

Title (en)  
Layer-like advertising medium

Title (de)  
Lagenartiger werbeträger

Title (fr)  
Support publicitaire en forme de couches

Publication  
**EP 2634763 A3 20140226 (DE)**

Application  
**EP 13000995 A 20130227**

Priority  
• DE 102012004126 A 20120301  
• DE 202012002257 U 20120301

Abstract (en)  
[origin: EP2634763A2] The advertising medium (11) is attached to the rear portion of packaging (V). The advertising medium has advertising areas (15) that are releasably secured via predetermined separation points (16,17). The advertising areas are connected over separation points. An independent claim is included for packaging box.

IPC 8 full level  
**G09F 3/00** (2006.01); **G09F 3/10** (2006.01); **G09F 3/02** (2006.01)

CPC (source: EP)  
**G09F 3/0288** (2013.01); **G09F 3/10** (2013.01); **G09F 2003/0272** (2013.01)

Citation (search report)  
• [X] US 2010005692 A1 20100114 - FARNSWORTH DONALD [US], et al  
• [X] DE 202007015103 U1 20071227 - LORENZ ANJA [DE], et al  
• [A] DE 202006014459 U1 20061116 - DINGES KLAUS [DE]

Cited by  
DE202014008743U1

Designated contracting state (EPC)  
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)  
BA ME

DOCDB simple family (publication)  
**EP 2634763 A2 20130904; EP 2634763 A3 20140226**

DOCDB simple family (application)  
**EP 13000995 A 20130227**