

Title (en)

COMPACT DISK (CD) JEWEL CASE HINGE STORAGE APPARATUS AND MARKETING METHOD

Title (de)

CD JEWEL-CASE-SCHARNIER-AUFBEWAHRUNGSVORRICHTUNG UND VERTRIEBSVERFAHREN

Title (fr)

APPAREIL DE STOCKAGE ARTICULE SOUS FORME DE BOITE A DISQUE COMPACT (CD) ET PROCEDE DE MARKETING

Publication

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Application

**EP 07709762 A 20070112**

Priority

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Abstract (en)

[origin: US2007163901A1] An optical disk ("compact disk," "CD," "DVD," or other "optical disk") case is disclosed which utilizes spaces within such "CD Jewel Cases" to store, transport, display, sample, and market other products. The largest of such spaces unused within CD Cases is a hinge space located at or near the point where the bottom and top covers are joined in a movable "hinge." A marketing method for presenting two or more items to a prospective purchaser using the CD Case of the present invention is also disclosed for co-marketing products, or premiums or gifts offered with products. In such method, additional items, which may be solid or liquid, single or many, and are often consumables (such as perfume), may then be stored and transported with the optical disk and its case, and eventually presented to a potential purchaser in the same CD Case at the "point of sale" for the optical disk or the additional item.

IPC 8 full level

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