

Phone Case Inlay Greeting Card

Field of Invention

The present invention relates generally to greeting cards, and more particularly to a greeting card that can be fitted into a transparent snap-on phone case as a decorative inlay.

Background of the invention

The common notion most people have of greeting cards is that a standard two-fold card that has pictures and messages printed on it, meant to be given to another person on particular occasions. However, there are greeting cards that may contain three-dimensional, removable or transferable decorative articles.

For instance, U.S. Pat. No. 4,087,576 describes a greeting card containing a three-dimensional ornament that can be punched out of panels of the card and may be hung for decorative purposes. U.S. Pat. No. 6,871,429 describes a greeting card containing an adhesive sticker that may for instance be attached to a bumper of a vehicle. U.S. Pat. No. 5,102,171 describes a greeting card that contains a sheet of static cling vinyl material which may be removed and adhered to a smooth, non-porous surface. Other examples include greeting cards containing heat-transferable materials are described in U.S. Pat. No. 7,021,666 and U.S. Pat. No. 5,951,057, in which a picture in the greeting card may be heat-transferred onto a tee shirt or other items with a receptive surface.

The standard two-fold greeting card is usually discarded after a short period of time. But if it has some sentimental or remembrance value to the recipient, it may end up being kept for instance in a drawer for ages.

For the prior art examples mentioned above, they allow a recipient to use the removable or transferable decorative articles for display or to show other people. Therefore, in addition to a sentimental or remembrance value, they also provide an exhibit value to the recipient.

Once separated from the greeting card, a removable or transferable decorative article from the prior art examples may be easily put up for display at certain locations. For instance, if the article is a three-dimensional ornament, it may be hung on a furniture or fixture or just placed on a desk. If it is an adhesive-backed sticker or decal, it may be attached onto a window pane, a car bumper or a refrigerator body. If it is a heat-transferable sticker, it may be ironed onto a tee shirt.

A recipient of a greeting card in the prior art examples mentioned above may choose which location he or she wants to put up the greeting card or the decorative article for display, but

once chosen the location is more or less permanently fixed. And having a decorative article in a particular fixed location limits the number of people whom it can be shown to or who are able to view it.

For instance, It is difficult to remove a picture heat-transferred to a shirt without damaging the picture or the shirt. Although a person may wear the shirt and go around showing a lot of other people the heat-transferred picture, he or she cannot be wearing the same shirt every day.

An adhesive-backed sticker may be easily removed from one surface and adhered onto another, but doing so a few times may cause it to lose its adhesiveness and it may also leave a mark on the previous surfaces. If a sticker is adhered to the surface of an object, then a person has to be able to always carry along the particular object wherever he or she goes in order to always show it to a lot of other people.

And while it is easy to move a three-dimensional article for instance from a desk to a shelf, it will still most likely be within an office or a home, and people with no access to the particular office or home will not be able to view it.

Therefore, while a removable or transferable decorative article in the prior art examples may be used for display, it tends to remain in a more or less permanently fixed location thereby limiting the number of people whom it can be shown to or who are able to view it. As a result of limited mobility and therefore limited exposure, the exhibit value of the greeting card and its removable or transferable decorative article is thus reduced also.

Summary of the invention

The present invention overcomes the shortcomings of limited mobility and limited exposure in the prior art examples mentioned above by providing a greeting card that can be fitted into a transparent snap-on phone case as a decorative inlay.

Most people own a mobile phone and they carry it along with them wherever they go. Therefore, by providing a greeting card that can be fitted into a transparent snap-on phone case and acting as a decorative inlay for the phone case, a recipient of the greeting card is also able to carry the greeting card along wherever he or she goes and show it to a lot of other people.

The main object of this invention is to provide a greeting card with enhanced exhibit value.

More specifically, an object of this invention is to provide a greeting card that is convenient for the a person to carry along wherever he or she goes. A related object of this invention is to provide a greeting card that a person can show to a lot of other people.

Still another object of this invention is to provide a greeting card that may be adapted to fit into transparent snap-on phone cases of different mobile phone models.

Yet another object of this invention is to provide a greeting card that encourages the recipient to use it as an everyday decorative object instead of just discarding it after a short period of time or for instance keeping it in a drawer for ages.

The above objects are attained by a greeting card that may be fitted into a transparent snap-on phone case and acts as a decorative inlay for the phone case. The greeting card is made up of at least one panel having at least one window. When opened the window reveals devices like camera which are usually located at the back of the body of mobile phones. Both surfaces of the panel may be printed with graphical images, pictures, textual information, numerical information and combinations thereof to convey a greeting or message to the recipient. A blank region may also be provide on either surface for a sender to write personalized messages, draw pictures or sign on the card. It is reversible, meaning a person can choose which surface of the card to show other people when it is fitted into a transparent snap-on phone case. It may be die-cut to fit into a transparent snap-on phone case meant for use with a particular mobile phone model. Alternatively, it may be adapted to fit into transparent snap-on phone cases of alternative mobile phone models. This is attained by having body outlines of those mobile phone models added onto the card, by means of drawing or perforations, to allow a person to tear or cut along a particular outline to obtain the correct shape and dimension corresponding to a particular mobile phone model. The greeting card may also be a detachable section of a larger secondary greeting card in alternative embodiments described hereinafter.

Brief Description of the drawings

In describing the invention, reference is made to the accompanying drawings in which:

FIG. 1 is a front view of the first surface of embodiment 100 of a greeting card made in accordance with the present invention;

FIG. 2 shows embodiment 200 which is similar to the first embodiment but has two windows;

FIG. 3 is a front view of a greeting card made in accordance with the present invention with the detachable door folded over the second surface;

FIG. 4 is a front view of embodiment 300 of a greeting card made in accordance with the present invention with body outline of a second phone model added on the second surface and the detachable door divided into two portions by lines of weakness;

FIG. 5 is a front view of embodiment 400 of a greeting card made in accordance with the present invention with two panels joined by a fold line;

FIG. 6 is a perspective view of the greeting card of FIG. 5;

FIG. 7 is a front view of embodiment 500 of a greeting card made in accordance with the present invention in which a greeting card is a detachable section within the borders of a secondary rectangular greeting card;

FIG. 8 is a perspective view of the greeting card of FIG. 7;

FIG. 9 is a front view of embodiment 600 of a greeting card made in accordance with the present invention and held within a secondary greeting card in a detachable position;

FIG. 10 is a front view of the greeting card of FIG. 9 with the second panel folded over the cover panel; and

FIG. 11 is a perspective view of the greeting card of FIG. 9.

DETAILED DESCRIPTION OF THE INVENTION

The invention may come in alternative embodiments described hereinbelow.

The invention is indicated generally by the reference number 100. Except where otherwise stated, identical reference numbers in both the description and drawings refer to similar structures.

Embodiment 100

FIG. 1 illustrates a greeting card 100 made in accordance with the present invention that has a single cover panel 11 with information printed on the first surface 21. The greeting card 100 may be made of but not limited to card stock material common in the art. For instance, Specialty paper like PET (coated polyester film) paper which is thin, lightweight, tear-resistant and can be printed on using common printing equipment may also be used.

The greeting card 100 is die-cut to fit into a transparent snap-on phone case meant for use with a particular mobile phone model. Information printed on the first surface 21 of the cover panel 11 may include any graphical images, pictures, textual information, numerical information and combinations thereof. Printings may be done by methods common in the art.

On the greeting card 100 is a window 40 covered by a detachable door 50 which when opened reveals devices like camera or flashlight or manufacturer's logo normally found at the back of mobile phones. The shape, size and position of the window 40 may be adjusted according to the mobile phone model and thus the phone case that the card is supposed to be fitted into. The detachable door 50 is made by cutting through the paper but with some small tear-away junctions 70 remaining.

Lines of weakness 60 preferably made up of perforations acting as hinge for the detachable door 50 allow a person to fold the detachable door 50 or separate it from rest of greeting card 100 easily. A pair of small tear-away junctions 70 hold the detachable door until it is opened or separated from rest of greeting card 100. The number and positions of the tear-away junctions 70 may be adjusted according to the shape and size of the detachable door 50.

FIG. 3 shows an illustration with a printed picture and personalized message written on the second surface 31 of the cover panel 11 of the greeting card 100 of FIG. 1. Like the first surface 21, the second surface 31 may also contain any graphical images, pictures, textual information, numerical information and combinations thereof. A blank region may also be provided on second surface 31 for addition of personalized message, drawing or signature using common writing instruments. Text 80 stating the mobile phone model that the greeting card is meant to be used with may also be printed on second surface 31.

The card is reversible and a person can choose which surface of the card to show other people when it is fitted into a transparent snap-on phone case. If a person wants to show first surface 21 and therefore the card 100 will be fitted into a transparent snap-on phone case with first surface 21 facing outward, the detachable door 50 is shown folded over second surface 31 with lines of weakness 60 acting as the hinge and thus opening window 40. Alternatively, If a person wants to show second surface 31, then the detachable door 50 shall be folded over first surface 21.

A person may also choose to separate the detachable door 50 from the rest of the greeting card 100 completely by tearing along the lines of weakness 60. However, the advantage of folding the detachable door 50, instead of separating it completely from the rest of the greeting card 100, is that it can later be folded back to cover window 40 if a person decides to stop using the greeting card 100 on a phone case after some time but still wants to keep it for remembrance.

Embodiment 200

FIG. 2 illustrates a greeting card 100 made in accordance with the present invention that has two windows 41,42 instead of only one window 40 as shown in FIG. 1. Lines of weakness 61, 62 acting as hinges for the detachable doors 51, 52 and preferably made up of perforations allow a person to fold the detachable doors 51, 52 or separate it from the rest of the greeting card 100 easily.

The reason for having two windows instead of one is two-fold. Firstly, the devices on the back of the body of some mobile phone models may be spaced quite far apart. As such, window 41 may for instance reveal the camera and window 42 may for instance reveal the flashlight. Secondly, the windows may allow the card to be used reversibly. For instance, devices may be located on the left side of the back of the body of a particular mobile phone

model. When a person wants to show other people the first surface 21 of the greeting card 100, he or she may detach door 51 and keep door 52 intact, and fit the greeting card 100 into a transparent snap-on phone case with the first surface 21 facing outward and the devices revealed through window 41. But if the person wants to show the second surface 31 of the greeting card 100, he or she may detach door 52 but keep door 51 intact, and fit the greeting card 100 into a transparent snap-on phone case with the second surface 31 facing outward and the devices revealed through window 42.

Embodiment 300

FIG. 4 illustrates a greeting card 100 made in accordance with the present invention that is adapted to fit into transparent snap-on phone cases of alternative mobile phone models. The greeting card 100 is die-cut to fit into a transparent snap-on phone case meant for use with a particular mobile phone model indicated by text 80 on second surface 31 of cover panel 11.

Line 90 which is the body outline of an alternative mobile phone model as indicated by text 81 is has been added to second surface 31 by means of drawing or perforations. A person may tear or cut along line 90 to obtain the shape and dimension corresponding to a particular mobile phone model as indicated by text 81.

Lines of weakness 61 preferably made up of perforations separate the detachable door 50 into two portions 51, 52. If a person wants to use the greeting card 100 in conjunction with a mobile phone model as indicated by text 80 and assuming that removing the detachable door 50 will reveal the devices located at the back of the body of the mobile phone, he or she may fold or tear along lines of weakness 60. But if the greeting card 100 is to be used in conjunction with a mobile phone model as indicated by text 81 and assuming that removing portion 51 of the detachable door 50 will reveal the devices located at the back of the body of the mobile phone, he or she may fold or tear along lines of weakness 61 while leaving portion 52 intact.

It is within the scope of this invention for the greeting card 100 to have more than one body outline of alternative mobile phone models added to second surface 31, however one should take care not to clutter the second surface 31 with too many lines making the greeting card 100 less aesthetically appealing.

This embodiment is suitable when the alternative mobile phone models have roughly the same body shapes and dimensions, and the devices at the back of the bodies are located at roughly the same positions also.

Embodiment 400

FIG. 5 illustrates a greeting card 100 made in accordance with the present invention that is adapted to be a detachable panel 11 of a larger secondary greeting card 200. The greeting card 200 is made up of two panels 11, 12. Cover panel 11 is constructed to be a replica of one of the alternative embodiments of the greeting card 100 described hereinbefore with similar structures and features.

However, cover panel 11 is now joined with a second panel 12 along a fold line 90. Fold line 90 is defined by lines of weakness preferably made up of perforations that allow a person to detach the cover panel 11 from the second panel 12 easily by tearing along the line. Similar to the second surface 31 of cover panel 11, the second surface 32 of second panel 12 may also contain any graphical images, pictures, textual information, numerical information and combinations thereof. A blank region may also be provided on surface 32 for personalized message, drawing or signature. The opposite surface of second surface 32 of second panel 12 may likewise have images and information printed thereon and a blank region provided.

The greeting card 200 of FIG. 5 is shown folded along fold line 90 and partially opened in FIG. 6. First surface 21 of cover panel 11 becomes the front cover of the greeting card 200 and second surfaces 31, 32 become the inner pages. A recipient of the greeting card 200 may keep it in its entirety. Alternatively, he or she may detach cover panel 11 from second panel 12 by tearing along the fold line 90, and fit cover panel 11 into a transparent snap-on phone case while keeping second panel 12 as a remembrance.

It is within the scope of this invention for the greeting card 200 to have a plurality of panels. It is also within the scope of this invention for the greeting card 200 to have more than one panel 11 which can be detached and fitted into a transparent snap-on phone case. Such a construction may be suitable when the greeting card 200 is being sent to more than one recipient, for instance a couple, so that all recipients may enjoy the benefit of using the panels 11 on their transparent snap-on phone cases.

Embodiment 500

FIG. 7 illustrates a greeting card 100 made in accordance with the present invention that is adapted to be a detachable section within the borders of a secondary rectangular greeting card 300. The rectangular greeting card 300 is made up of two panels 111, 112. In cover panel 111, lines of weakness 110 preferably made up of perforations circumscribe a detachable section that is constructed to be a replica of one of the alternative embodiments of the greeting card 100 described hereinbefore with similar structures and features.

A person may tear along line 110 to separate the greeting card 100 from the rest of the greeting card 300. Cover panel 111 is joined with a second panel 112 along a fold line 120. Fold line 120 may be a score line or lines of weakness preferably made up of perforations

that allow a person to detach the cover panel 111 from the second panel 112 easily by tearing along the line.

Similar to the second surface 131 of cover panel 111, the second surface 132 of second panel 112 may also contain any graphical images, pictures, textual information, numerical information and combinations thereof. A blank region may also be provided on second surface 132 for personalized message, drawing or signature. The opposite surface of second surface 132 of second panel 112 may likewise have images and information printed thereon and a blank region provided.

The greeting card 300 of FIG. 7 is shown folded along fold line 120 and partially opened in FIG. 8. First surface 121 of cover panel 111 becomes the front cover of the greeting card 300 and second surfaces 131, 132 become the inner pages. A recipient of the greeting card 300 may keep it in its entirety. Alternatively, he or she may separate the detachable section 100 from the rest of the greeting card 300 by tearing along line 110, and fit the detachable section 100 into a transparent snap-on phone case. If fold line 120 is made up of perforations, a person may separate what is left of cover panel 111 from second panel 112 by tearing along fold line 120 and keep panel 112 as a remembrance.

This embodiment is suitable when the sender needs a bigger greeting card for instance to write lengthy messages.

It is within the scope of this invention for the greeting card 300 to have only a single cover panel 111 or a plurality of panels. It also is within the scope of this invention for the greeting card 300 to have more than one panel 111 each with a detachable section 100 which can be detached and fitted into a transparent snap-on phone case. Still, it is also within the scope of this invention for the greeting card 300 to have shapes other than rectangular.

Embodiment 600

FIG. 9 illustrates a greeting card 100 made in accordance with the present invention and held within a secondary greeting card 400 in a detachable position. Second panel 212 is joined to cover panel 211 along a scored fold line 220, and cover panel 211 is joined to third panel 213 along a fold line 230 which may be a score line or lines of weakness preferably made up of perforations that allow a person to easily detach the cover panel 211 from the third panel 213 by tearing along the line.

Second surface 231 of cover panel 211, second surface 232 of second panel 212 and second surface 233 of third panel 213 may contain any graphical images, pictures, textual information, numerical information and combinations thereof. A blank region may also be provided on second surface 233 of third panel 213 for personalized message, drawing or signature. The opposite surface of second surface 233 of third panel 213 may likewise have images and information printed thereon and a blank region provided.

A greeting card 100 in one of the alternative embodiments described hereinbefore is held in a relatively fixed but detachable position in second panel 212 by a pair of die-cut slots 250. Cover panel 211 has a die-cut window 240 which reveals partially the first surface 21 of the greeting card 100 when cover panel 211 is folded over second panel 212 along scored fold line 220 as shown in FIG. 11. Second panel 212 also has a die-cut window 260 which reveals partially the second surface 31 of the greeting card 100 as shown in FIG. 10.

The greeting card 400 of FIG. 9 is shown folded along scored lines 220, 230 and partially opened in FIG. 11. First surface 221 of the cover panel 211 becomes the front cover with a die-cut window 240 revealing partially the first surface 21 of the greeting card 100, while the first surface 222 of second panel 212 and second surface 233 of third panel 213 will form the inner surface of the greeting card 400.

A recipient may remove greeting card 100 for use on a transparent snap-on phone case. If fold line 230 is made up of perforations, he or she may separate the cover and second panels 211, 212 from third panel 213 by tearing along fold line 230 and keep panel 213 as a remembrance.

It is within the scope of this invention for the greeting card 400 to have more than a pair of die-cut slots 250 in any positions so long as they are able to hold the greeting card 100 in a relatively fixed but detachable position. It is also within the scope of this invention for the greeting card 400 to have shapes other than rectangular.

This embodiment is suitable when the greeting card 100 is made of supple material and needs to be supported on a more rigid structure.

It is to be noted that CD album inlays and mobile phone skins are not within the scope of the term "greeting card" as used to describe this invention. A CD album inlay is a printed card or paper insert that goes into the back of a CD case. It is used predominantly to provide information like track listing, record label and contact details. A mobile phone skin is an adhesive-backed sticker usually made of vinyl material, to be pasted onto either a mobile phone body or a phone case mainly for decorative purpose. However, neither is meant to be used as a medium for a sender to convey message and greeting to a recipient.

While the invention has been described by reference to specific exemplary embodiments, it shall be apparent to those skilled in the art that changes and modifications may be made therein without departing from the scope and spirit of the invention.