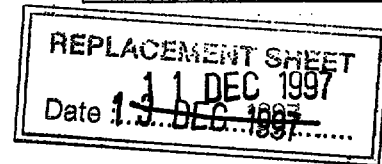




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WHAT IS CLAIMED IS:

1. A package sleeve for accommodating information media comprising a front panel and a back panel connected thereto, and two side flap portions connected to said front panel, said front panel comprises a first folded-over double panel having two folded layers of relatively the same size and said back panel comprises a second folded-over double panel having two folded layers of relatively the same size and said side flap portions are adhesively attached to said back portion to form a sleeve cavity between said first and second folded-over double panels for containment of said information media therein, and wherein said side flap portions are adhesively attached to said back panel along an exterior surface of said back panel which does not form part of said sleeve cavity and does not form a portion of either of said first or second folded-over double panels, and wherein said side flap portions when adhesively attached to said back panel do not cover said sleeve cavity, and

the portions of said

first and second folded-over double panels facing said sleeve cavity are treated with a coating to provide scratch resistance for the information media;

and said front panel, said back panel, and said side flap portions have print areas thereon,

said coating is an aqueous-based acrylic coating.

2. The package sleeve for accommodating information media of claim 1 wherein the package sleeve is designed to accommodate an optical information disc having a diameter no greater than 12cm.



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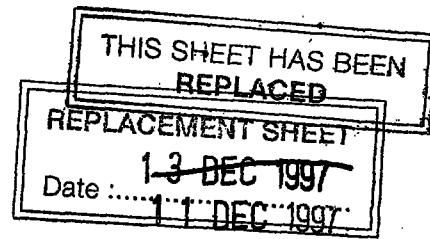
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3. The package sleeve for accommodating information media of claim 1 wherein said first folded-over double panel comprises a front portion and a folded first outer flap portion adhesively attached to said front portion, and said second folded-over double panel comprises a back portion and a folded second outer flap portion adhesively attached to said back portion.

4. The package sleeve for accommodating information media of claim 3 wherein said sleeve cavity is formed between said first and second outer flap portions.

5. The package sleeve for accommodating information media of claim 4 wherein at least said outer flap portions facing the information media in said sleeve cavity are treated with a coating to provide scratch resistance for the information media.

6. The package sleeve for accommodating information media of claim 5 wherein said coating is an aqueous-based acrylic clear coating.



7. A package sleeve for accommodating information media comprising:

- (a) a front portion;
- (b) first and second side flap portions connected to said front portion along respective first and second bend lines;
- (c) a back portion connected to said front portion along a third bend line;
- (d) top and bottom outer flap portions connected respectively to said front portion and to said back portion along respective fourth and fifth bend lines; and
- (e) wherein said top outer flap portion is folded along said fourth bend line and adhesively attached to said front portion to provide a first folded-over double panel having two folded layers of relatively the same size, said bottom outer flap portion is folded along said fifth bend line and adhesively attached to said back portion to provide a second folded-over double panel having two folded layers of relatively the same size, said back portion and said bottom outer flap portion adhered thereto are folded along said third bend line, and said first and second side flap portions are respectively folded along said first and second bend lines and attached to said back portion by



REPLACEMENT SHEET

Date: ~~13 DEC 1997~~
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21

adhesive means to thereby form a sleeve cavity between said first and second folded-over double panels for containment of the information media therein, and wherein said side flap portions are adhesively attached to said back portion along an exterior surface of said back portion which does not form part of said sleeve cavity and does not form a portion of either of said first or second folded-over double panels. and wherein said side flap portions when adhesively attached to said back panel do not cover said sleeve cavity. and (f) the side of said outer flap portions facing said information media in said sleeve cavity are treated with a coating to provide scratch resistance for the information media; and

(g) said front panel, said back panel, and said side flap portions have print areas thereon.

8. The package sleeve for accommodating information media of claim 7 wherein the package sleeve is designed to accommodate an optical information disc having a diameter no greater than 12cm.

9. The package sleeve for accommodating information media of claim 7 wherein said coating is an aqueous-based acrylic clear coating.

10. The package sleeve for accommodating information media of claim 7 wherein said front portion, said back portion and said side flap portions have print areas thereon.



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REPLACEMENT SHEET

Date: ~~13 DEC 1997~~
~~11 DEC 1997~~

22

11. A blank for forming a package sleeve for accommodating information media comprising:

- (a) a front portion;
- (b) first and second side flap portions connected to said front portion along respective first and second bend lines;
- (c) a back portion connected to said front portion along a third bend line;
- (d) top and bottom outer flap portions connected respectively to said front portion and to said back portions; along respective fourth and fifth bend lines wherein said top and bottom outer flap portions are of the same size respectively as said front and back portions; and
- (e) wherein said top outer flap portion can be folded along said fourth bend line and be adhesively attached to said first portion to provide a first folded-over double panel having two folded layers of relatively the same size, said bottom outer flap portion can be folded along said fifth bend line and be adhesively attached to said back portion and said bottom outer flap portion to provide a second folded-over double panel having two folded layers of relatively the same size, said back portion and said bottom outer portion which can be adhered thereto can be folded along said third bend line; and said first and second side flap portions can be respectively folded along said first and second bend lines and



THIS SHEET HAS BEEN
REPLACED

REPLACEMENT SHEET

Date: 13 DEC 1997

23

can be attached to an exterior surface of said back portion by adhesive means to thereby form a sleeve cavity between said first and second folded-over double panels for containment of the information media therein such that said side flap portions do not form part of said sleeve cavity and do not form a portion of either of said first or second folded-over double panels and said side flap portions do not cover said sleeve cavity; and

(f) one side of said front portion, side flap portions, back portion and said outer flap portions are treated with a coating to provide scratch resistance for the information media.

(g) said front panel, said back panel, and said side flap portions have print areas thereon.

12. The blank for forming a package sleeve for accommodating information media of claim 11 wherein the blank is designed to accommodate an optical information disc having a diameter no greater than 12cm.

13. The blank for forming a package sleeve for accommodating information media of claim 12 wherein the blank has a dimension approximately $19 \frac{3}{4}$ " in length and $6 \frac{5}{8}$ " in width.

14. The blank for forming a package sleeve for accommodating information media of claim 12 wherein the front portion has a dimension of approximately 5" in length and $5 \frac{1}{8}$ " in width.

15. The blank for forming a package sleeve for accommodating information of claim 12 wherein the back portion has a dimension of approximately 5" in length and $4 \frac{15}{16}$ " in width.



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REPLACEMENT SHEET

Date: ~~13 DEC 1997~~
11 DEC 1997

24

16. The blank for forming a package sleeve for accommodating information media of claim 12 wherein said outer flap portions have a dimension of approximately 4 7/8" in length and 4 15/16" in width.

17. The blank for forming a package sleeve for accommodating information media of claim 12 wherein the blank has a paper stock grain direction along the length thereof.

18. The blank for forming a package sleeve for accommodating information media of claim 11 wherein said coating is an aqueous-based acrylic clear coating.

19. The blank for forming a package sleeve for accommodating information media of claim 11 wherein said front portion, back portion and side flap portions have print areas thereon.

20. The blank for forming a package sleeve for accommodating information media of claim 11 wherein said first and second side flap portions have respectively first and second glue areas thereon for attachment of said side flap portions to said back portion.

25

21. The blank for forming a package sleeve for accommodating information media of claim 11 wherein said top and bottom outer flap portions have respectively third and fourth glue areas for attaching said top outer flap portion to said front portion and said bottom outer flap portion to said back portion.

22. The blank for forming a package sleeve of claim 11 wherein each of said bend lines is approximately 1/16" wide.

23. A method for making a package sleeve for accommodating information media therein from a carton blank comprising a front portion, first and second side flap portions connected to said front portion along respective first and second bend lines, a back portion connected to said front portion along a third bend line, and top and bottom outer flap portions connected respectively to said front portion and to said back portion along respective fourth and fifth bend lines, said method comprising the steps of:

- (a) folding said top outer flap portion along said fourth bend line;
- (b) adhesively attaching said top outer flap portion to said front portion to provide a first folded-over double panel having two folded layers of relatively the same size;
- (c) folding said bottom outer flap portion along said fifth bend line;
- (d) adhesively attaching said bottom outer flap portion to provide a second folded-over double panel having two folded



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REPLACEMENT SHEET

Date: ~~13 DEC 1997~~
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26

layers of relatively the same size;

- (e) folding said back portion and said bottom outer flap portion adhered thereto along said third bend line;
- (f) folding said first and second side flap portions along respectively said first and second bend lines; and
- (g) adhesively attaching said first and second flap portions to an exterior surface of said back portion to thereby form a sleeve cavity between said first and second folded-over double panels for containment of the information media therein such that said side flap portions do not form part of said sleeve cavity and do not form a portion of either of said first and second folded-over double panels, and said side flap portions do not cover said sleeve cavity, and

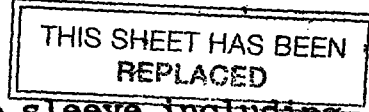
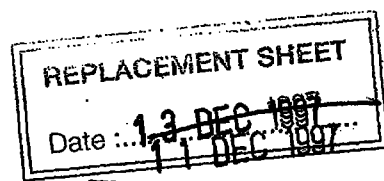
(h) further comprising the step of treating at least the side of said outer flap portions facing said sleeve cavity with a coating to provide scratch resistance for the information media.

(i) said front panel, said back panel, and said side flap portions have print areas thereon.

24. The method for making a package sleeve for accommodating information media therein of claim 23 wherein said coating is an aqueous-based acrylic clear coating.



27



25. A label assembly for a package sleeve including a sleeve cavity accommodating a storage media disc, said label assembly comprising a removable tear strip covering the sleeve cavity such that when detached, the disc can be removed from the sleeve cavity, said tear strip having a deadened adhesive portion facing the sleeve cavity so that no adhesive can contact the disc; said coating is an aqueous-based acrylic clear coating.

26. The label assembly of claim 25 wherein said tear strip is a perforated tear strip.

27. The label assembly of claim 25 which is vinyl.

28. A label assembly, for sealing a package sleeve accommodating a storage media disc and having a front portion and a back portion, said label assembly comprising a first face including mailing identification information means for identifying mailing information regarding the package sleeve and a second face including disc identification means for providing product identifying information regarding the storage media disc accommodated within the package sleeve; said coating is an aqueous-based acrylic clear coating.

29. The label assembly of claim 28 wherein said mailing identification information means includes mailing identification information selected from the group consisting of a mailing address, a return address, postal indicia and means for encoding postal information.

30. The label assembly of claim 29 wherein said means for encoding postal information is a postal bar code.



THIS SHEET HAS BEEN
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REPLACEMENT SHEET

Date: ~~13 DEC 1997~~
~~11 DEC 1997~~

28

31. The label assembly of claim 28 wherein said first face is applied to the front portion of the package sleeve.

32. The label assembly of claim 28 wherein said disc identification information means includes disc identification information selected from the group consisting of text information regarding the disc and means for encoding disc information.

33. The label assembly of claim 32 wherein said means for encoding disc information is a product identification bar code for the disc.

34. The label assembly of claim 28 wherein an address verification bar code is provided on said second face of said label assembly.

35. The label assembly of claim 28 wherein said second face is applied to the back portion of the package sleeve.

36. A label assembly for a package sleeve including a sleeve cavity for accommodating a storage media disc and having a front portion and a back portion, said label assembly comprising:

a removable tear strip covering the sleeve cavity such that when detached the disc can be removed from the sleeve cavity, said tear strip having a deadened adhesive portion facing the sleeve cavity so that no adhesive can contact the disc; and



THIS SHEET HAS BEEN
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REPLACEMENT SHEET

11 DEC 1997
Date 13 DEC 1997.....

29

a first face and a second face positioned on opposite sides of said tear strip, said first face including mailing identification means for identifying mailing information regarding the package sleeve and said second face including disc identification means for providing product identification information regarding the storage media disc accommodated within the package sleeve.

37. A combination storage media disc container/seal identification assembly comprising:

a package sleeve for accommodating the storage media disc comprising a front panel and a back panel connected thereto, and two side flap portions connected to said front panel, said front panel comprises a first folded-over double panel and said back panel comprises a second folded-over double panel and said side flap portions are adhesively attached to said back panel to form a sleeve cavity between said first and second folded-over double panels for containment of the storage media disc therein; and

a label assembly applied to said package sleeve and comprising a removable tear strip covering said sleeve cavity such that when said tear strip is detached, the disc can be detached from said sleeve cavity, said tear strip having a deadened adhesive portion facing the sleeve cavity so that no adhesive can contact the disc, said label assembly further comprising a first face and a second face positioned on opposite sides of said tear strip with said first face including mailing identification information means for identifying mailing information regarding the package sleeve and said second face including disc identification information means for



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REPLACEMENT SHEET
11 DEC 1997

Date: ~~13 DEC 1997~~

30

providing product identifying information regarding the storage media disc accommodated within said package sleeve; and the portions of said first and second folded-over double panels facing said sleeve cavity are treated with a coating to provide scratch resistance for the storage media disc.

38. A combination storage media disc container/seal identification assembly comprising:

(1) a package sleeve for accommodating the storage media disc including:

- (a) a front portion;
- (b) first and second side flap portions connected to said front portion along respective first and second bend lines;
- (c) a back portion connected to said front portion along a third bend line;
- (d) top and bottom outer flap portions connected respectively to said front portion and to said back portion along respective fourth and fifth bend lines; and
- (e) wherein said top outer flap portion is folded along said fourth bend line and adhesively attached to said front portion, said bottom outer flap portion is folded along said fifth



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REPLACEMENT SHEET

Date: 131 DEC 1997

31

bend line and adhesively attached to said back portion, said back portion and said bottom outer flap portion adhered thereto are folded along said third bend line, and said first and second side flap portions are respectively folded along said first and second bend lines and attached to said back portion by adhesive means to thereby form a sleeve cavity between said top and bottom outer flap portions for containment of the storage media disc therein; and

- (2) a label assembly applied to said package sleeve comprising:
 - (a) a removable tear strip covering said sleeve cavity such that when said tear strip is detached, the disc can be removed from said sleeve cavity, said tear strip having a deadened adhesive portion facing the sleeve cavity so that no adhesive can contact the disc; and
 - (b) a first face and a second face positioned on opposite sides of said tear strip with said first face including mailing identification information means for identifying mailing information regarding the package sleeve and said second face including disc identification information means for providing product identifying information



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REPLACEMENT SHEET

11 DEC 1997

Date : ~~13 DEC 1997~~....

32

regarding the storage media disc
accommodated within said package
sleeve.

39. A method for sealing a package sleeve
having a front face and a rear face and which
accommodates information media within a sleeve cavity
provided between the front and rear faces, said method
comprising the steps of sealing the sleeve cavity with a
label assembly having a removable tear strip covering the
sleeve cavity, and detaching said tear strip along
perforation lines provided in said label assembly to
remove the information media from the sleeve cavity.

40. A method for identifying information media
accommodated within a sleeve cavity of a package sleeve
having a front portion and a back portion and for
providing mailing information and product identification
information concerning the package sleeve and information
media accommodated therein and an address verification
bar code, said method comprising the steps of:

sealing the sleeve cavity with a label assembly;

applying a first portion of said label assembly
including mailing identification
information for the package sleeve to the
front portion of the package sleeve; and

applying a second face of said label assembly
including media identification information
and the address verification bar code to
the back portion of the package sleeve.