Bookmark with advertisement content attached to book as one set

Patent Application

II

Description:

A

It is an innovation in the way that by making use of the space of bookmark to advertise, bookmark become an advertisement carrier published and sold together with book as one set. Bookmark bundled with book creates value for publisher and seller by selling advertisement space on bookmark to other parties. Such bundle also creates a brand new advertisement platform, bookmark.

B

Although book and bookmark all have a long history and bookmark assist reading, it is most convenient when bookmark is attached to book as one-set. Publisher and seller has never bundled them together for publishing, which result in the inconvenience when reading. It is inconvenient for readers because people hardly take a bookmark with them all the time. When readers need a bookmark, they have to use other substitutes to keep place in pages, e.g. a boarding pass when they are on plane or a card or pen when they sit in front of the desk or just banding a corner of a book page over when they could not find anything. It shows the fact that book has a fixed and actual need for bookmark; they should become one set for readers. The direct reason why the publishers and seller do not want to provide a bookmark is because of the cost.

For bookmark itself, it is not a new thing. It only appeared as a separate item. Nobody considered in adding the advertisement function to it and selling book and bookmark together as one set. As a result, it does not make the best use of the value of bookmark and bookmark cannot possibly be a stable advertisement media of importance.

Only when the publisher and seller add the advertisement function to bookmark and design it as an integral part of the book and sell them together, it changes nature of bookmark:

- Due to advertisement effect, publisher is willing to consider bookmark as a part of a book at design stage and sell them together. One-set book and bookmark with advertisement content could reduce cost considerably for publisher and seller by bringing them income from advertisement.

- It brings convenience to readers, especially for： a. Professionals, they need to refer to a book from time to time and make notes. Once bookmark is attached to a book, it will bring them great convenience. b. Children, they keep the place in reading by putting bookmark instead of folding pages, thus they learn to protect books, and it is fun of reading with bookmark of advertisement design.

- The more important is that it opens up a new and stable advertisement carrier. This carrier is exposed to all readers and it is non-compulsory, delicate, stylish and fun, it could be appreciated over time and be kept for long time. At the same time, despite its high class taste, it is a much cheaper carrier for advertisement compared with other existing media.

- It perfects book, and could be regarded as a revolution in book publishing, contributing to the development of publishing industry, and advertisement media and product communication as well.

C

Material: paper, cloth, plastics, rubber, wood, metal or any other new technology material.

Shape: any flat shape which could express a subject, including square, rectangle, triangle, circle, baguette, polygon, or any shape composed by straight line or curved line, as well as art figure or shape of any actual product.

The difference with general bookmark: the bookmark is not separate to provide, it is attached to a book as one set. Bookmark with added advertisement content, as an integral part of the book be published and printed and sold or given together with book as one set. It is an advertisement carrier to make profit.

Function: added with advertisement content, movable, mark pages when reading;

Placing method: place outside or inside of front or back cover of a book, place in bag or slot inside a book, tie with a ribbon that fixed on a book, or insert into pages of a book directly.

Advertisement type: general use of text, picture, photo, animation, from flat to 3D and digital showing effect.

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III

Claim(s):

All bookmarks containing advertisement content bundled together with book for sale as One-Set, no matter what kind of materials it was made from paper, cloth, plastics, rubber, wood, metal or any other new technology material. It is movable and can be used to mark the pages for book and at the same time, is a carrier of advertisement enabling publisher and seller make profit from selling to other party advertisement space in the bookmark, card and substitutes of similar nature.

The publisher and seller are referred to the parties in the industry of book publishing, printing, sale and distribution.

To avoid confusion, special attention is given that the claim does not cover the advertisement which publisher and seller is used to promote themselves or their related publishing material, neither does it cover magazines and pictorials which are published weekly or monthly or irregularly, neither does it cover bookmarks that are sold separately no matter whether it is printed with advertisement or not.