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(54) **DEVICE FOR STATIC ADVERTISING ON PLAYING FIELDS WITH GRASS OR THE LIKE**

(57) A device for static advertising on playing fields with grass or the like.
It comprises a surface (1), with some openings (2)

representing a motif, characterized in that: surface (1) weight is between 3 and 6 kg/m² and comprises a block system (3) for surface (1) on the grass.

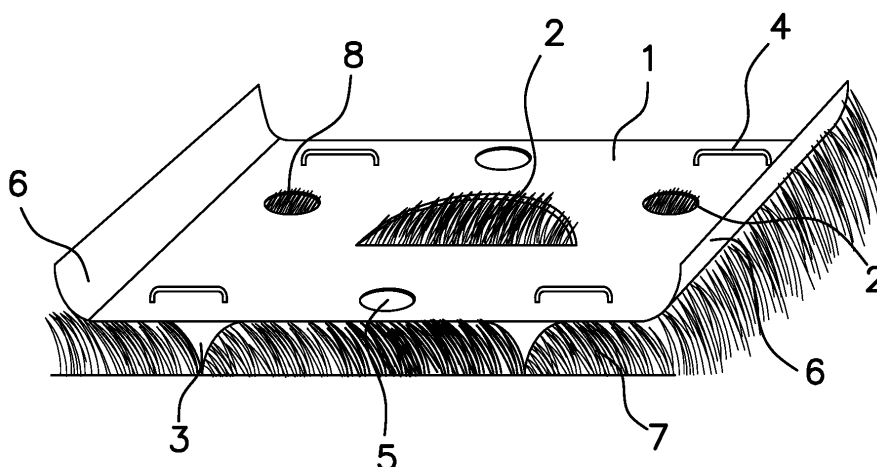


FIG. 1

Description

[0001] Device for static advertising on playing fields with grass or similar, comprising a surface with openings representing a motif, characterized in that the surface weight is between 3 and 6 kg/m² and comprises a block system for the surface on the grass.

BACKGROUND OF THE INVENTION

[0002] Various inventions are known in the state of the art, which disclose the mechanical exposure on the grass as their main method of applying the advertising.

[0003] Spanish Patent ES2308922 "SISTEMA DE PUBLICIDAD ESTÁTICA PARA TODO TIPO DE SUPERFICIES DE CESPED" (Static advertising system for all kinds of grass surfaces) is known, from the year 2008, which claims a static advertising system for all kinds of grass surfaces, which consists in the following steps in order to obtain representations with characters and words, such as brands, designs, logos, etc., for advertising or informative purposes: the arrangement of some templates on the grass with a suitable configuration for each type of cut envisaged; and the cutting of the grass at different cutting angles and/or different bias directions.

[0004] In the documents exposed below, to obtain a similar result, the grass cutting process is replaced with a procedure of forced inclination and ballasting of the specific areas.

[0005] Spanish Patent ES2268253 "DISPOSITIVO PARA UTILIZAR SUPERFICIES DE CESPED COMO SUPERFICIES PUBLICITARIAS" (Device for using grass surfaces as advertising surfaces) belongs to the state of the art, and the object of the invention is a process for showing advertising or information on grass surfaces with said process comprising the following steps: tilting the grass stalks on the grass surface in a tilted direction; ballasting the tilted grass stalks with at least one weight (various weights can be used together), the contour and/or orifices of which correspond to the contours and/or orifices of the advertising image, so that the grass stalks stand in the tilted direction at least in a way approximately parallel to the ground: suppressing the weight after a certain time. After biasing or brushing again, the weight can be used again.

[0006] In the following document, the use of the weight has been omitted for tilting and ballasting the grass stalks.

[0007] So, Patent WO 2009/028980 "ADVERTISING ON NATURAL GRASS" is also known, which proposes a very similar solution to the previous document. It is a procedure wherein initially the stalks are tilted in one direction, and subsequently the templates are put in position and the stalks are tilted in a direction opposite to the direction of the first stage.

[0008] A similar solution is also disclosed in the following document.

[0009] Patent GB2361572 "METHOD OF FORMING INDICIA ON A GRASS SURFACE" is worth mentioning,

which describes a method that is similar to the previous one. The method consists of two stages: tilting the grass in one direction and subsequently in the opposite direction in the specific areas by using templates fixed to the surface to avoid undesirable shifting. Also, the possibility of biasing the specific areas is also foreseen.

[0010] Lastly, it is worth highlighting the German document DE 102005030926 "PRODUCING ADVERTISING MESSAGE(S) ON AREA(S) OF MOWN SURFACE". This document is from the year 2005 and claims a similar method to the previous documents, wherein a template is used to outline the areas of the image. Basically, it is the same idea: tilting in one direction, then putting the templates in place and tilting the accessible areas of the grass in another direction.

BRIEF DESCRIPTION OF THE INVENTION

[0011] This invention comes under the inventions that allow cutting the grass to show an advertising motif.

[0012] The closest document is the British patent GB2361572.

[0013] Said invention solves the problem of the undesired shifting of the surface by fixing some attachments to the ground.

[0014] On the one hand, the problem is that it does not calculate the weight of the surface with respect to the grass, which may lead to the field having one area lower than the other depending on the period of exposure and the weight.

[0015] The attachment to the ground is a delicate issue in playing fields, because of the fear of lifting up the grass once the surface has been attached to the ground.

[0016] The inventor has solved the problem by calculating the weight that the device must have, which is between 3 to 6 kg/m², which prevents it from getting damaged.

[0017] Also, the inventor has solved the problem of attaching the device to the grass to avoid its shifting, by means of pointed areas that stick into but are not attached to the ground, so that they do not damage the ground and the device can be lifted up without any inconvenience, because it is not attached to the ground.

[0018] An object of this invention is a device for static advertising on playing fields with grass or similar of the type comprising a surface, with some openings representing a motif, characterized in that: the surface weighs between 3-6 kg/m² and comprises a block system for the surface on the grass.

BRIEF DESCRIPTION OF THE DRAWINGS

[0019] In order to facilitate the explanation, this specification includes a page of drawings representing a practical embodiment, which is provided as a nonlimiting example of the scope of this invention:

- Figure 1 is a general view of the object of this inven-

tion.

SPECIFIC EMBODIMENT OF THIS INVENTION

[0020] So, Figure 1 (only one) illustrates a surface 1, some openings 2 which represent a motif, a block system 3, lifting means like some handles 4 and some orifices 5, some extensions 6 and grass 7, 8.

[0021] This way, in a specific embodiment, a device for static advertising on playing fields with grass and the like of the type comprising a surface 1, with some openings 2 representing a motif. Usually what is done is that the grass is brushed in one direction, for example, as shown by reference 7 and then the grass 8 that gets out through the openings 2 is brushed in a different direction to that of grass 7.

[0022] In order to avoid damage the grass by the device, the inventor has calculated that the surface 1 must weigh between 3 to 6 kg/m², for a period of time of 30 minutes at the most.

[0023] Tests have been done on different types of natural grass such as Proa Pratense, Ray-Grass, Bermuda, Zoysia or Fetusca, and the tests have indicated that with a weight of between 4.5 to 5 kg/m², good results are obtained for a 30-minute period.

[0024] It also comprises a block system 3 for surface 1 on the grass which comprises some pointed areas arranged on the side of surface 1. The block system 3 is very important because a slight shifting of surface 1 on the grass can damage the work.

[0025] Introducing the pointed shape allows to be removed without any inconvenience because it is not attached to the ground, just stuck into it.

[0026] Optionally the surface 1 comprises lifting means 4, 5 to facilitate removing the device from the grass, without damaging the motif obtained by the cutting or painting.

[0027] Said lifting means can be handles 4 or orifices 5 formed in the proximity of the perimeter of surface 1, for passing the hand through the orifice and lifting the device from the ground.

[0028] To avoid marking the grass during the device positioning and removal operations, it comprises extensions 6, in the form of curve-edged side pieces.

[0029] This invention describes a new device for static advertising on playing fields with grass or the like. The examples mentioned herein do not limit this invention, and therefore it can have different applications and/or adaptations, all within the scope of the following claims.

- surface (1) weight is between 3 to 6 kg/m² and
- it comprises a block system (3) for surface (1) on the grass that comprises some pointed areas arranged on the side of surface (1).

2. A device, according to claim 1, **characterized in that** it comprises lifting means (4, 5) for surface (1).
3. A device, according to claim 2, **characterized in that** the lifting means are handles (4).
4. A device, according to claim 2, **characterized in that** the lifting means are orifices (5) formed in the proximities of the perimeter on surface (1).
5. A device, according to claim 1, **characterized in that** surface (1) comprises some extensions (6), in the form of curve-edged side pieces.

Claims

1. A device for static advertising on playing fields with grass or similar of the type comprising a surface (1), with openings (2) representing a motif, **characterized in that:**

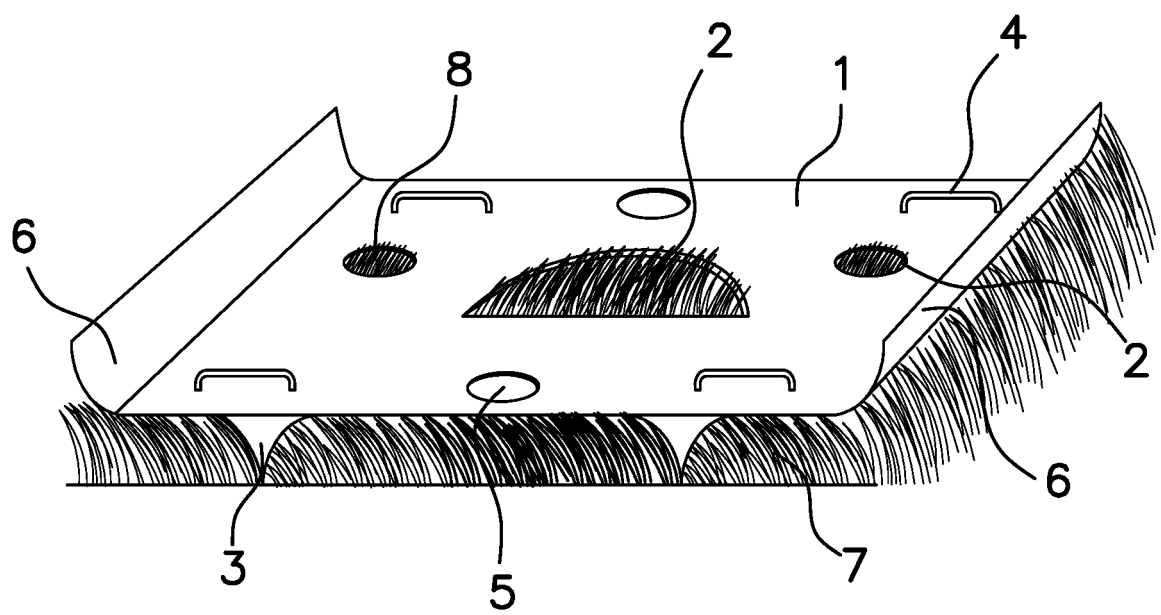


FIG. 1

INFORME DE BÚSQUEDA INTERNACIONAL

Solicitud internacional N°

PCT/ES2017/070687

A. CLASIFICACIÓN DEL OBJETO DE LA SOLICITUD

INV. G09F19/22 A63C19/00 A63C19/02
ADD.

De acuerdo con la Clasificación Internacional de Patentes (CIP) o según la clasificación nacional y CIP.

B. SECTORES COMPRENDIDOS POR LA BÚSQUEDA

Documentación mínima buscada (sistema de clasificación seguido de los símbolos de clasificación) G09F A63C

Otra documentación consultada, además de la documentación mínima, en la medida en que tales documentos formen parte de los sectores comprendidos por la búsqueda

Bases de datos electrónicas consultadas durante la búsqueda internacional (nombre de la base de datos y, si es posible, términos de búsqueda utilizados) EPO-Internal, WPI Data

C. DOCUMENTOS CONSIDERADOS RELEVANTES

Categoría*	Documentos citados, con indicación, si procede, de las partes relevantes	Relevante para las reivindicaciones N°
X	EP 1 655 709 A1 (OTRIES CONSULTING LTD [VG]) 10 de mayo de 2006 (2006-05-10) párrafos [0013], [0019], [0020] figuras 1,2	1-5
A	US 2006/109511 A1 (SNYDER RORY [US]) 25 de mayo de 2006 (2006-05-25) párrafos [0020] - [0023], [0026] figuras 1,2,5	1-5
A	WO 99/49945 A1 (TURF IMAGE LTD [GB]; SIDBALL MALCOLM JOHN [GB]) 7 de octubre de 1999 (1999-10-07) todo el documento	1-5

☐ En la continuación del Recuadro C se relacionan otros documentos
 ☒ Los documentos de familias de patentes se indican en el Anexo

* Categorías especiales de documentos citados:	"T"	documento ulterior publicado con posterioridad a la fecha de presentación internacional o de prioridad que no pertenece al estado de la técnica pertinente pero que se cita por permitir la comprensión del principio o teoría que constituye la base de la invención.
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	"&"	documento que forma parte de la misma familia de patentes.

Fecha en que se ha concluido efectivamente la búsqueda internacional.
6 de junio de 2018Fecha de expedición del informe de búsqueda internacional
12/06/2018Nombre y dirección postal de la Administración encargada de la búsqueda internacional
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Funcionario autorizado

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N° de fax

N° de teléfono

Formulario PCT/ISA/210 (segunda hoja) (Enero 2015)

INFORME DE BÚSQUEDA INTERNACIONAL

Información relativa a miembros de familias de patentes

Solicitud internacional Nº

PCT/ES2017/070687

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REFERENCES CITED IN THE DESCRIPTION

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Patent documents cited in the description

- ES 2308922 [0003]
- ES 2268253 [0005]
- WO 2009028980 A [0007]
- GB 2361572 A [0009] [0012]
- DE 102005030926 [0010]