

Title (en)  
PROMOTIONAL SYSTEM

Title (de)  
WERBESYSTEM

Title (fr)  
SYSTEME DE PROMOTION

Publication  
**EP 1312067 A4 20040609 (EN)**

Application  
**EP 01951228 A 20010713**

Priority  

- AU 0100859 W 20010713
- AU PQ878200 A 20000713
- AU PR129000 A 20001107
- AU PR313201 A 20010215

Abstract (en)  
[origin: WO0207133A1] The invention concerns a carrier of information that is releasably affixed to a container, such as a beverage can. The carrier of information may be a small diameter compact disk (CD), or a token, for example. The CD may contain music, video images, games or competitions, or the token may carry printed images, competitions and the like. A consumer may select the promotional system, such as a can of soft drink with a small CD fixed to it, allowing the drink within the container to be enjoyed, along with the CD once it is removed from the can. The system may also include an adaptor to hold the CD, and allow it to be placed into a standard CD player. A method of promotion of a product utilizing this promotional system is also disclosed.

IPC 1-7  
**B65D 23/12**; **B65D 23/14**; **B65D 51/24**; **B65D 51/20**

IPC 8 full level  
**B65D 51/28** (2006.01); **B65D 85/30** (2006.01); **B65D 85/57** (2006.01); **G09F 23/00** (2006.01); **G09F 25/00** (2006.01); **G09F 27/00** (2006.01); **G11B 23/03** (2006.01); **G11B 23/30** (2006.01); **G11B 23/38** (2006.01)

CPC (source: EP US)  
**B65D 17/28** (2017.12 - EP US); **B65D 17/40** (2017.12 - EP US); **B65D 51/28** (2013.01 - EP US); **G09F 23/00** (2013.01 - EP US); **G09F 23/0091** (2013.01 - EP US); **G09F 25/00** (2013.01 - EP US); **G09F 27/00** (2013.01 - EP); **G11B 23/30** (2013.01 - EP US); **G11B 23/38** (2013.01 - EP US); **B65D 2517/0052** (2013.01 - EP US); **B65D 2517/0098** (2013.01 - EP US)

Citation (search report)  

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Designated contracting state (EPC)  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR

DOCDB simple family (publication)  
**WO 0207133 A1 20020124**; CN 1447959 A 20031008; EP 1312067 A1 20030521; EP 1312067 A4 20040609; MX PA03000364 A 20040913; US 2004050724 A1 20040318

DOCDB simple family (application)  
**AU 0100859 W 20010713**; CN 01814345 A 20010713; EP 01951228 A 20010713; MX PA03000364 A 20010713; US 33300803 A 20031009