

**(19) World Intellectual Property Organization
International Bureau**



(43) International Publication Date
30 November 2000 (30.11.2000)

(10) International Publication Number
WO 00/71211 A1

(51) International Patent Classification⁷: A63B 69/36

(21) International Application Number: PCT/US00/13868

(22) International Filing Date: 19 May 2000 (19.05.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/135,012	20 May 1999 (20.05.1999)	US
09/494,525	1 February 2000 (01.02.2000)	US

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, 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, ME, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

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

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Published:

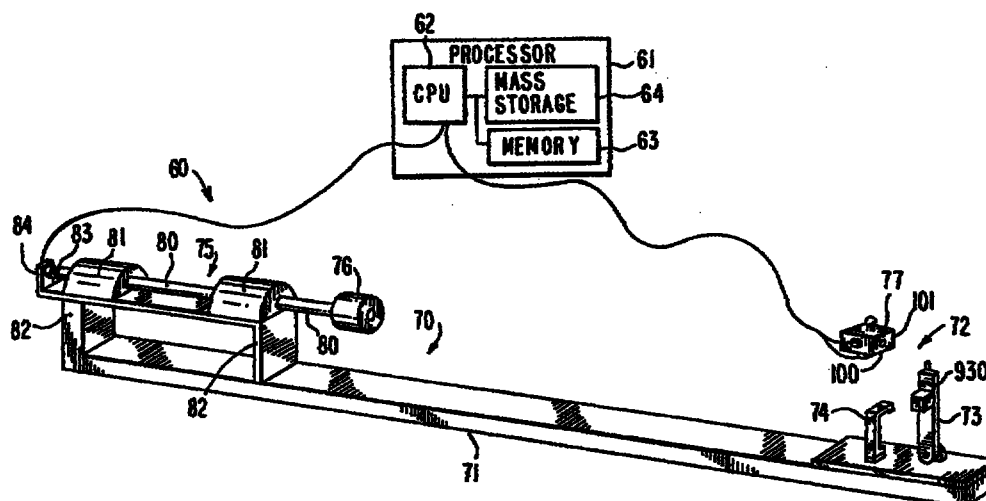
— *With international search report.*

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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.

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(54) Title: METHOD AND APPARATUS FOR LOCATING AND ALIGNING GOLF CLUB SHAFT SPINE



(57) **Abstract:** The preferred orientation, or planar oscillation plane, of a golf club shaft (10) is located by measuring the oscillation of the shaft when a horizontal impulse is applied and from those measurements determining an orientation in which the oscillation would be substantially planar (143). In a preferred embodiment an iterative process is used to converge on the preferred orientation. The location of the preferred orientation may be marked on the shaft and used to assemble a golf club with the planar oscillation plane in a predetermined orientation. The assembly of the golf club can be done manually in a refitting situation or automatically in a new club manufacturing setting.

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