

Title (en)

Method for applying an advertising means on a timepiece and timepiece with an advertising means

Title (de)

Verfahren zum Anbringen eines Werbehinweises an einer Uhr und Uhr mit einem Werbehinweis

Title (fr)

Procédé d'application d'un moyen publicitaire sur une montre et montre comportant un moyen publicitaire

Publication

EP 0811895 A3 19981014 (DE)

Application

EP 97108981 A 19970604

Priority

- DE 19622709 A 19960606
- DE 19626503 A 19960702

Abstract (en)

[origin: EP0811895A2] The method for the application of the advertising slogan includes the provision of an opening (7) in an intermediate base (5), separating the chamber for the watch drive (2) from the chamber for the indication elements. The dial, can also be provided with an opening or as an alternative. A carrier element (8) having the advertising slogan or reference is arranged in such a manner, behind the intermediate base (5) and/or the dial on its front side (10). That the advertising slogan is visible through the opening at the front side of the watch.

IPC 1-7

G04B 19/06; **G04B 45/00**

IPC 8 full level

G04B 19/06 (2006.01); **G04B 45/00** (2006.01)

CPC (source: EP)

G04B 19/06 (2013.01); **G04B 45/0084** (2013.01)

Citation (search report)

- [X] DE 1320398 U 19341213
- [X] DE 1312360 U 19340911
- [X] FR 331681 A 19030925 - ALEXANDRE MERCIER [CH], et al
- [A] DE 1771983 U 19580807 - MARTI FRITZ [CH], et al
- [A] WO 9500939 A1 19950105 - PRESMATEC SA [CH], et al
- [A] DE 1704077 U 19550804 - FALK PAUL [DE]
- [A] CH 32711 A 19050831 - GEORGES FAVRE JACOT & CO [CH]
- [A] CH 678255G A3 19910830

Designated contracting state (EPC)

AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

DOCDB simple family (publication)

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