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(54) **Public advertisement**

(57) Advertisement (2), characterised in that it is applied directly on the ground (1).

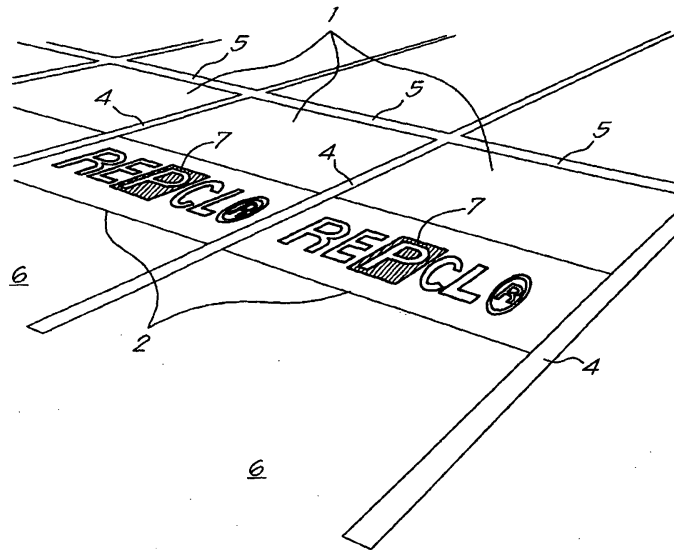


Fig. 4

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Description

[0001] The present invention relates to an advertisement.

[0002] More specifically, the invention relates to an advertisement for the promotion of a product, service, event or something similar.

[0003] Traditionally, such advertisements are placed directly on a wall or stand using any kind of attachment means such as glue, screws or the like.

[0004] It is also known that advertisements can be displayed using specially equipped advertisement-boards on which the advertisements are depicted in a static or dynamic manner.

[0005] The abovementioned signs are also placed on a stand or are affixed to a wall.

[0006] Advertisements are displayed at locations that ensure maximum exposure and visibility of the advertisement. This implies that the advertisements are placed near busy roads or, more generally, in areas where many people pass.

[0007] A disadvantage thereof is that such advertisements distract the driver of a vehicle, taking his/her attention off the traffic, which can lead to dangerous traffic situations.

[0008] Another disadvantage is that drivers or passers-by can only give their attention to those advertisements for a short period, since they are participating in the traffic and have to follow the flow of traffic.

[0009] Yet another disadvantage is that tax must be paid in order to display advertisements in the usual manner.

[0010] The present invention aims to provide a solution to the aforementioned and other disadvantages, by providing an advertisement that is applied directly on the ground.

[0011] An advantage thereof is that the advertisement can be applied quickly and easily, because no other means of attachment or other tools are necessary for applying the advertisement.

[0012] Another advantage is that much wasted space can be used usefully by placing advertisements.

[0013] Yet another advantage is that an advertisement according to the invention will not distract drivers, or at least restrict distraction to a minimum, thus avoiding dangerous traffic situations.

[0014] One more advantage of an advertisement according to the invention is that no taxes are to be paid for such advertisements.

[0015] The preferred method is to apply an advertisement according to the invention, in a parking space.

[0016] An advantage thereof is that this form of advertising attracts the attention of a person who uses the parking space over a longer period of time, because the person concerned is not driving at that time and therefore has more time to devote his/her attention to the advertisement.

[0017] An additional advantage is that there is a great

deal of space available in a parking space to apply advertisements according to the invention.

[0018] According to a preferred feature of the invention, the advertisement extends across the entire width of the parking space and is provided at the entrance to the parking space.

[0019] The advantage thereof is that the advertisement remains visible, even if the parking space is occupied by a vehicle.

[0020] Another advantage is that the advertisement attracts the attention of the driver and/or passengers of the vehicle for a long time, as they are confronted by the advertisement when loading and unloading the car.

[0021] According to another preferred embodiment, the advertisement extends lengthwise across the parking space, whereby it is provided to one or both sides of the parking space.

[0022] The advantage thereof is that the advertisement remains visible even when the parking space is occupied by a vehicle.

[0023] Another advantage is that in this way, the advertisement cannot go unnoticed for a long period of time to those who are getting into and out of the car.

[0024] In a practical embodiment, an advertisement according to the invention can be applied in combination with one or more traffic signs.

[0025] An advertisement according to the invention should be resistant to moss growth and scratches on the surface; it should be colourfast and resistant to oil, dirt and the like.

[0026] This has the advantage that such advertising is free of maintenance.

[0027] With the intention of showing more clearly the features of the invention and as an example without any restrictive character, a description of a preferred embodiment of an advertisement according to the invention is given below, with reference to the accompanying drawings, in which:

figure 1 represents schematically and in perspective an advertisement according to the invention; figures 2 to 4 show a number of variants on an advertisement according to the invention.

[0028] Figure 1 represents schematically a number of parking spaces 1 in which three advertisements 2 according to the invention have been applied.

[0029] A parking space is classically marked off by a few solid lines 3. In this case, three solid lines 3 are used to mark off a single parking space 1. Two lines indicate the two sides 4 of the parking space 1 and one line indicates the end 5 of the parking space.

[0030] The entrance 6 to the parking space 1 is opposite the defined end 5 of it. It is assumed that the driver will enter the parking space 1 in his/her vehicle via the entrance 6 to subsequently park it in the space.

[0031] As indicated in Figure 1, the advertisement 2, in this case, is applied to the ground and, more specifi-

cally, at the entrance 6 to the parking space 1.

[0032] The advertisement 2 extends in width across the parking space 1 and is represented here as almost covering the entire width of the parking space 1.

[0033] The application of an advertisement 2, as shown in figure 1, has several advantages over the traditional wall- or board-fixed advertisements 2.

[0034] By applying the advertisement 2 at the entrance 6 to the parking space 1, the user of the parked vehicle is confronted by the advertisement the entire time of loading and unloading groceries or other goods; consequently, the advertisement 2 will not fail to have an effect.

[0035] Moreover, by applying the advertisement 2 at the entrance 6 to the parking space 1, the advertisement 2 remains visible at all times, in other words, it does not matter whether the parking space 1 is occupied or not, the advertisement 2 remains visible.

[0036] Figure 2 shows a variant of figure 1, whereby an advertisement 2 is applied on the ground, on each of the two sides 4 of a parking space 1. In this case, the advertisement 2 extends almost across the entire length of the parking space 1.

[0037] By applying the advertisement 2 in the aforementioned manner, the driver and passengers will be forced to face the advertisement whilst getting into and out of the vehicle; consequently, the advertisement 2 will not miss its aim.

[0038] Also in this embodiment, the advertisement 2 remains visible at any time.

[0039] According to a variation that is not represented in the figures, the solid lines 3 that mark off the parking space 1 can be used for applying the advertisement 2 or the advertisement 2 itself can be used to replace these solid lines 3 to mark off the parking space 1.

[0040] This guarantees that the advertisements 2 will remain visible, at least as long as the vehicle is parked within the designated parking space.

[0041] Figure 3 shows another version of an advertisement 2 according to the invention, whereby the advertisement 2 is extended across the entire area of the parking space 1.

[0042] An advertisement 2 according to the invention can also be combined with one or more traffic signs 7. A possible and thus non-restrictive embodiment thereof is represented in figure 4.

[0043] In practice, close attention is paid to the environmentally-friendly and sustainable application of the advertisements 2 concerned, so that they have a very long lifespan.

[0044] An advertisement 2 according to the invention should be resistant to moss growth and scratches on the surface; it should be colourfast and resistant to oil, dirt and other potentially harmful substances that make the advertisement 2 partially or completely invisible.

[0045] It could be taken into consideration to apply an advertisement 2 according to the invention to the ground using a reflective or fluorescent material, in order for the advertisement 2 to be noticed in the dark as well.

[0046] An advertisement 2 according to the invention can be applied to different types of surfaces, ranging from brick to concrete to grass. For each surface type, the necessary measures must obviously be taken respectively to ensure that the advertisement 2 can be applied in an environmentally-friendly and sustainable manner.

[0047] An advertisement 2 according to the invention is a fairly broad description and could take the form of a brand name of a product and/or service, it could refer to a company name, or it could announce an event or activity.

[0048] As discussed earlier, an advertisement 2 according to the invention should preferably be applied in a parking space 1. However, an advertisement according to the invention can be applied equally well on a public road, an airfield, a footpath, a circuit or sport field, without going beyond the scope of the invention.

[0049] The present invention is by no means limited to the embodiments described as an example and represented in the figures, but an advertisement 2 according to the invention can be realised in various shapes and sizes without going beyond the scope of the invention.

Claims

1. Advertisement, **characterised in that** it is applied directly on the ground.
2. Advertisement according to claim 1, **characterised in that** it takes the form of a brand name of a product, a company name or the like.
3. Advertisement according to one of the preceding claims, **characterised in that** it is applied in a parking space (1).
4. Advertisement according to claim 3, **characterised in that** it extends in width across the parking space (1) and preferably covers the entire width of the parking space (1).
5. Advertisement according to one of the claims 3 to 4, **characterised in that** it is applied at the entrance (6) to the parking space (1).
6. Advertisement according to claim 3, **characterised in that** it extends lengthwise across the parking space (1) and is preferably applied to one or both sides (4) of the parking space (1).
7. Advertisement according to one of the claims 3 to 6, **characterised in that** it covers the entire area of the parking space (1).
8. Advertisement according to one of the preceding claims, **characterised in that** it is applied in combi-

nation with one or more traffic signs (7).

9. Advertisement according to one of the preceding claims, **characterised in that** it is applied on a public road. 5
10. Advertisement according to one of the preceding claims, **characterised in that** it is applied on a foot-path. 10
11. Advertisement according to one of the preceding claims, **characterised in that** it is resistant to oil, dirt and the like.
12. Advertisement according to one of the preceding claims, **characterised in that** it is resistant to moss growth and scratches on the surface and that it is colourfast. 15
13. Advertisement according to one of the preceding claims, **characterised in that** it is applied using a reflective and/or fluorescent material. 20

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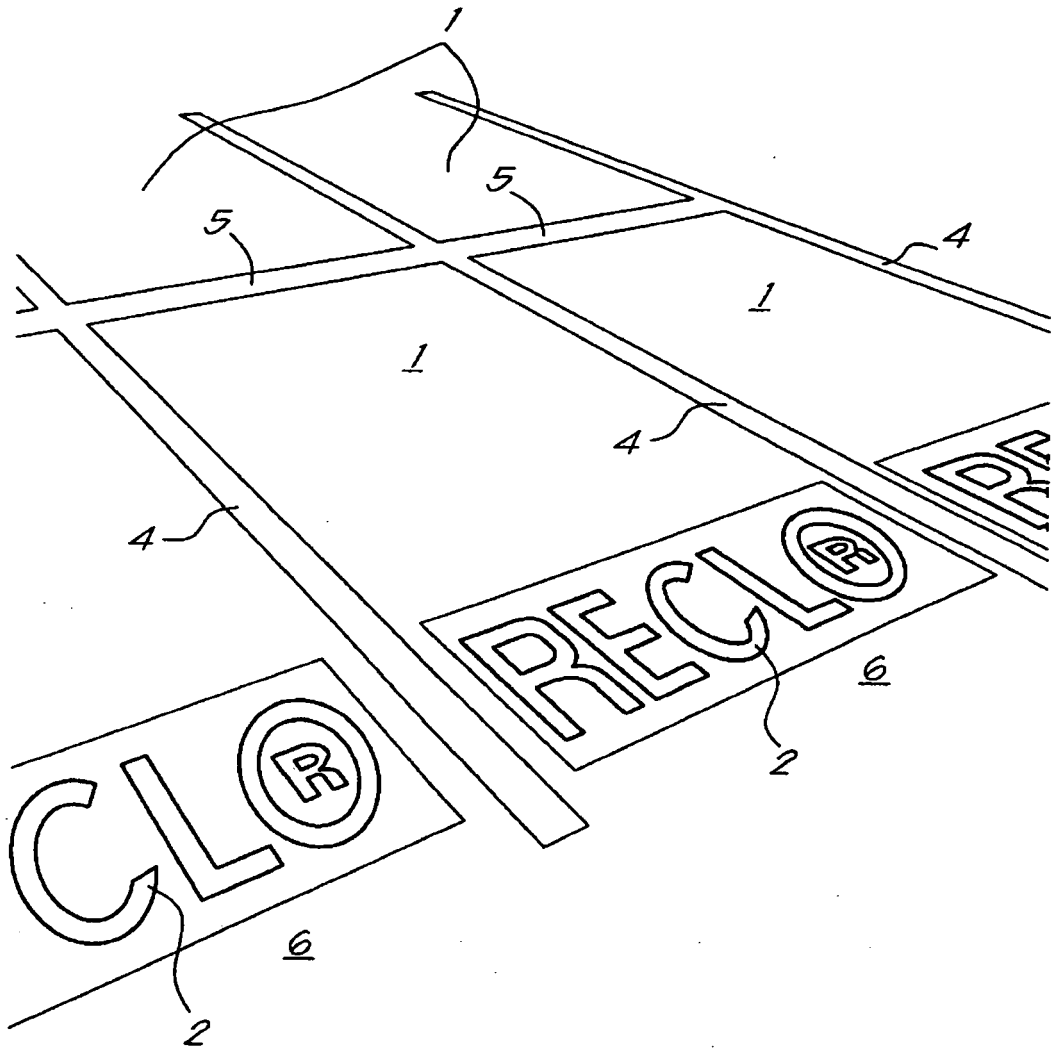


Fig. 1

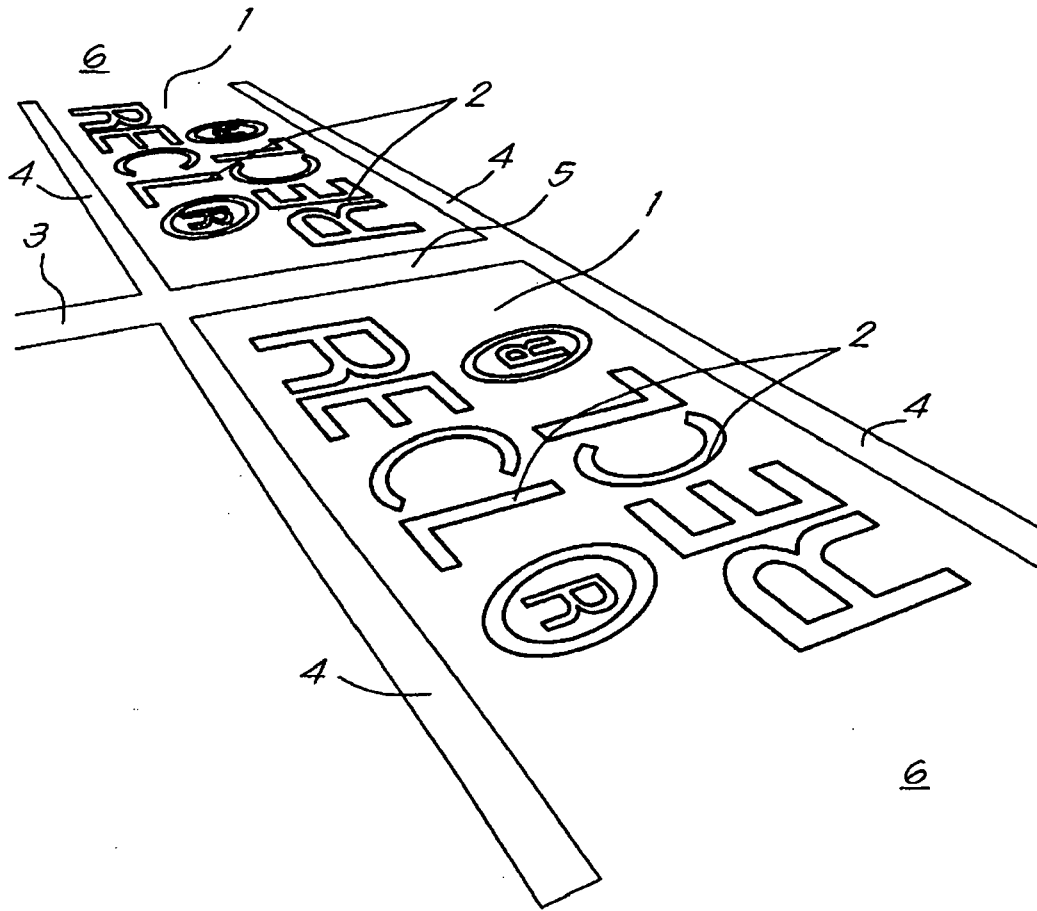


Fig. 2

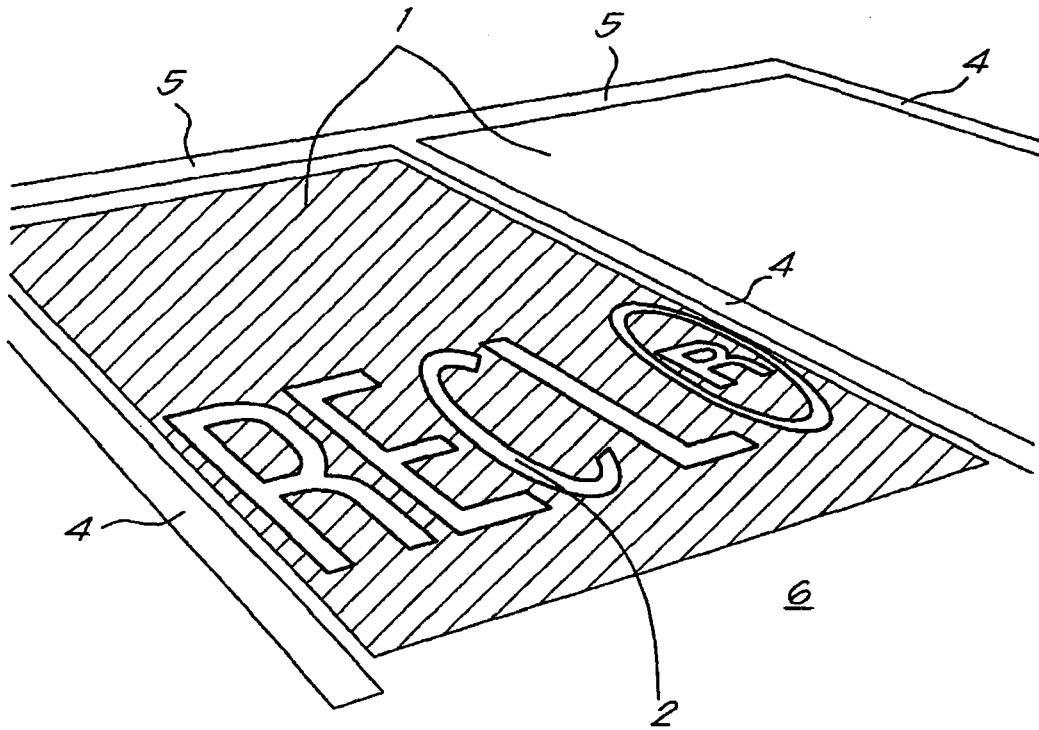


Fig. 3

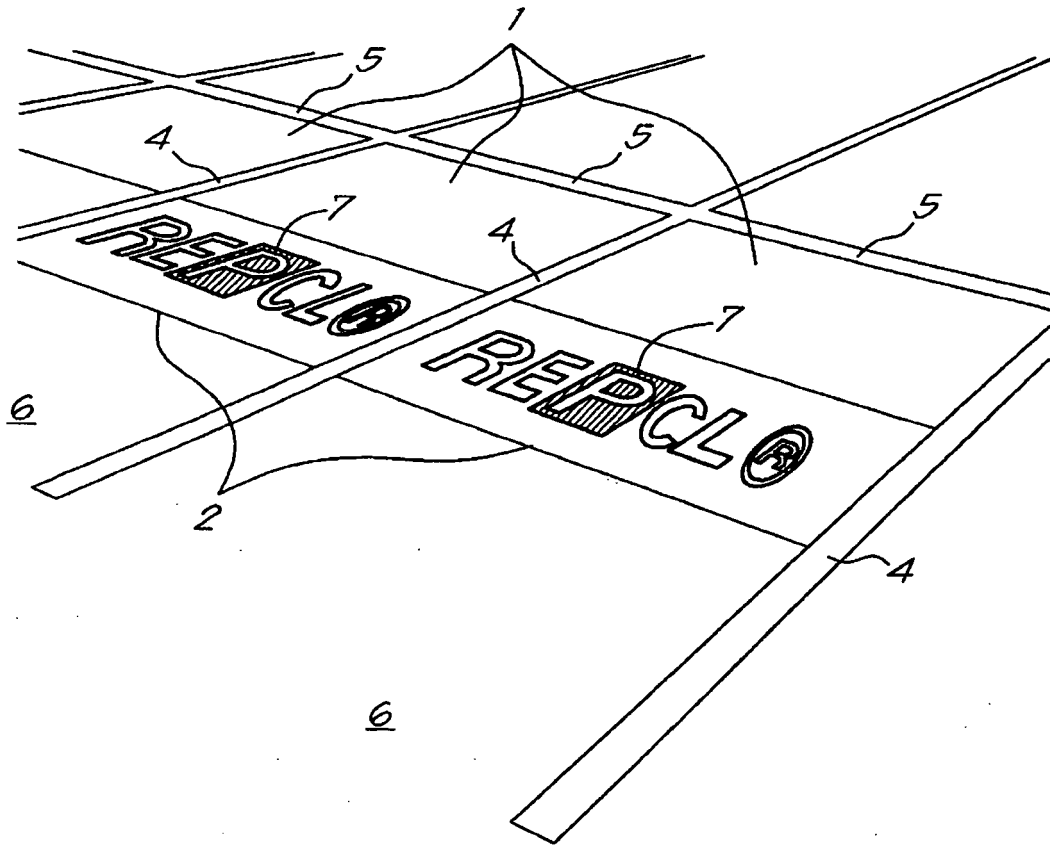


Fig. 4



EUROPEAN SEARCH REPORT

Application Number
EP 10 44 7002

| DOCUMENTS CONSIDERED TO BE RELEVANT | | | |
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| Category | Citation of document with indication, where appropriate, of relevant passages | Relevant to claim | CLASSIFICATION OF THE APPLICATION (IPC) |
| X | WO 2008/025071 A (MCCORMICK RAELENE DENYCE [AU]) 6 March 2008 (2008-03-06) * page 1, line 1 - line 5 * * page 5, line 6 - page 6, line 29 * * page 8, line 5 - line 10 * * page 10, line 1 - line 22 * * page 14, line 9 - page 15, line 3 * * figures 1-8 * ----- | 1-13 | INV. G09F19/22 |
| X | WO 02/075704 A (MOORE SOMERSET [GB]) 26 September 2002 (2002-09-26) * page 1, line 6 - line 9 * * page 4, line 1 - page 6, line 2 * * figures 1,2 * ----- | 1-13 | |
| X | WO 03/074791 A (GONGOLAS CHRISTOPHER JOHN [US]; LUCAS BRIAN RONALD [GB]) 12 September 2003 (2003-09-12) * the whole document * ----- | 1-13 | |
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| | | | G09F |
| Place of search | | Date of completion of the search | Examiner |
| The Hague | | 8 March 2010 | Pantoja Conde, Ana |
| CATEGORY OF CITED DOCUMENTS | | 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 | |
| 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 | | | |

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 10 44 7002

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 The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

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