

Title (en)

HORIZONTAL PLATFORM AND ADVERTISEMENT DISPLAY APPARATUS AND METHOD OF USING SAME

Title (de)

WAAGERECHTE PLATTFORM SOWIE WERBUNGSANZEIGEVORRICHTUNG UND VERWENDUNGSVERFAHREN DAFÜR

Title (fr)

PLATEFORME HORIZONTALE ET APPAREIL D'AFFICHAGE DE PUBLICITÉ ET PROCÉDÉ D'UTILISATION DE CEUX-CI

Publication

EP 2717746 A4 20150318 (EN)

Application

EP 12796111 A 20120606

Priority

- US 201161457805 P 20110607
- US 201261611956 P 20120316
- US 2012041055 W 20120606

Abstract (en)

[origin: WO2012170496A1] A unique beverage holder is adapted to be mounted on a vertical wall surface, and includes a cantilevered beverage holder platform and an advertising display, preferably including a slot or other arrangement for receiving an advertising media and an outwardly facing window for viewing the advertisement. The device is preferably installed in bathrooms, and the like, such as above urinals to provide bathroom users with a place to set their beverage, and at the same time attracting attention to the advertisement while the user is captive. In one embodiment, the beverage holder is adapted to be reversibly mounted on a wall bracket such that the shelf unit may alternately be at the top or bottom of the device. The reversible beverage holder is preferably secured to the wall bracket by release tabs.

IPC 8 full level

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CPC (source: EP)

A47B 96/027 (2013.01); **A47G 23/0208** (2013.01); **G09F 23/06** (2013.01)

Citation (search report)

- [X1] NL 1027278 C1 20060419 - BEAUFORT RAYMOND ING [NL]
- [X1] US 5330261 A 19940719 - BENNETT JAMES L [US]
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- [X1] US 2006175507 A1 20060810 - BERTSCH PATRICK M [US], et al
- [A] US 2003020704 A1 20030130 - MAERCOVICH JORGE [US], et al

Citation (examination)

- EP 0997091 A1 20000503 - ESTEE LAUDER INC [US]
- US 2005076554 A1 20050414 - FAST JACOB [US], et al
- See also references of WO 2012170496A1

Designated contracting state (EPC)

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