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(54) **A beach umbrella or umbrella with an advertising object**

(57) The present invention refers to a beach umbrella or umbrella with an advertising object which includes, at least, one advertising object (7, 9) disposed in a steam portion (6, 8), suitably located along said steam

(6, 8), including, at least, one of its ends, and being attached by vulcanisation, gluing or by any other means, for instance, mechanical, directly on the said steam or on the slide associated to said steam.

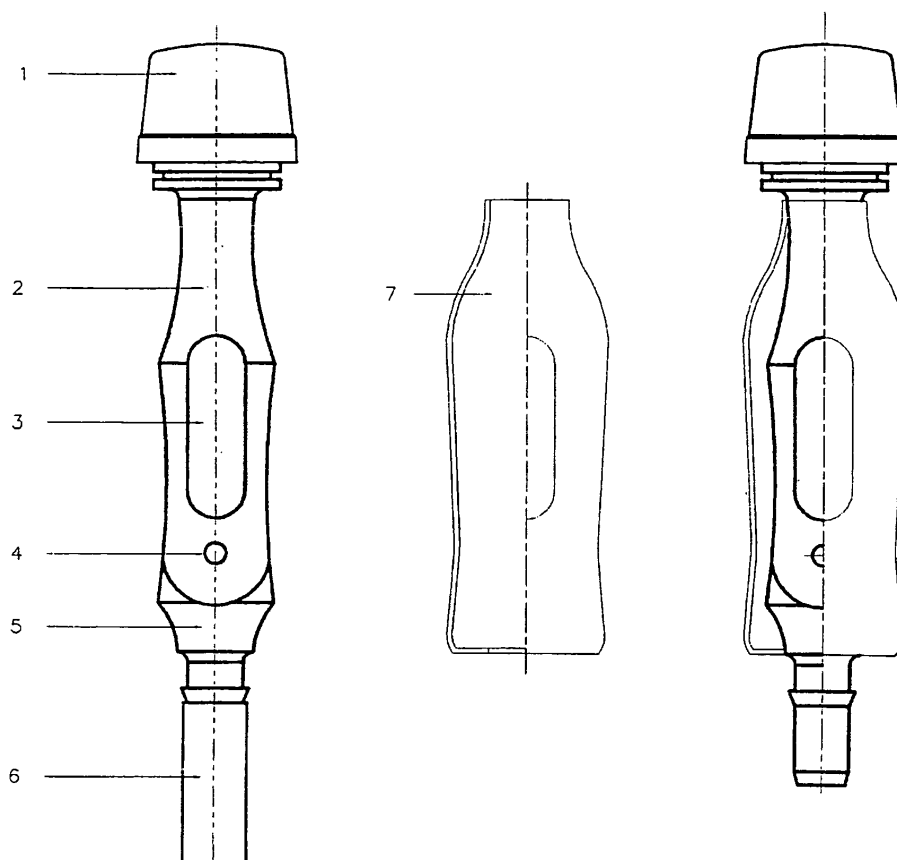


FIG. 1

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Description

Field of the invention

[0001] The present invention refers, generally to beach umbrellas or umbrellas, and especially to a combination of a beach umbrella or umbrella with an advertising object disposed on its steam, in a location that does not interfere with the normal operation of the beach umbrella or umbrella, in order to advertise a product or service.

State of the art

[0002] As much as it is the inventor knowledge it doesn't exist in the prior art any combination of a beach umbrella or umbrella and an advertising object disposed on its steam.

Summary of the invention

[0003] The purpose of the present invention is to provide a beach umbrella or umbrella and an advertising object that includes, at least, one advertising object disposed in a steam portion, suitably located along said steam, including, at least one of its ends, being attached by vulcanisation, gluing or by any other means, for instance, mechanical, directly on the said steam or on the slide associated to said steam.

[0004] According to the invention the advertising object presents exteriorly the contour of the product or service to advertise and internally is substantially hollow in order to be able to be combined with the said steam of said beach umbrella or umbrella or with the slide associated to said steam, constituting, preferably, a jacket or lining of a suitable portion of said steam or of said slide.

[0005] According to the invention the steam of said beach umbrella or umbrella can be a rigid steam, an articulated steam, with one or more articulations, and further a steam with two parts, the advertising object being able to be combined with an articulation of a beach umbrella or umbrella.

[0006] Still according with the invention the advertising object is made of natural rubber, synthetic rubber or further from any other suitable material.

[0007] According with the invention the steam, of said beach umbrella, can be constituted by a upper steam, associated to the rods and a lower steam for attachment in the ground, said advertising object being able to be associated, preferably, to said lower steam and being localised, suitably, close to its upper end junction to said upper steam, and being able to belong to the interlocking device of the two steams.

[0008] Also according with the present invention the advertising object could be localised at the upper end of the steam of said beach umbrella or umbrella.

[0009] Still according with the present invention said

advertising object should be conceived in order to be attached at the lower end of an umbrella, in which case it could constitute the handle of the umbrella.

5 Brief description of the drawings

[0010] The present invention will be described afterwards with more detail, with the help of several preferred embodiments, represented in the appended drawings, in which:

Figure 1 is a diagrammatic view which represents the upper articulating portion of a beach umbrella or umbrella, one advertising object (bottle) and the combination of the advertising object with the upper articulating portion of said beach umbrella or umbrella, according with the present invention;

Figure 2 is a diagrammatic view that represents a beach umbrella with the bottle positioned in the situation corresponding to the figure 1;

Figure 3 is a diagrammatic view that represents a lower steam portion of a beach umbrella connected to the upper steam of the umbrella, the bottle being associated to the interlocking mechanism of said steams;

Figures 4a e 4b are diagrammatic views that represent, respectively, a beach umbrella with the bottle positioned in the situation corresponding to figure 3, and an enlarged detail thereof;

Figure 5 is a diagrammatic view that represents said bottle associated to the slide of a beach umbrella or umbrella;

Figure 6 is a diagrammatic view that represents a lower steam portion of a beach umbrella connected to the upper steam of the umbrella, a cup being associated to the interlocking mechanism of said steams;

Figures 7a and 7b diagrammatic views that represent, respectively, a beach umbrella with the bottle positioned in the situation corresponding to figure 6, and an enlarged detail thereof;

Figure 8 a diagrammatic view that represents the upper end of the steam portion of a beach umbrella or umbrella in combination with one cup;

Figure 9 is a diagrammatic view that represents a beach umbrella with the cup positioned in the situation corresponding to the figure 8;

Figure 10 a diagrammatic view that represents said cup associated to the slide of a beach umbrella or

umbrella; and

Figure 11 is a diagrammatic view that represents a beach umbrella with the cup positioned in the situation corresponding to figure 10.

Description of the preferred embodiments

[0011] The preferred embodiments of the present invention will now be described with reference to the diagrammatic figures, wherein in the figure 1 is represented the upper steam of a beach umbrella or of the steam of an umbrella, the top glass being indicated by 1, by 2 the upper part of the articulation, by 3 the control button of the articulation, by 4 the pin of the articulation, by 5 the lower part of the articulation e by 6 the upper steam of the beach umbrella or the steam of the umbrella and finally a jacket or lining in a bottle shape 7, in natural rubber, synthetic rubber or further from any other suitable material, which can be attached by vulcanisation, gluing or by any other means, for instance, mechanical, directly over the said articulation, but which does not interfere with the function of the articulation.

[0012] There is shown in figure 5 a bottle shaped jacket or lining (7', 7'') in natural rubber, synthetic rubber or further from any other suitable material, is divided into two parts 7', 7'', associated to the locking device of the upper steam 6, which can be attached by vulcanisation, gluing or by any other means, for instance, mechanical, in the upper end of said lower steam 8.

[0013] There is shown in figure 5 a bottle shaped jacket or lining 7, which is attached in the associated slide to the steam 6, and includes a locking button 7''', of locking and unlocking control of said slide in said steam 6, in the aperture position of said one beach umbrella or umbrella, immediately underneath the upper articulation 2, 3, 4 and 5.

[0014] The figures 6 and 10 are representations similar to those of figures 3 and 5, but wherein the jacket or lining has the shape of a cup 9, the wing 9' of the cup of the figure 6 corresponding to the button 7''' of figure 5.

[0015] There is shown in figure 8 a cup shaped jacket or lining 9, in natural rubber, synthetic rubber or further from any other suitable material, which can be attached by vulcanisation, gluing or by any other means, for instance, mechanical, in an end portion of said steam 6.

[0016] As it is apparent said advertising object can be attached, for instance, in the case of an umbrella in the lower end of its steam, thereby constituting its handle, in the case of the advertising object has a suitable shape for that purpose.

[0017] The advertising object could further be conceived to be attached in the steam of any existing beach umbrella or umbrella, and be applied by the manufacture itself of beach umbrellas or umbrellas.

[0018] Although has been described above preferred embodiments of the present invention, it should be understood that can be made several modifications to the

presented embodiments without the same go apart from the scope of the invention. The invention is defined only by the following embodiments.

References:

[0019]

- 1 - Glass
- 2 - Upper part of the articulation
- 3 - Control button of the articulation
- 4 - Articulation pin
- 5 - Lower part of the articulation
- 6 - Upper steam
- 7 - Bottle
- 7' - Bottle part
- 7'' - Bottle part
- 7''' - Locking button
- 8 - Lower steam
- 9 - Cup with saucer
- 9' - Wing (locking button)

Claims

1. A beach umbrella or umbrella with an advertising object, disposed in a steam portion (6, 8), suitably located along said steam, including, at least, one of its ends, **characterised in that** said advertising object (7, 9) is attached by vulcanisation, gluing or by any other means, for instance, mechanical, directly on the said steam (6, 8) or on the slide, associated to said steam.
2. Beach umbrella or umbrella with an advertising object according to the claim 1, **characterised in that** the steam (6) of said beach umbrella or umbrella can be a rigid steam or an articulated steam, with one or more articulations.
3. Beach umbrella or umbrella with an advertising object according to the claims 1 and 2, **characterised in that** the advertising object (7, 9) presents exteriorly the contour of the product or service to advertise and internally is substantially hollow in order to be able to be combined with the said steam (6, 8) of said beach umbrella or umbrella, constituting, preferably, a jacket or lining of a portion of said steam or of said slide.
4. Beach umbrella or umbrella with an advertising object according to the claims 1 and 2, **characterised in that** the advertising object (7, 9) presents exteriorly the contour of the product or symbol of the product to advertise and internally is substantially hollow in order to be able to be combined with, at least, one said articulation of said steam of said beach umbrella or umbrella, constituting, preferably, a

jacket or lining of said articulation of said steam.

5. Beach umbrella or umbrella with an advertising object according to any of the previous claims, **characterised in that** the advertising object (7, 9) is made of natural rubber, synthetic rubber or further from any other suitable material. 5
6. Beach umbrella or umbrella with an advertising object according to the claim 1, **characterised in that** said advertising object is conceived in order to be able to be attached to any suitable portion of the steam, to the articulation of the existing beach umbrellas or umbrellas by vulcanisation, gluing or by any other means, for instance, mechanical. 10 15

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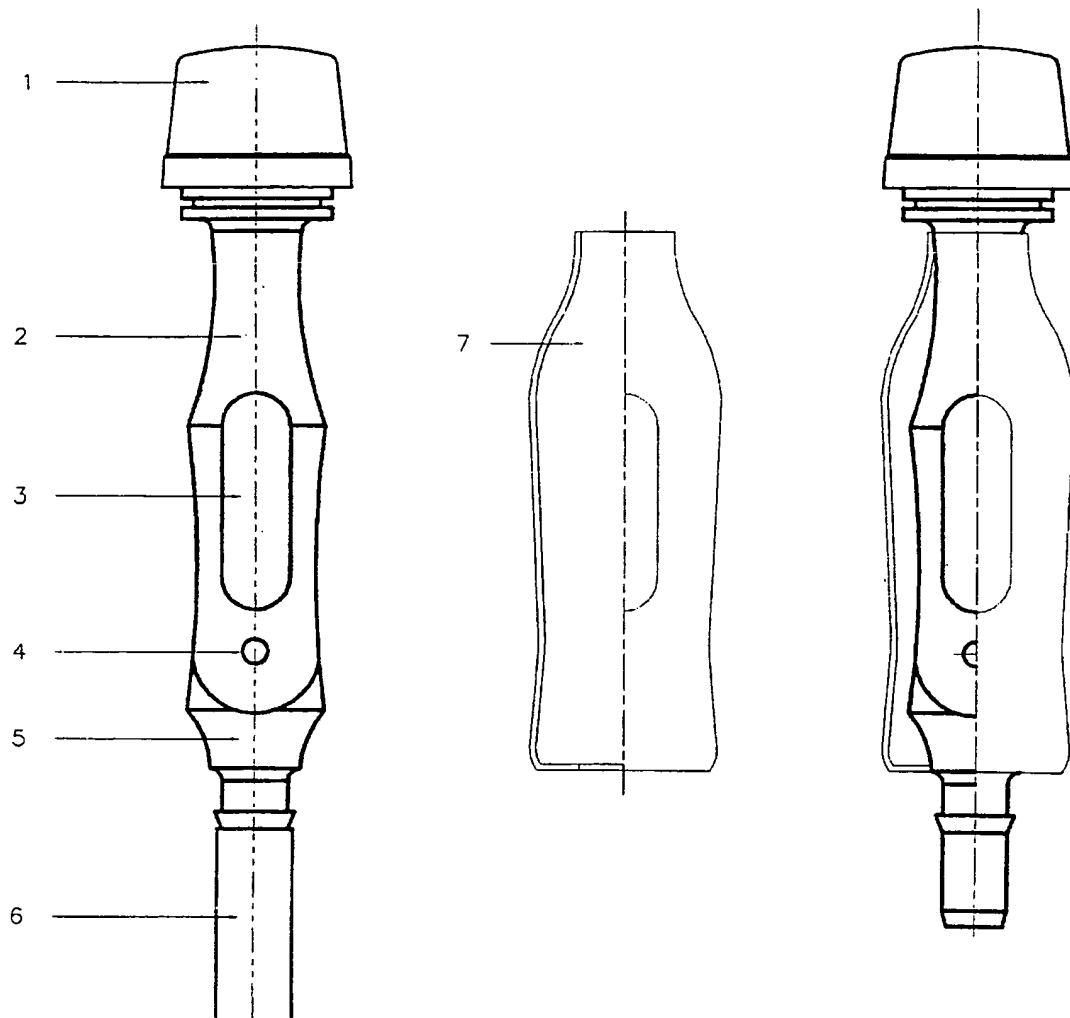


FIG. 1

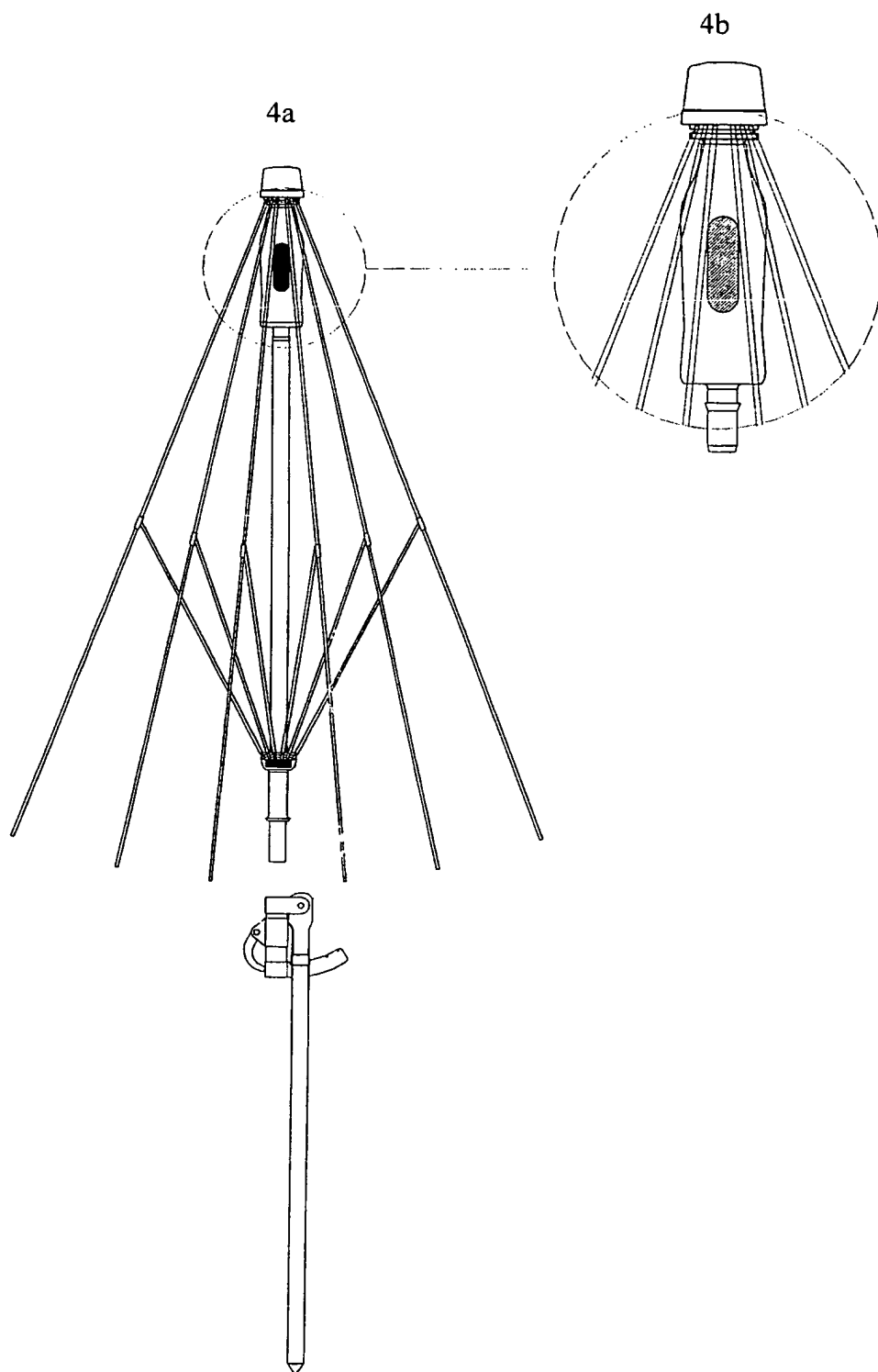


FIG. 2

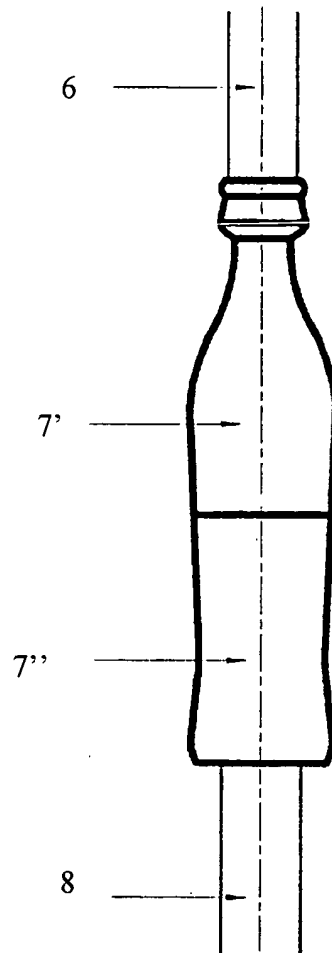


FIG. 3

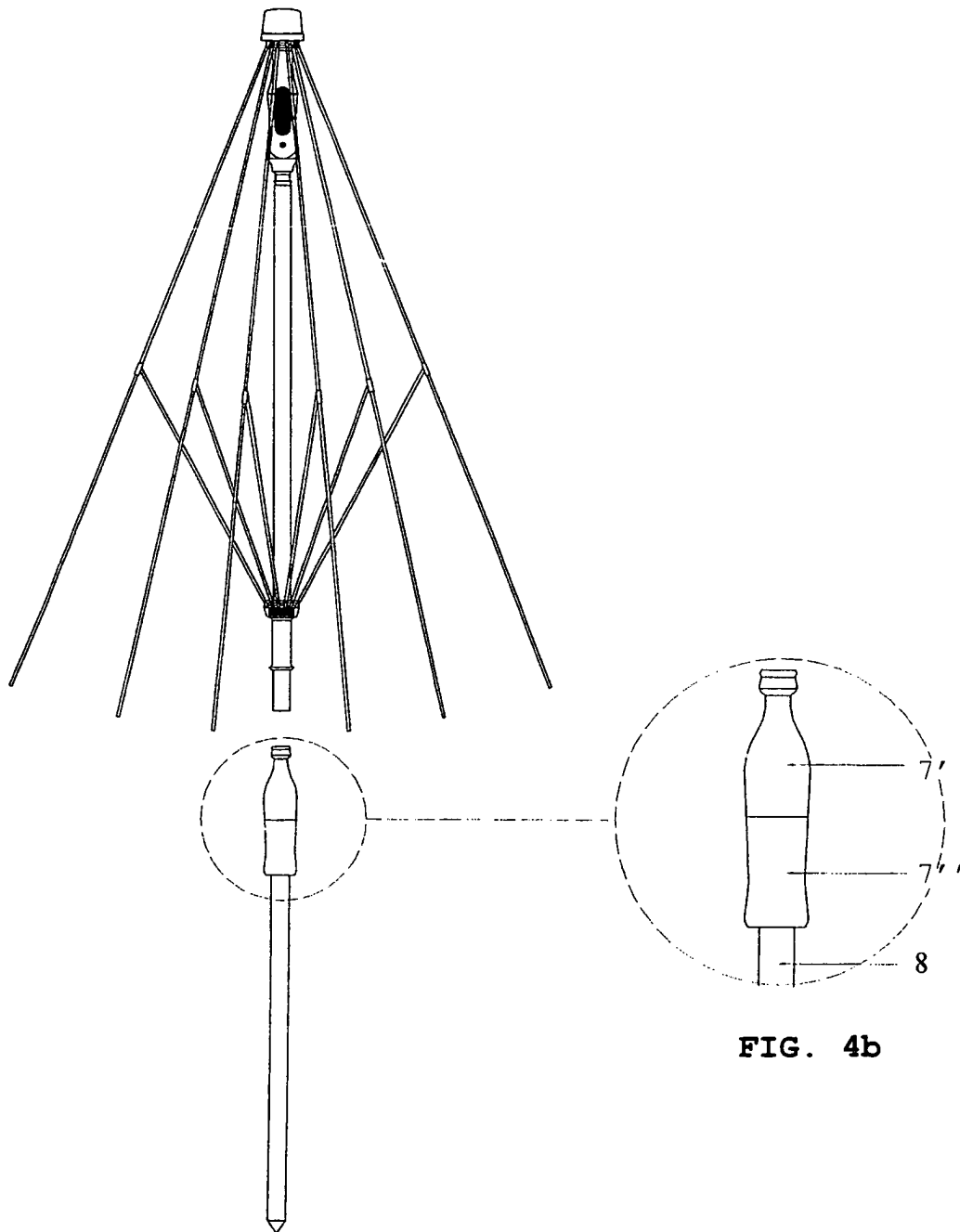


FIG. 4a

FIG. 4b

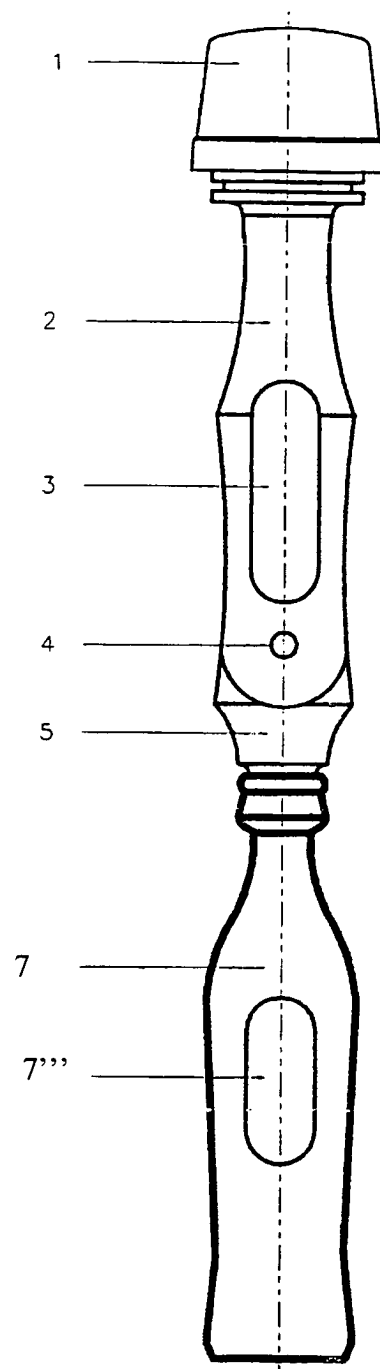


FIG. 5

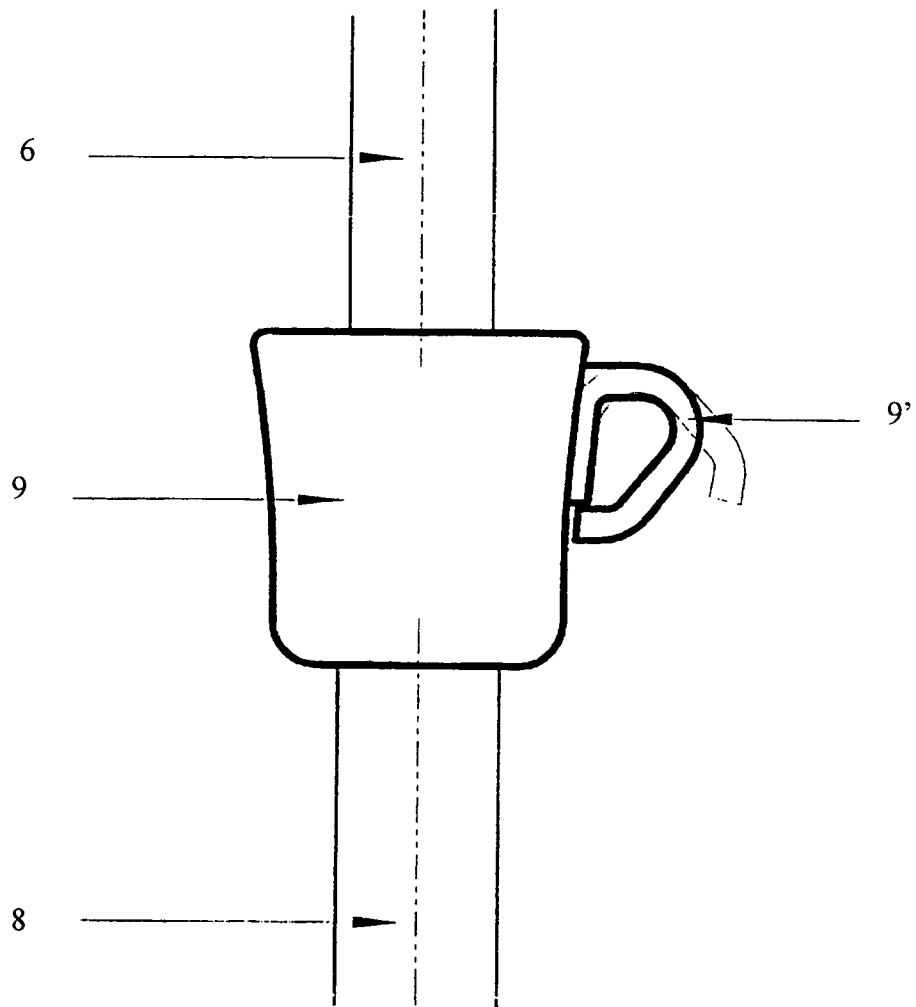


FIG. 6

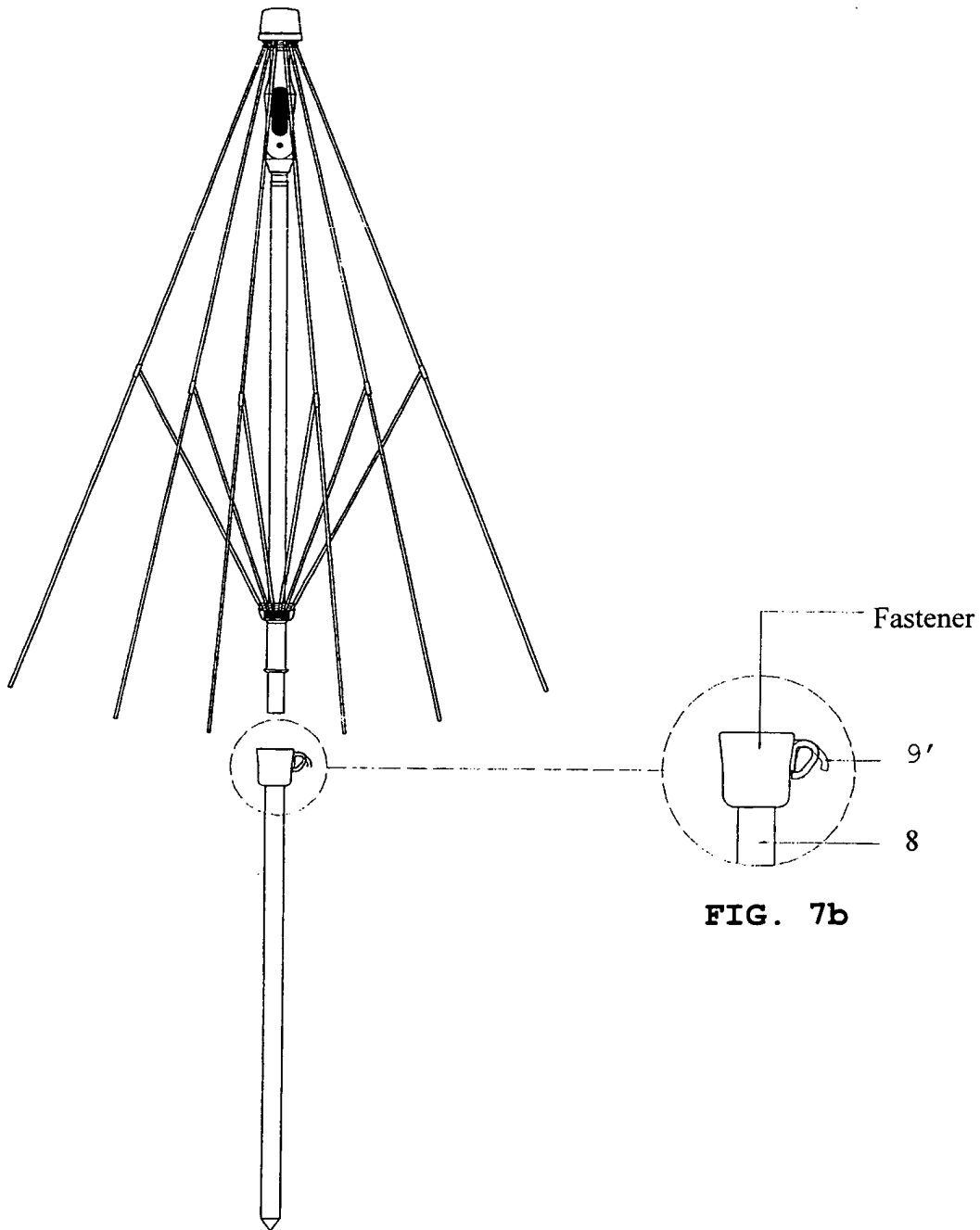


FIG. 7a

FIG. 7b

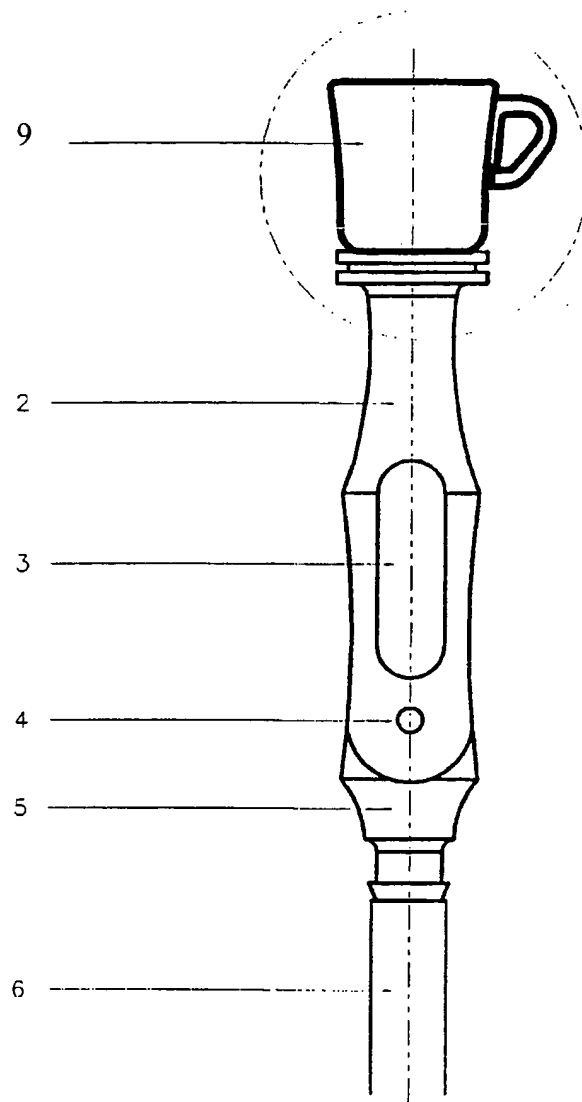


FIG. 8

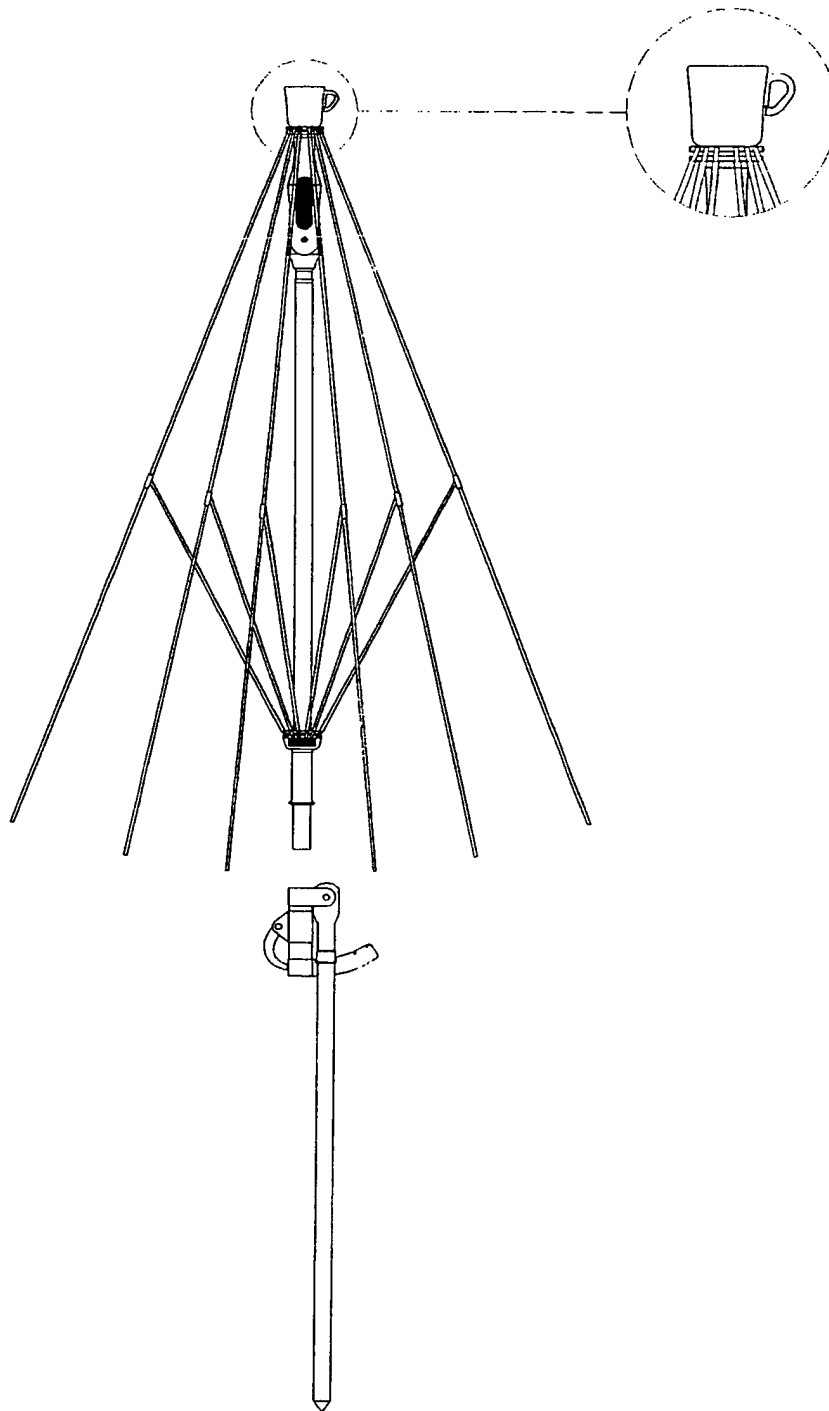


FIG. 9

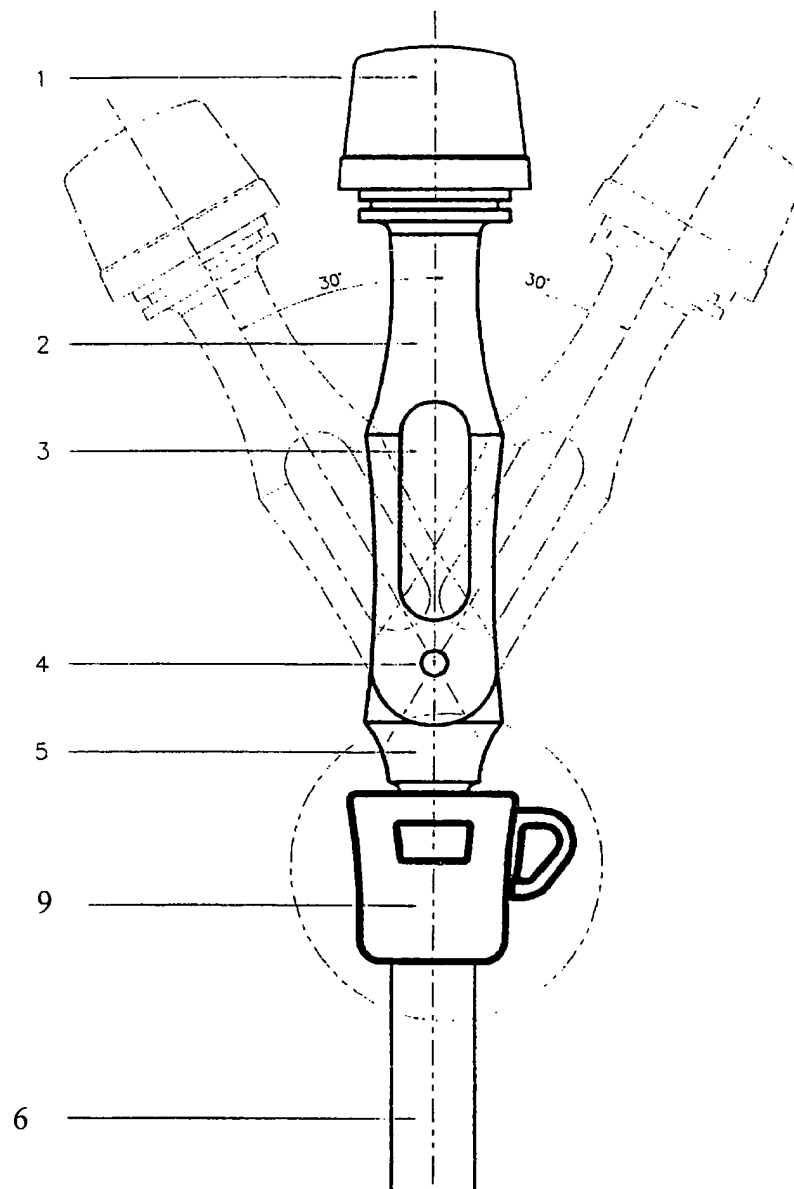


FIG. 10

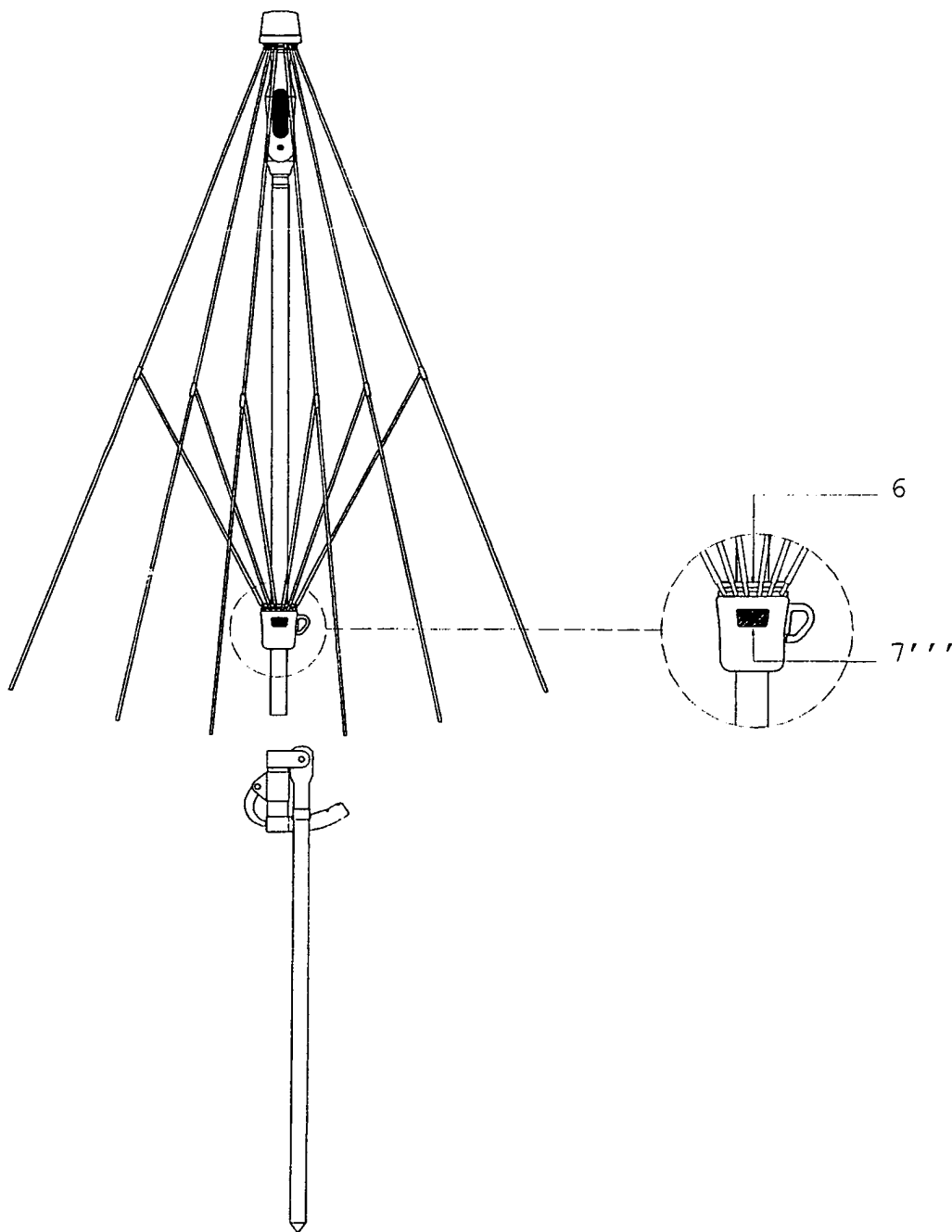


FIG. 11



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EUROPEAN SEARCH REPORT

Application Number
EP 04 39 8002

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.7)
X	NL 1 003 688 C (ALBERT RENE SMINK) 28 January 1998 (1998-01-28) * page 4, paragraph 2 * * page 5, paragraph 4 - page 6, paragraph 5; figures 1,5,7 * -----	1-6	A45B3/00
			TECHNICAL FIELDS SEARCHED (Int.Cl.7)
			A45B G09F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 22 July 2004	Examiner Hinrichs, W
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 04 39 8002

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on

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22-07-2004

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
NL 1003688 C	28-01-1998	NL 1003688 C1	28-01-1998

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82