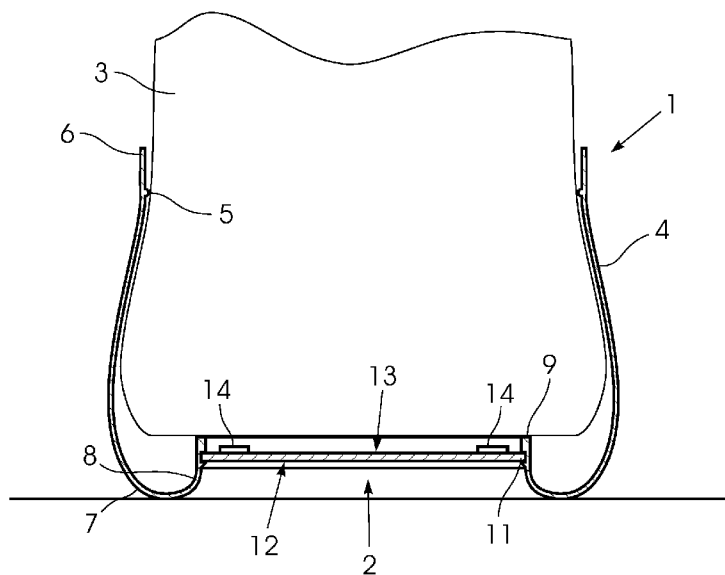


FIGURE 4

(57) Abstract: The invention relates to an advertising assembly comprising a mounting engageable over a base of a beverage container with retaining means removably supporting a token. The token is substantially exposed at an operative underside of the mounting and has advertising material on the operative exposed side. The token is preferably a badge with attachment means provided on a side opposite to an operative exposed side. The retaining means is a socket in an operative underside of the mounting with resiliently flexible engaging formations. More specifically, the mounting is moulded from flexibly resilient material and provided as a sleeve having one end engageable around the container. The other end of the sleeve extends beyond the base of the container to provide a stand. The retaining means is provided on an inward return of the sleeve.

WO 2013/153529 A2

5

ADVERTISING ASSEMBLY

10 **FIELD OF THE INVENTION**

This invention relates to an advertising assembly for use with a container. More particularly, the assembly is to be used with a container for a beverage.

15 **BACKGROUND TO THE INVENTION**

Advertising is primarily achieved by conveying of information depicted on some form of advertising medium or display. It is often the case that the more unusual the display the more effective the advertising.

20

Beverage containers are widely used for a variety of drinks and containers of this kind are normally disposable after the beverage is consumed. The container themselves often carry advertising. This usually takes the form of the beverage brand. Some beverage containers are fitted with sleeves or tags
25 which carry "cross-advertising" relating to the products or services other than the beverage or promotional material. Much, if not all of the advertising and promotion potential is lost once the container is disposed of.

OBJECT OF THE INVENTION

30

It is the object of this invention to provide an advertising assembly for a beverage container in which this potential may be retained at least to some extent.

SUMMARY OF THE INVENTION

5 According to this invention there is provided an advertising assembly comprising a mounting engageable over a base of a beverage container with retaining means removably supporting a token.

10 Further features of the invention provide for the token to be supported by the retaining means with the token substantially exposed at an operatively underside of the mounting; and for the token to have graphic material on an operatively exposed side.

15 A further feature of the invention provides for the token to be a badge with attachment means provided on a side opposite to the operatively exposed side.

20 A yet further feature of the invention provides for the retaining means to be provided as a socket in the operatively underside of the mounting having resiliently flexible engaging formations which are releasably engageable around the token.

The invention further provides for the engaging formations to include a pair of spaced apart shoulders.

25 Further features of the invention provide for the socket to be formed from resiliently flexible material and for the shoulders to be provided by a radial slot in a wall of the socket.

30 A further feature of the invention provides for the retaining means to be adapted to support the token spaced inwardly from the operatively underside of the mounting.

A yet further feature of the invention provides for the mounting to be a sleeve having one end engageable around the container with the other end at the operatively underside extending beyond the base of the container and the retaining means.

5

The invention further provides for the retaining means to be provided on an inward return at the other end of the sleeve.

10

The invention further provides for the mounting to be moulded from flexibly resilient material.

The invention still further provides for the attachment means to be a magnet, a clip or a pin.

15

BRIEF DESCRIPTION OF THE DRAWINGS

These and other features of the invention will become more apparent from the following description of one embodiment of the invention, by way of example only, with reference to the accompanying drawings, in which:

20

Figure 1 & 2 show a perspective view of a mounting and a plan view of a badge respectively;

Figure 3 shows a side cross-sectional view the mounting of Figure 1; and

25

Figure 4 shows a side cross-sectional view of the mounting and badge used as an advertising assembly engaged on a container.

DETAILED DESCRIPTION OF THE INVENTION

30

As illustrated, an advertising assembly comprises a mounting (1) which releasably retains a token (2) in use.

The token is a disk-shaped badge (2) in this embodiment of the invention. It will however be appreciated that the token (2) could be a collectable disk depicting a character such as a superhero, cartoon or the image of a celebrity in the field of sports or movies. It could also be a casino chip. Alternatively, the
5 token could be a suitably sized figurine.

The mounting (1) has one end engagable over the base of a container (3) and is made of a flexibly resilient material. The mounting (1) forms a sleeve (4) and has an inwardly projecting rib (5) adjacent one end (6) to locate and
10 resiliently engage against the outer surface of the container (3).

The shape and size of the mounting (1) and particularly the operatively upper end (6) may be made to fit the profiles of different containers or to engage around the cylindrical profile of a beverage can.
15

An operatively lower end (7) of the sleeve (4) extends beyond the base of the container (3) and provides retaining means for the badge (2). The retaining means preferably consists of an inwardly extending return (8) of the sleeve (4) which provides a socket with a deformable sidewall in the underside of the
20 mounting (1).

The return (8) terminates in a locating rim (9) which abuts the base of the container (3) when the mounting (1) is secured in place. A radial slot (10) is formed on the inside of the socket sidewall. The slot (10) provides a pair of
25 spaced apart shoulders which form resilient engaging formations of the retaining means. A peripheral edge (11) of the badge (2) is removably engageable in the slot (10), between the opposed shoulders. The badge (2) is substantially exposed in the socket of the retaining means and has one side clearly visible when viewed from the underside of the mounting (1). It is this
30 operatively exposed side of the badge (2) which carries selected graphic material.

As shown in Figure 4, the return (8) and operatively lower end (7) of the sleeve (4) provide a stand for the container (3) to conveniently place the container upright on a supporting surface in the normal manner.

- 5 The mounting (1) and its components are made of a material suitably resilient for the badge (2) to be inserted into the slot (10) and be retained therein and to provide the necessary grip of the sleeve (4) around the container (3).

10 In this embodiment, the badge (2) is a disk made of plastics or metal material and has advertising or promotional material depicted on an operatively exposed side (12). The construction of the return (8) is such that this side (12) of the badge (2) is spaced inwardly from the end (7) of the sleeve (4). The arrangement affords protection against damage of the badge (2) when the container is stacked or placed on a supporting surface.

15

The reverse side (13) of the badge (2) is spaced from the locating rim (9) thereby spacing the badge (2) from the base of the container (3). This side (13) is provided with suitable attachment means (14). In this embodiment, the attachment means comprises two spaced apart magnets (14). The badge (2)
20 can accordingly be used on a refrigerator or some other object with a magnetic exterior. Other attachment means may be used to enable the badge (2) to be secured to a different object where the advertisement can be displayed.

25 The mounting (1) and badge (2) may be removed from the container (3) after the beverage has been consumed. The badge (2) may then be removed from the mounting (1) by manipulating the locating rim (9) such that the edge (11) of the badge (2) is released from the slots (10) in the return (8).

30 After removal from the mounting (1), the badge (2) may be located on a separate article having a magnetic surface. The badge (2) will thus function in the dual purposes of displaying the desired advertising or promotional material on a separate article and may also be useful. For example it may be used as

a refrigerator magnet. The badge (2) may also provide a collectable or promotional item by displaying material not necessarily associated with the beverage from the container (3).

- 5 Where the attachment means (14) is a pin and catch or a clip, the badge (2) can be secured to a garment or some other fabric material item, such as a back-pack or a bag.

10 The presence of advertising or promotional material on the bottom of a beverage container will provide visible exposure whenever the container is lifted to pour or drink the beverage. The exterior of the sleeve (4) may also be used with some form of graphic, colour or design which is directed towards having an eye-catching effect.

15 The presence of a collectable token or a token of some monetary or promotional value supported within the retaining means of the mounting will also have the effect of encouraging sales of the beverage in containers fitted with the advertising assembly.

20 A person skilled in the art will appreciate that a number of variations may be made to the features of the embodiments and alternatives described in this document without departing from the scope of the current invention.

CLAIMS

1. An advertising assembly comprising a mounting engageable over a base of a beverage container with retaining means removably supporting a token.
5
2. An advertising assembly as claimed in claim 1 in which the token is supported by the retaining means with the token substantially exposed at an operatively underside of the mounting.
10
3. An advertising assembly as claimed in claim 2 in which the token has graphic material on an operatively exposed side.
4. An advertising assembly as claimed in claim 3 in which the token is a badge with attachment means provided on a side opposite to the operatively exposed side.
15
5. An advertising assembly as claimed in any one of claims 2 to 4 in which the retaining means is provided as a socket in the operatively underside of the mounting having resiliently flexible engaging formations which are releasably engageable around the token.
20
6. An advertising assembly as claimed in claim 5 in which the engaging formations include a pair of spaced apart shoulders.
25
7. An advertising assembly as claimed in claim 6 in which the socket is formed from resiliently flexible material and the shoulders are provided by a radial slot in a wall of the socket.
- 30 8. An advertising assembly as claimed in any one of claims 5 to 7 in which the retaining means is adapted to support the token spaced inwardly from the operatively underside of the mounting.

- 5 9. An advertising assembly as claimed in any one of claims 2 to 8 in which the mounting is a sleeve having one end engageable around the container with the other end at the operatively underside extending beyond the base to provide a stand for the container and the retaining means.
10. An advertising assembly as claimed in claim 9 in which the retaining means is provided on an inward return at the other end of the sleeve.
- 10 11. An advertising assembly as claimed in any one of claims 1 to 10 in which the mounting is moulded from flexibly resilient material.
12. An advertising assembly as claimed in claim 4 in which the attachment means is a magnet, a clip or a pin.

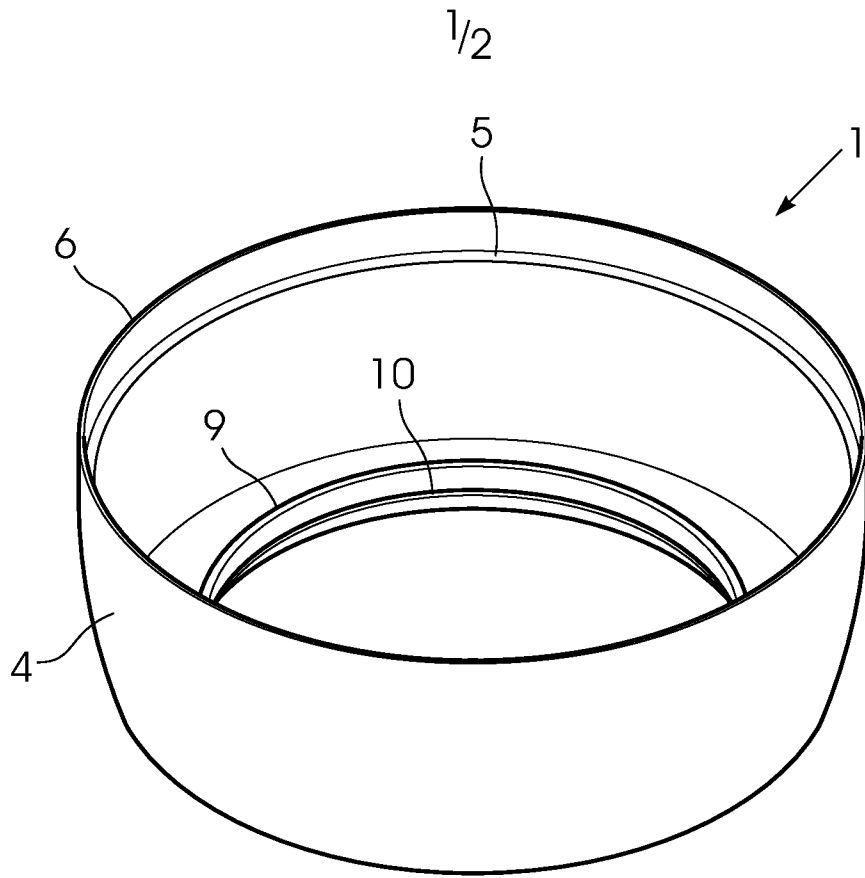


FIGURE 1

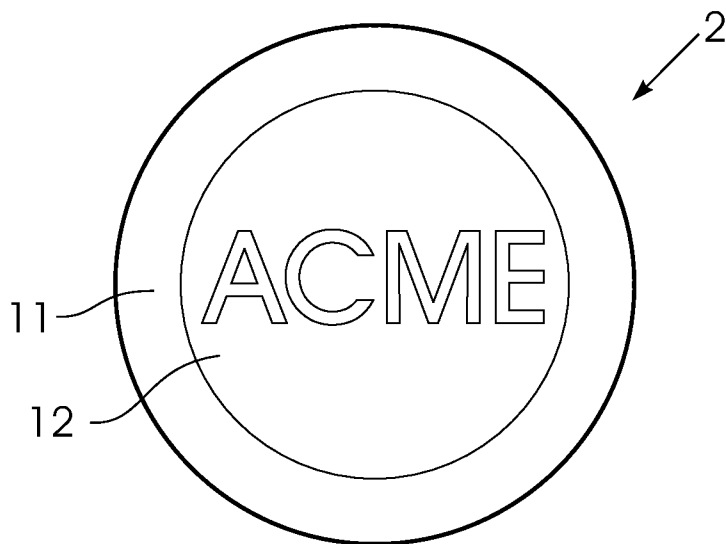


FIGURE 2

2/2

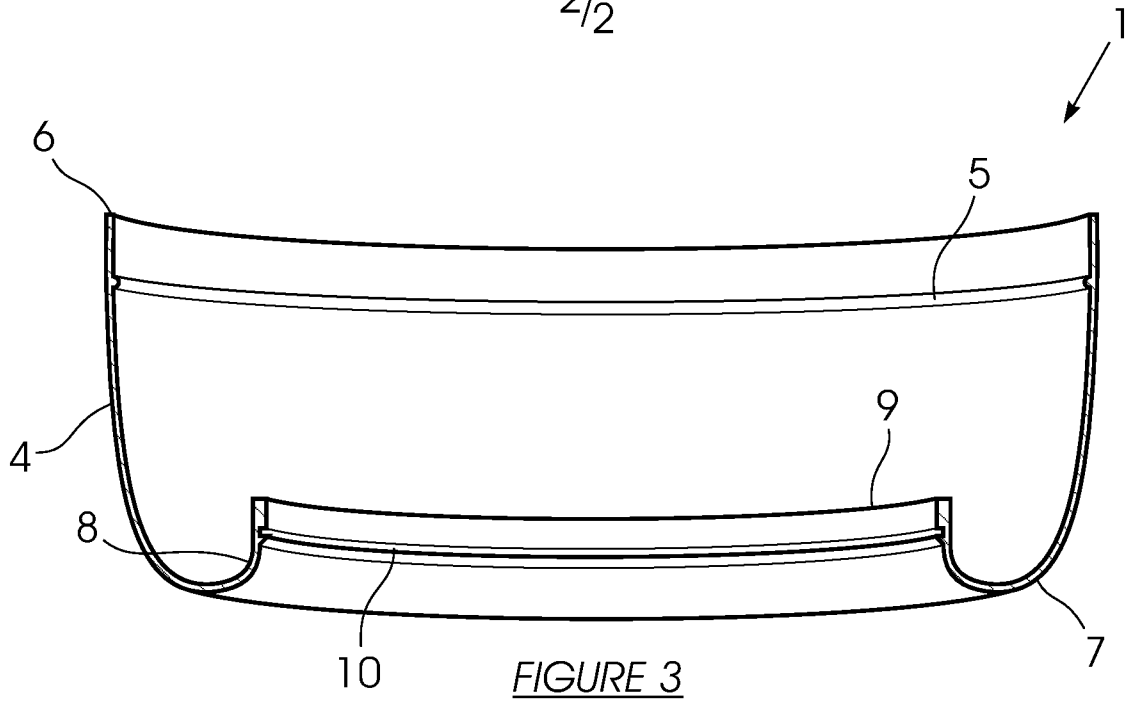


FIGURE 3

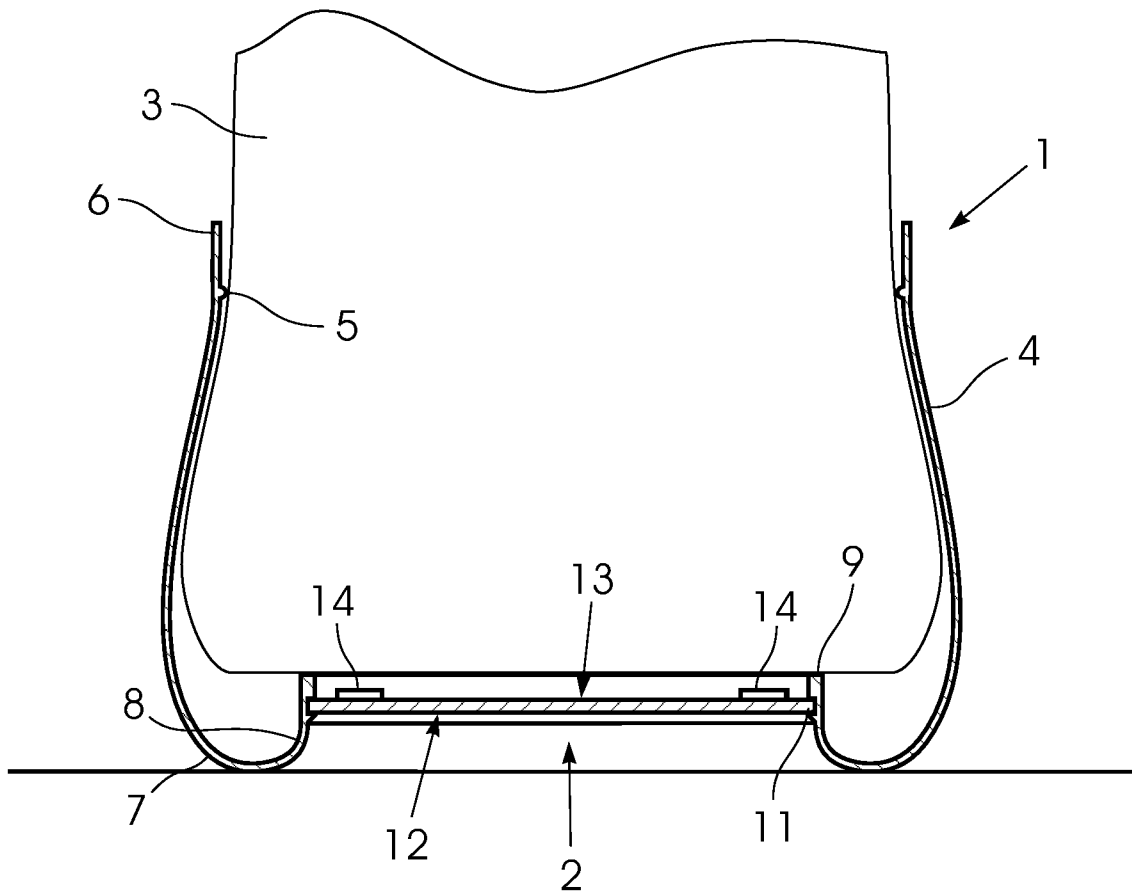


FIGURE 4