

G09F

DISPLAYING; ADVERTISING; SIGNS; LABELS OR NAME-PLATES; SEALS

Definition statement

This place covers:

Display and advertising means of a wide range of types including:

- Cardboard displays or like show cards, flat or three dimensional bodies and/or bodies fully or partly imitating the form of an object.
- Labels and seals displaying information about a product.
- Postage stamps.
- Product sample cases.
- Sign name or number plates bearing information in the form of letters, numerals or images.
- Displays for variable information, where the information is built up on a support by selection or combination of individual elements (LCD, LEDs modules, etc...) or displays where the variable information is permanently attached to a movable support (scrolling systems).
- Illuminated signs, luminous advertising using different types of light sources and optical systems.
- Boards, hoardings, pillars or like structures for big size placards, posters or the like.
- Flags, advertising banners and mountings thereof.
- Advertising or display means incorporating moving members or using special optical effects (Parallax systems, projection systems, 3-D, etc...).
- Mobile visual advertising (advertisement carried by persons, animals, vehicles, airplanes, ships, etc...).
- Advertising on specific articles like restaurant articles, clocks, toys etc...
- Combined visual and audible advertising or displaying; e.g. for public address.

Relationships with other classification places

In relation to displaying, advertising, and seals this subclass is related to subclasses [G09B](#), [G09C](#), [G09D](#) and [G09G](#). These subclasses relate to educational or demonstration appliances ([G09B](#)), coding or ciphering apparatus for cryptography or other purposes involving the need for secrecy ([G09B](#)), railway or like time or fare tables; perpetual calendars ([G09D](#)) and arrangements or circuits for control of display systems ([G09G](#)).

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Horticulture, cultivation of vegetables	A01G 2/00 , A01G 20/00 , A01G 22/00
Wood/Forestry marking	A01G 23/099
Marking of animals	A01K 11/00
Display on textile	A41D 27/085 , H05K 1/189 , D06Q 1/00
Badges	A44C 3/001
Bracelets	A44C 5/00
Tables or desks	A47B 21/00
Show cases or show cabinets	A47F 3/00

Showcases or cabinets with arrangements for continuously or intermittently moving the merchandise	A47F 3/08
Shelf extensions	A47F 5/0068
Locks, padlocks, fastening deviceslocks for meters	A47F 5/0815 , E05B 73/00 , F16B 41/00 , F16B 2/04 , G01F 15/007
Rail constructions, brackets	A47F 5/0853
Show stands made of cardboard	A47F 5/11
Shopping windows	A47F 11/00
Devices for hanging or supporting pictures, mirrors, picture frames or the like	A47G 1/16 , A47G 1/06
Identification of persons, e.g. finger-printing, foot-printing	A61B 5/117
Devices or single parts for facilitating escape from buildings or the like	A62B 3/00
Toys in general	A63H
Injection moulding	B29C 45/00
Label production	B31D 1/021 , B42D 15/008 , B42D 1/006
Layered products	B32B
Label printers	B41J 3/4075
Notepads	B42D 5/003
Shipping forms	B42D 15/0053 , B42D 5/027
Foldable sheets having printed matters and special format	B42D 15/008
Identity, credit, cheque or like information-bearing cards	B42D 25/00
Paper clips	B42F 1/02
Sheets temporally attached together	B42F 7/00
Electronic boards	B43L 1/00
Fixing seals on documents	B43M 1/00
Processes for applying transfer pictures or the like	B44C 1/16
Decalcomania	B44C 1/1712
Designs or pictures characterised by special or unusual light effects	B44F 1/00
Arrangements or adaptations of optical signalling or lighting devices on or for wheels	B60Q 1/326
Car emblems using luminous text displays	B60Q 1/503
Arrangements or adaptations of lighting devices for vehicle interior	B60Q 3/00
Arrangement or adaptation of portable emergency signal devices on vehicles	B60Q 7/00
Car emblems	B60R 13/005
Car number plates	B60R 13/10
Publicity display devices mounted on shopping trolleys	B62B 3/1408
Kites	B64C 31/06

Aircraft adaptation for dispensing pamphlets	B64D 1/02
Aircraft adaptation for sky-writing	B64D 1/20
Labels for syringes	B65B 3/003
Applying and securing binding material around articles or groups or articles, e.g. using strings, wires, strips, bands, tapes	B65B 13/02
Labelling systems and methods	B65C
Labelling other than flat surfaces	B65C 3/00
Labelling machines	B65C 9/00
Packaging per se, containers	B65D
Suspension labels for bottles, label for containers, rigid container labels	B65D 23/005 , B65D 23/14 , B65C 3/02 , B65D 25/205
Means for indicating the unauthorised of a container closure	B65D 27/30 , B65D 55/02
Flexible elongated elements, e.g. straps, for bundling or supporting articles	B65D 63/00
Packages comprising articles attached to cards, sheets, or webs	B65D 73/00
Devices specially adapted or mounted for storing and repeatedly paying out and re storing lengths of material	B65H 75/34
Pulleys	B66D
Microstructural devices comprising flexible or deformable elements	B81B 3/00
Luminescent material	C09K 11/00
Luminescent compositions, light sources using luminescence	C09K 11/00 , F21K 2/00
Liquid crystal materials	C09K 19/00
Labelling fabrics by sewing	D05B 3/20
Laundry mark	D06F 93/005
Tag for textile by attaching threads, tags, or the like	D06H 1/04
Decorating textiles	D06Q 1/00
Details of traffic signs	E01F 9/00
Towers; Masts, poles; Chimney-stacks; Water-towers; Methods of erecting such structures	E04H 12/00 , E04H 12/32
Anti-theft devices, transponders, bank notes security	E05B 73/0017 , E05B 67/00 , G06K 19/07749 , B42D 25/29
Joining sheets or plates to one another or to strips or bars parallel to them	F16B 5/00
Means for preventing relative axial movement of a pin	F16B 21/16
Fastening means	F16G 11/00
Supporting structure for electronic displays	F16M 11/00
Light sources using luminescence	F21K
Non-portable lighting devices	F21S
Traffic lights, Pillar shaped lights; Lights arranged on top of each other	F21S 8/00 , F21W 2111/00

Lighting systems using day light	F21S 11/00
Details of lighting devices	F21V
Fireworks	F42B 4/00
Tags attached to, or associated with, an object, in order to enable detection of an object	G01V 15/00
Optical fibre	G02B 6/02
Displays based on interference in an adjustable optical cavity	G02B 26/00
Gyricon, optical devices with movable parts	G02B 26/026 , G02B 26/02
Displays based on reflecting micromechanical devices	G02B 26/08
Head up displays	G02B 27/01
Producing stereoscopic or other three dimensional effects, parallax, 3D images	G02B 30/00 , G03B 25/02 , G06T 15/00
Technical details of LCD displays	G02F 1/13
Displays based on electrochromic elements	G02F 1/15
Displays based on electrophoresis	G02F 1/167
Projectors or projection-type viewers; Accessories therefor	G03B 21/00 , G03B 21/64
Lenticular screens	G03B 25/02
Abacus	G06C 1/00
Details of computer elements, e.g. with folding flat displays	G06F 1/1613
PDA	G06F 1/1626
Wearable computers	G06F 1/163
Arrangements for transferring data from a digital processing unit to an output display device	G06F 3/14
Video walls	G06F 3/1446 , H01L 25/10 , H10K 59/18 , H05K 5/0021
Random numbers generator	G06F 7/58 , G07C 15/00
Electronic price labels	G06F 17/00
Slide-rules	G06G 1/00
Tags, magnetic, optical, morphological	G06K 19/00
Commerce, marketing and/or advertising networks	G06Q 30/02
Coin freed apparatus	G07F 17/00
Cash registers	G07G 1/0018
Visible signalling	G08B 5/36 , G08B 5/40 , G08B 5/38
Traffic control systems	G08G
Arrangements or circuits for control of indicating devices using static means to present variable information	G09G
Control systems for LEDs	G09G 3/32
Sound recording or reproducing per se	G11B

Identifying or analogous means applied to or incorporated in the record carrier and not intended for visual display simultaneously with the playing-back of the record carrier, e.g. label, leader, photograph	G11B 23/38 , G11B 23/40
Labels specially adapted for being applied to, or incorporated in, record carriers and not intended for visual display simultaneously with the playing back of the record carrier	G11B 23/40
Marking of conductors or cables; labels for cables	H01B 13/34 , H01B 7/368
Plasma display panels	H01J 11/00
Gas discharge panels	H01J 17/49
Cathode rays	H01J 31/00 , H01J 63/00
Incandescent panels comprising a number of separate incandescent bodies	H01K 9/00
Details related to groups of LEDs, LEDs	H01L 25/00 , H01L 33/00
Semiconductors integrated circuits comprising components adapted for the emission of light	H01L 27/15
Mechanical details of telephones, e.g. display to body attachment, foldable	H04M 1/02 , H04M 1/0268
Television systems	H04N
Public address systems	H04R 27/00
Electroluminescent light sources	H05B 33/00
Display consisting of a printed circuit board carrying a matrix of single LED	H05K 3/30
OLED.	H10K 59/00

Special rules of classification

Due to the wide scope of the subclass [G09F](#) and the very large number of related technical areas, care should be taken not to classify documents in [G09F](#) dealing with displays not related to signage and advertisement.

Also as a classification rule in [G09F 3/00](#)(labels, seals, stamps...), this field relates to the mechanical aspect of the label lamination in general, its form and construction; documents dealing with the chemical composition of a label should be classified in their corresponding chemistry subclasses [C07C](#), [C08F](#), [C08L](#).

Reusable security seals should not be classified in [G09F 3/03](#) but in [E05B 73/00](#).

Documents related to the technical aspect of a specific display, should in principle not be classified in [G09F](#), as an example a document dealing with technical aspect of an LCD such as the setting of its electrodes should be classified in the corresponding group [G02F 1/13](#).

Documents related only to the control system of a specific display apparatus should not classify in [G09F](#) but in [G09G](#).

Documents related to commerce, marketing and/or advertising networks should be classified in [G06Q 30/02](#).

Glossary of terms

In this place, the following terms or expressions are used with the meaning indicated:

Sign	Designates a mark or indication serving to make something recognisable, the information presenting being non varying, even if flashing; by way of example it covers therefore advertising hoardings, or luminous, or light reflecting, safety arrangements.
Seal	Designates security seals of a single use, that helps join two systems or mechanisms together by preventing their separation.

Synonyms and Keywords

In patent documents, the following abbreviations are often used:

ESL	Electronic shelf label
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G09F 1/00

Cardboard or like show-cards of foldable or flexible material

Definition statement

This place covers:

Advertisement cardboard or like show cards (flat or folded) and the corresponding support system to hold them.

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

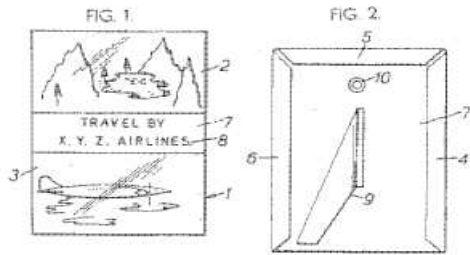
Show cases or show cabinets	A47F 3/00
Show stands made of cardboard	A47F 5/11
Devices for hanging or supporting pictures, mirrors, picture frames or the like	A47G 1/16 , A47G 1/06
Foldable sheets having printed matters and special format	B42D 15/008
Sheets temporarily attached together, postcards	B42F

Special rules of classification

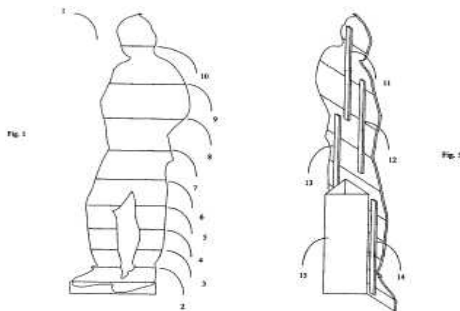
[G09F 1/00](#) is a classification group dealing mainly with cardboard like signs. Documents dealing with signs, names or number plates (medium, small size) should be classified in [G09F 7/00](#). Documents dealing with boards for notices or posters (big size) should be classified in [G09F 15/00](#).

Show stands and show cabinets are classified in [A47F](#).

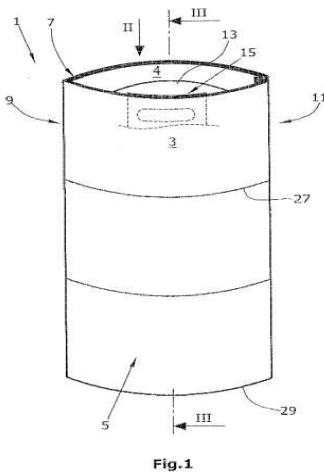
[G09F 1/02](#) deals with flat cards showing advertisement information of the type shown in the figure below:



[G09F 1/06](#) is a classification group related to folded show cards to be erected in three dimensions (if it imitates the form of an object, it should be classified in [G09F 1/08](#)) of the type shown in the figure below:

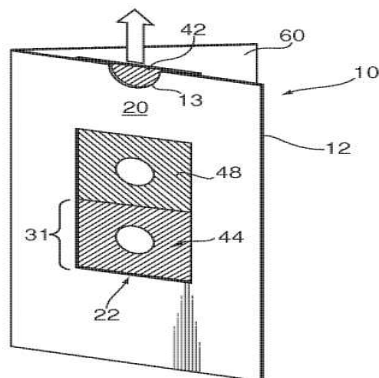


[G09F 1/065](#) deals with specific foldable column like displays called totems, of the type shown in the figure below:



[G09F 1/10](#), [G09F 1/103](#), [G09F 1/12](#) and [G09F 1/14](#) are related with different kind of support or holders for flat or foldable show cards (frames, suspension clamps, legs, wheels, etc...).

[G09F 2001/085](#) contains folded cards actuated by a sliding tongue such as the one shown on the figure below:



Glossary of terms

In this place, the following terms or expressions are used with the meaning indicated:

Totem	portable, collapsible column like display
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G09F 3/00

Labels, tag tickets, or similar identification or indication means (medals or badges [A44C 3/00](#); making labels [B31D 1/02](#); sheets temporarily attached together [B42F](#); labelling [B65C](#); labels on record carriers [G11B 23/38](#), [G11B 23/40](#)); Seals; Postage or like stamps

Definition statement

This place covers:

- The mechanical layout of the different layers on different sort of labels.
- Informative, identification tags.
- Security seals of a single use.
- Postage or like stamps.

References

Limiting references

This place does not cover:

Chemical composition of labels	B32B , C08L , C08F
Tags attached to, or associated with, an object, in order to enable detection of an object	G01V 15/00
Labels on record carriers	G11B 23/38 , G11B 23/40

Informative references

Attention is drawn to the following places, which may be of interest for search:

Horticulture, cultivation of vegetables	A01G 2/00 , A01G 20/00 , A01G 22/00
Wood/Forestry marking	A01G 23/099

Informative references

Marking of animals	A01K 11/00
Display on textile	A41D 27/085 , H05K 1/189 , D06Q 1/00
Badges	A44C 3/001
Bracelets	A44C 5/00
Locks, padlocks, fastening deviceslocks for meters	A47F 5/0815 , E05B 73/00 , F16B 41/00 , F16B 2/04 , G01F 15/007
Label production	B31D 1/021 , B42D 15/008 , B42D 1/006
Layered products	B32B
Label printers	B41J 3/4075
Notepads	B42D 5/003
Shipping forms, identity, credit, cheque or like information	B42D 15/0053 , B42D 5/027
Foldable sheets having printed matters and special format	B42D 15/008
Identity, credit, cheque or like information-bearing cards	B42D 25/00
Sheets temporarily attached together	B42F
Fixing seals on documents	B43M 1/00
Labels for syringes	B65B 3/003
Applying and securing binding material around articles or groups or articles, e.g. using strings, wires, strips, bands, tapes	B65B 13/02
Labelling other than flat surfaces	B65C 3/00
Labelling machines	B65C 9/00
Packaging per se	B65D
Suspension labels for bottles, label for containers, rigid container labels	B65D 23/005 , B65C 3/02 , B65D 25/205
Means for indicating the unauthorised of a container closure	B65D 27/30 , B65D 55/02
Labelling fabrics by sewing	D05B 3/20
Laundry mark	D06F 93/005
Tag for textile by attaching threads, tags, or the like	D06H 1/04
Decorating textiles	D06Q 1/00
Reusable security seals, theft deterrent tags	E05B 39/02 , E05B 73/00 , E05B 73/0017
Padlocks	E05B 67/00
Means for preventing relative axial movement of a pin takes precedence	F16B 21/16
Random number generators	G06F 7/58 , G07C 15/00
Digitally marked record carriers	G06K 19/00

Special rules of classification

Documents dealing mainly with the chemical composition of the different label layers should be classified in their corresponding chemistry field ([B32B](#), [C08L](#), [C08E](#), etc...), not in [G09F 3/00](#).

Reusable security seals should not be classified in [G09F 3/03](#) but in [E05B 73/00](#).

[G09F 3/005](#) contains identification bracelets, e.g. secured to the arm of a person.

[G09F 3/02](#) is a very wide classification subgroup dealing with the forms or constructions of the label in general (be aware of classification [B32B](#) dealing with layered products). It contains many classification subgroups and codes related to the laminated composition of the label, that have to be taken into account when classifying a document disclosing a label:

[G09F 2003/0201](#), label sheets intended to be introduced in a printer, e.g. laser printer.

[G09F 2003/0202](#), printed before use.

[G09F 2003/0204](#), tax-disc.

[G09F 2003/0205](#), coupon.

[G09F 2003/0207](#), ticket.

[G09F 2003/0208](#), the label showing indicia. [G09F 2003/021](#) if indicia are behind the front foil.

[G09F 2003/0211](#) if indicia have been transferred to the front foil.

[G09F 2003/0213](#) if the label has concealed data.

[G09F 2003/0214](#), labels used in stock management. [G09F 2003/0216](#), relates to stock management for containers, [G09F 2003/0217](#) for envelopes, [G09F 2003/0219](#) to keep record of the use of a product and [G09F 2003/022](#) shipment.

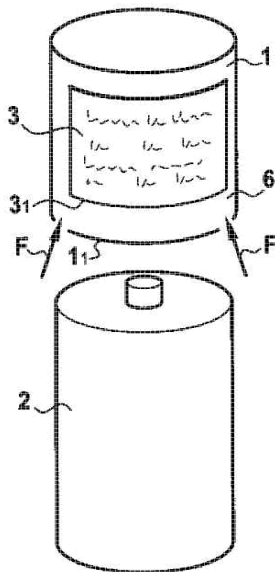
[G09F 2003/0222](#), the label has features for removal or adhesion, e.g. tabs.

[G09F 2003/0223](#), recyclable label.

[G09F 2003/0225](#), code related to the label carrier web. [G09F 2003/0226](#) if the carrier is a sheet, [G09F 2003/0227](#) carrier strip and [G09F 2003/0229](#) for carrier rolls.

[G09F 2003/023](#), code dealing with the details about the adhesive in the label. [G09F 2003/0232](#) for adhesive with resistance to heat, [G09F 2003/0233](#) with resistance to humidity, [G09F 2003/0235](#) resistance to chemicals, [G09F 2003/0236](#) adhesive showing permeability, [G09F 2003/0238](#) stress resistant, [G09F 2003/0239](#) permanent adhesive, [G09F 2003/0241](#) repositionable or pressure sensitive adhesive, [G09F 2003/0242](#) adhesive soluble in water, [G09F 2003/0244](#) adhesive soluble in chemicals, [G09F 2003/0245](#) adhesive layer with differential adhesive strength areas, [G09F 2003/0247](#). . Non-strippable anti-stick coatings, [G09F 2003/0248](#) variable density of distribution of adhesive spots, and code [G09F 2003/025](#) for activatable adhesives.

[G09F 2003/0251](#), code related to sleeve shaped label, i.e. wrapped around a device, like the one shown in the figure below:



[G09F 2003/0254](#), code associated with luggage tag.

[G09F 2003/0255](#), laminated labels.

[G09F 2003/0257](#) labels with multilayered structure. [G09F 2003/0258](#) if the multilayered structure is without carrier, [G09F 2003/026](#) without silicon backing, [G09F 2003/0261](#) encapsulated in polymer and [G09F 2003/0263](#) if the multilayer includes different patterns for carrier web and label web.

[G09F 2003/0264](#), code associated to the special label shapes or borders. [G09F 2003/0266](#) for shapes other than rectangular, [G09F 2003/0267](#) die cut or [G09F 2003/0269](#) for perforated labels.

[G09F 2003/027](#) contains labels used to hang up an item, e.g. a perfusion bottle.

[G09F 2003/0272](#) contains label for containers.

[G09F 2003/0276](#), deals with safety features included in the label, e.g. colour, prominent part, logo.
[G09F 2003/0277](#) tamper resistant.

[G09F 2003/0279](#), contain cards, e.g. plastic.

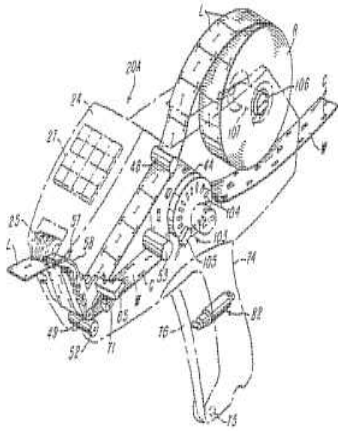
[G09F 2003/028](#), labels containing microcapsules, e.g. ink microcapsules for indicia transfer.

[G09F 2003/0282](#), labels for textiles, e.g. clothing.

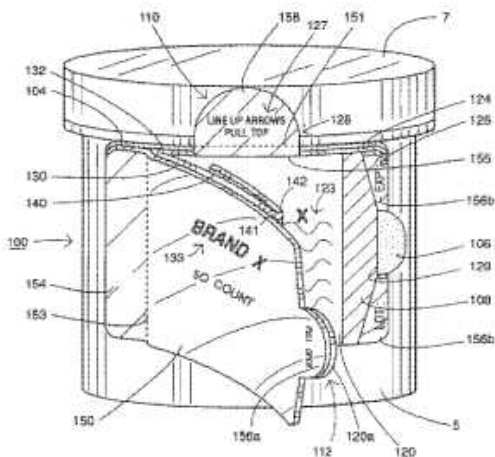
[G09F 2003/0283](#), food-compatible or edible labels.

[G09F 2003/0285](#), Stamp-like labels.

[G09F 3/0286](#), deals with labels provided with adaptations for labelling machines, like the one shown in the figure below:



[G09F 3/0288](#) contains labels or tickets consisting of more than one part, e.g. with address of sender or other reference on separate section to main label; multi-copy labels. If the multi label is of the pull- or fold out type (like the one shown in the figure below) it should be classified in [G09F 3/0289](#).



[G09F 3/0291](#) contains labels or tickets undergoing a change under particular conditions, e.g. heat, radiation, passage of time. Within this subgroup [G09F 3/0294](#) should be assigned when change is not permanent, e.g. labels only readable under a special light, temperature indicating labels and the like. And code [G09F 3/0292](#) when this type of changing labels is used as tamper indicating labels.

[G09F 3/0295](#) contains labels or tickets for tubes, pipes and the like.

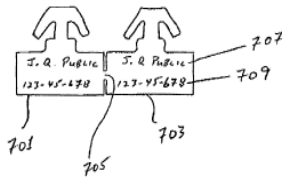
[G09F 3/0297](#) contains labels including a machine-readable marking, e.g. a bar code (be aware that digitally marked records in general are classified in [G06K 19/00](#)). If the bar code has a special orientation it should be classified in [G09F 3/0298](#).

[G09F 3/03](#), contains security seals of a single use (be aware of classification groups : [B65D](#) means for indicating unauthorised opening of container closures, e.g. [B65D 27/30](#), [B65D 55/02](#); theft deterrent tags [E05B 73/0017](#)).

Depending of the type of seal used a different classification subgroup should be assigned:

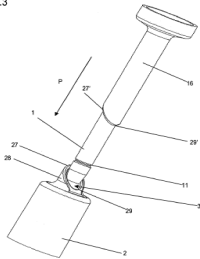
[G09F 3/0305](#) is the general code for the type of seal used.

[G09F 3/0311](#), contains single use seals having arrow like sealing means, like the one shown in the figure below (reusable padlocks classification [E05B 73/00](#) takes precedence):

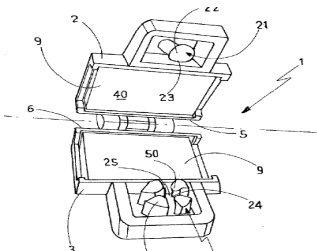


[G09F 3/0317](#), contains single use seals having bolt like sealing means ([F16B 21/16](#) means for preventing relative axial movement of a pin takes precedence), like the one shown in the figure below:

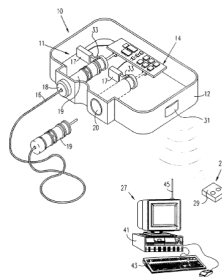
Fig.3



[G09F 3/0323](#), contains single use seals having clamp like sealing means, like the one shown in the figure below:

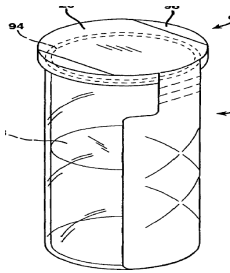


[G09F 3/0329](#), contains single use seals having electronic sealing means, like the one shown in the figure below:

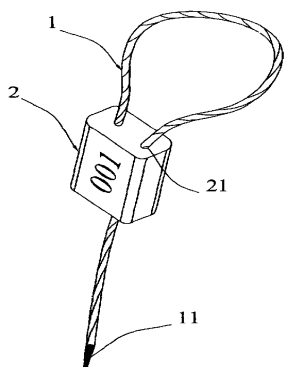


[G09F 3/0335](#) if they use RFID tags (be aware that [G06K 19/00](#) classification deals with RFID in general).

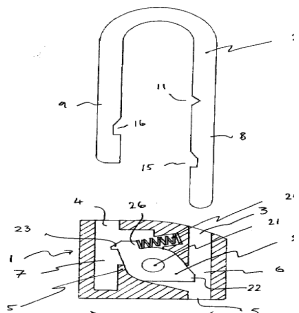
[G09F 3/0341](#), contains single use seals having label sealing means, like the one shown in the figure below:



[G09F 3/0347](#) contains single use seals having padlock type sealing means (Padlocks in general [E05B 67/00](#)). If the padlock has a cable like lock it should be classified in [G09F 3/0352](#) and if it has a rigid hasp in [G09F 3/0358](#) (see figures below):



Cable like lock



Rigid hasp

[G09F 3/0364](#), contains single use seals having rotary sealing means, like the one shown in the figure below:

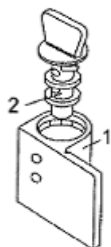
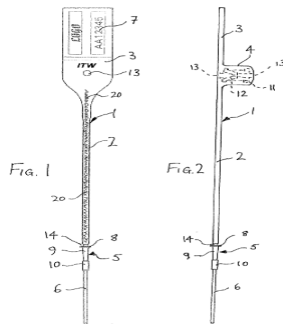


FIG.-4

[G09F 3/037](#) contains single use seals having tie-wrap sealing means (be aware of classification [F16G 11/00](#) fastening means), like the one shown in the figure below:

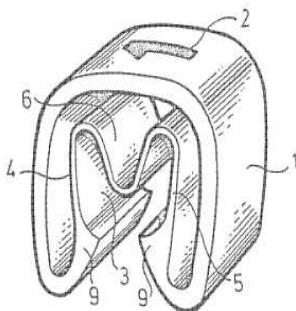


If the single use security seals uses a special technique to detect tampering, e.g. by ultrasonic or optical means, it should be classified in [G09F 3/0376](#).

If the security seal indicates that a violation has occurred by generating a random number, it should be classified in [G09F 3/0394](#) (be aware of classifications [G06F 7/58](#) and [G07C 15/00](#) dealing with random number generators).

[G09F 3/0382](#) contains seals using a transparent casing, and if it is semi-transparent the code to be assigned is [G09F 3/0388](#).

[G09F 3/04](#), contains labels to be fastened or secured by the material of the label itself, e.g. by thermo-adhesion (by a separate adhesive layer [G09F 3/10](#)). If the label is secured by clamping action it should be classified in [G09F 3/06](#) (by separate clamps [G09F 3/16](#)). See for example the figure below:



Self contained clamp

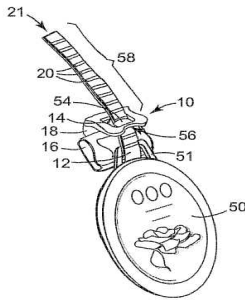
[G09F 3/08](#), contains labels to be fastened or secured by means not forming part of the material of the label itself:

[G09F 3/10](#) if the label is secured by a separate adhesive layer.

[G09F 3/12](#), by pins, staples, or the like.

[G09F 3/14](#), by strings, straps, chains, or wires.

[G09F 3/16](#), by clamps (see figure below).

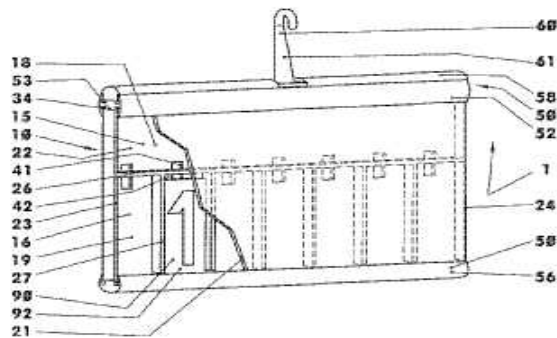


[G09F 3/18](#) is a common group dealing with casing, frames or enclosures for labels. If the enclosure envelopes completely the labels it should be classified in [G09F 3/185](#). If the enclosure is for adjustable, removable, or interchangeable labels [G09F 3/20](#) is the classification group to be assigned.

Within [G09F 3/20](#) there are different classification subdivisions:

[G09F 3/201](#): enclosures enveloping completely the labels ([G09F 3/203](#) - [G09F 3/207](#) takes precedence).

[G09F 3/202](#), for labels being formed by a combination of interchangeable elements, e.g. price labels (see figure below).



[G09F 3/203](#), specially adapted to be attached to a transparent surface, e.g. the window of a car.

[G09F 3/204](#), specially adapted to be attached to a shelf or the like ([A47F 5/0068](#): shelf extensions, takes precedence).

[G09F 3/205](#), specially adapted for electric cables, pipes or the like.

[G09F 3/206](#), specially adapted for marking or identifying plants.

[G09F 3/207](#), in the form of a badge to be worn by a person.

[G09F 3/208](#), for electronic labels, labels integrating electronic displays.

Glossary of terms

In this place, the following terms or expressions are used with the meaning indicated:

Die	A tool or device used to cut a desired shape, form or finish in any material; most commonly to produce a label or a specifically shaped sample.
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Piggyback label	Pressure-sensitive label constructions that have two release coated liners, two layers of adhesive and a face material which enables the label to be applied-complete with the backing-for further or future applications.
Pressure sensitive adhesive, self-adhesive	An adhesive which in its dry state at room temperature is always tacky and will adhere or stick to a wide range of diverse surfaces by simple contact under a light pressure.
Release liner, backing paper	Is the component of the label laminate that protects the pressure sensitive adhesive during manufacture, converting, printing and up to the final point of application. Usually is peeled away from the adhesive immediately prior to its application to a surface.
Seal	Designates security seals of a single use, that helps to join two systems or mechanisms together by preventing their separation.

Synonyms and Keywords

In patent documents, the following abbreviations are often used:

ESL	Electronic shelf label
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G09F 5/00

Means for displaying samples (packaging per se [B65](#))

Definition statement

This place covers:

Means for displaying product samples of different sort. Portable sample cases, cards of sample colours and book of samples (carpet, perfumes, fabrics, floor tiles, etc...).

References

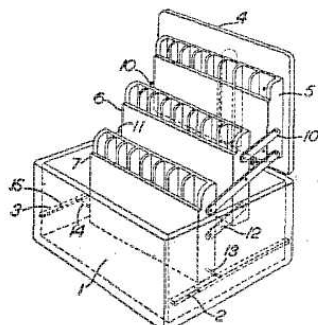
Informative references

Attention is drawn to the following places, which may be of interest for search:

Showcases or cabinets with arrangements for continuously or intermittently moving the merchandise	A47F 3/08
Packages comprising articles attached to cards, sheets, or webs	B65D 73/00

Special rules of classification

Subgroup [G09F 5/02](#) contains portable sample cases in general like the one shown in the example below.



Cards of samples and book of samples should be classified in [G09F 5/04](#) (be aware of classification [B65D 73/00](#) dealing with packages comprising articles attached to cards, sheets, or webs for removal there from). It should be taken into account that there are different subclasses to be assigned depending on the material of the sample ([G09F 5/042](#) in paper or the like, [G09F 2005/043](#) for woods, [G09F 2005/045](#) for carpets, [G09F 2005/046](#) for perfumes, [G09F 2005/047](#) for furniture and [G09F 5/04](#) for fabrics).

G09F 7/00

Signs, name or number plates, letters, numerals, or symbols (vehicle registration number plates [B60R 13/10](#)); Panels or boards (show-cards [G09F 1/00](#); indicating arrangements for variable information [G09F 9/00](#), [G09F 11/00](#); illuminated signs [G09F 13/00](#); boards for notices or posters [G09F 15/00](#))

Definition statement

This place covers:

Small/medium size advertisement signs, name or number plates, letters, numerals, or symbols.

Panels or boards for presentation of non-varying information or advertisement.

References

Limiting references

This place does not cover:

Cardboard or like show cards of foldable or flexible material	G09F 1/00
Indicating arrangements for variable information in which the information is built up on a support by selection or combination of individual elements	G09F 9/00
Advertising systems to produce variable information, in which the complete information is permanently attached to a movable support which brings it to the display position	G09F 11/00
Big size advertisement boards, hoardings, pillars, or like structures for notices, placards, posters, or the like	G09F 15/00

Informative references

Attention is drawn to the following places, which may be of interest for search:

Horticulture, cultivation of vegetables	A01G 2/00 , A01G 20/00 , A01G 22/00
Car number plates	B60R 13/10
Details of traffic signs	E01F 9/00
Joining sheets or plates to one another or to strips or bars parallel to them	F16B 5/00

Special rules of classification

[G09F 7/00](#) is a classification group including sign or plates (medium, small size) showing all sorts of information. Documents dealing with boards for notices or posters (big size) should be classified in [G09F 15/00](#). Cardboard or paper show cards are classified in [G09F 1/00](#). Displays showing variable information in [G09F 9/00](#) or [G09F 11/00](#). And illuminated signs should be also classified in [G09F 13/00](#).

Car number plates, or emblems should be classified in [B60R 13/10](#).

There are four main classification subgroups in [G09F 7/00](#):

[G09F 7/002](#), containing weather proof panel or boards, e.g. perforated signs to minimize the effect of the wind pressure ([G09F 7/02](#) - [G09F 7/14](#), [G09F 7/18](#) - [G09F 7/22](#) take precedence).

[G09F 7/02](#) contains signs, plates, panels or boards using readily-detachable elements bearing or forming symbols. Within this subgroup a distinction should be made between:

[G09F 7/04](#), signs where the elements are secured or adapted to be secured by magnetic means.

[G09F 7/06](#), signs where the elements are secured or adapted to be secured by means of pins and holes.

[G09F 7/08](#), signs where the elements are secured or adapted to be secured by means of grooves, rails, or slits. If they are slide-ably mounted on the slit the document should be classified in [G09F 7/10](#).

[G09F 7/12](#), signs where the elements are secured or adapted to be secured by self-adhesion, moisture, suction, slow-drying adhesive or the like. In this case code [G09F 2007/122](#) should be assigned if the elements are secured by suction, [G09F 2007/125](#) if they are secured by electrostatic force or [G09F 2007/127](#) if they are secured using an adhesive.

In general the constructional features of the symbol bearing or forming elements are classified in [G09F 7/14](#).

[G09F 7/16](#) contains signs, plates, panel or boards using letters, numerals, or other symbols adapted for permanent fixing to a support.

If the letters, numerals, or other symbols are obtained by a treatment of the support, (polishing, vulcanization, electrolysis, etc...) [G09F 7/165](#) classification code should be assigned.

[G09F 7/18](#) is a common classification group, dealing with the different ways of attaching signs, plates, panes, or boards to a supporting structure. This subgroup contains a wide variety of classification codes to be assigned depending on the type of attachment system, the type of sign, etc.

[G09F 2007/1804](#), for fastening to a post.

[G09F 2007/1808](#), using tensioned bonds, e.g. metallic.

[G09F 2007/1813](#), using brackets having two parts for clamping the post.

[G09F 2007/1817](#), using fastening means to grip the post.

[G09F 2007/1821](#), the post having slots or flanges to fasten the sign.

[G09F 2007/1826](#), using channels on the rear of the sign board to be connected to the post, e.g. via clamps.

[G09F 2007/183](#) the sign being formed by two parts clamping the post.

[G09F 2007/1834](#), signs or the like supported by two lateral posts.

[G09F 2007/1839](#), for fastening to cables.

[G09F 2007/1843](#), frames or housings to hold signs.

[G09F 2007/1847](#), brackets to grip the sign board.

[G09F 2007/1852](#), for fastening magnetically or by suction or the like.

[G09F 2007/186](#), suspended, e.g. secured to the ceiling.

[G09F 2007/1865](#), on vehicles.

[G09F 2007/1869](#), plates fixed to instruments.

[G09F 2007/1873](#), characterised by the type of sign.

[G09F 2007/1878](#), traffic orientation, street markers.

[G09F 2007/1882](#), emblems, e.g. fixed by pins or screws.

[G09F 2007/1886](#), tensioned flexible signs.

[G09F 2007/1891](#), modular.

[G09F 2007/1895](#), licence number plates containing advertising information.

[G09F 7/20](#) for adjustably mounting, e.g. telescopic systems.

[G09F 7/22](#) for rotatably or swingably mounting, e.g. for boards adapted to be rotated by the wind.

Code [G09F 2007/005](#) deals with signs associated with sensors in general.

G09F 9/00

Indicating arrangements for variable information in which the information is built-up on a support by selection or combination of individual elements (in which the variable information is permanently attached to a movable support [G09F 11/00](#); abacus [G06C 1/00](#); slide-rules [G06G 1/00](#))

Definition statement

This place covers:

Indicating arrangements, e.g. advertisement displays, for variable information, in which the information is built-up on a support by selection or combination of individual elements. All sorts of electro-mechanical display systems where the image pixels are formed using LEDs, LCDs, optical fibre etc.

References

Limiting references

This place does not cover:

Indicating arrangements for variable information in which the complete information is permanently attached to a movable support which brings it to the display position	G09F 11/00
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Informative references

Attention is drawn to the following places, which may be of interest for search:

Microstructural devices comprising flexible or deformable elements, e.g. comprising elastic tongues or membranes	B81B 3/00
Liquid crystal materials	C09K 19/00
Supporting structure for electronic displays	F16M 11/00
Light guides	G02B 6/00
Optical fibre	G02B 6/02
Displays based on interference in an adjustable optical cavity	G02B 26/00
Displays based on the rotation of particles under the influence of an external field, e.g. gyricons or twisting ball displays	G02B 26/026 , G02B 26/02
Displays based on reflecting micromechanical devices, e.g. microelectromechanical system (MEMS) mirrors or deformable mirror devices (DMD)	G02B 26/08
Head-up displays	G02B 27/01
Other optical systems or other optical apparatus for producing stereoscopic or other three-dimensional effects	G02B 30/00
Technical details of liquid crystal displays (LCD)	G02F 1/13
Displays based on electrochromic elements	G02F 1/15
Displays based on electrophoresis	G02F 1/167
Viewers, other than projection viewers, giving motion-picture effects by persistence of vision with interposed lenticular or line screen	G03B 25/02
Abacus	G06C 1/00
Details of computer elements, e.g. with folding flat displays	G06F 1/1613
Arrangements for transferring data from a digital processing unit to an output display device	G06F 3/14
Video walls	G06F 3/1446 , H01L 25/10 , H05K 5/0021
Slide rules	G06G 1/00
3D [Three Dimensional] image rendering	G06T 15/00
Arrangements or circuits for control of indicating devices using static means to present variable information	G09G
Plasma display panels	H01J 11/00 , H01J 11/10
Gas discharge panels	H01J 17/49
Cathode ray tubes	H01J 31/00

Incandescent panels comprising a number of separate incandescent bodies	H01K 9/00
Details related to groups of LEDs	H01L 25/00
Semiconductor devices having potential barriers, specially adapted for light emission, e.g. LED	H01L 27/15 , H01L 33/00
Mechanical details of telephones, e.g. display to body attachment, foldable	H04M 1/02
Pictorial communication, e.g. television	H04N
Electroluminescent light sources	H05B 33/00
Display consisting of a printed circuit board carrying a matrix of single LED	H05K 3/30
Organic light emitting devices, e.g. OLED displays or PLED displays	H10K 59/00 , H10K 50/00

Special rules of classification

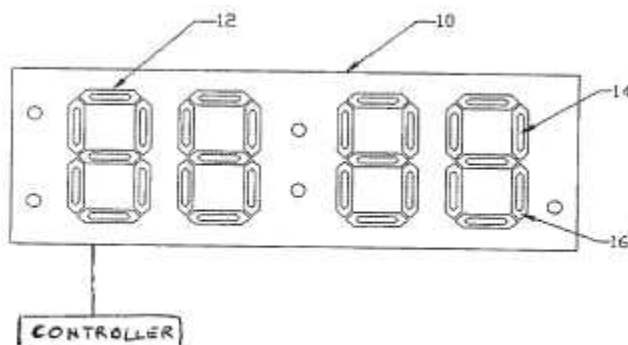
This classification includes all the advertisement systems where the variable information is built-upon a static support by selection or combination of individual elements. If the system produces the variable information using a movable support, it should be classified in [G09F 11/00](#).

Documents related to technical aspects of a specific display, should not in principle be classified in [G09F](#), as an example a document dealing with technical aspects of an LCD such as the setting of its electrodes should be classified in the corresponding subclass [G02F 1/13](#).

There are three main subgroups for classifying in [G09F 9/00](#):

- [G09F 9/30](#) contains advertisement systems in which the desired character or characters are formed by combining individual elements (be aware of classification [G02F 1/00](#) dealing with panels comprising a number of electrodes in a single cell controlling light arriving from an independent light source). Within this subgroup a distinction should be made between:

[G09F 9/302](#) if the display is characterised by the form or geometrical disposition of the individual elements, like for example in segmented displays (see figure below), which are classified in [G09F 9/3023](#).



[G09F 9/305](#) if the characters are formed by the end of optical fibers ([G09F 9/302](#) takes precedence).

[G09F 9/307](#) if the characters are formed by incandescent filaments (be aware of classification [H01K 9/00](#) dealing with incandescent panels comprising a number of separate incandescent bodies). [G09F 9/302](#) takes precedence. [G09F 9/313](#) if the characters are formed by gas discharge devices (be aware of classification [H01J 17/49](#) dealing with gas discharge panels). [G09F 9/302](#) takes precedence.

[G09F 9/33](#) if the characters are formed by semiconductor devices, e.g. diodes ([H01L 27/15](#) deals with semiconductor integrated circuits comprising components adapted to emit light in general). [G09F 9/302](#) takes precedence.

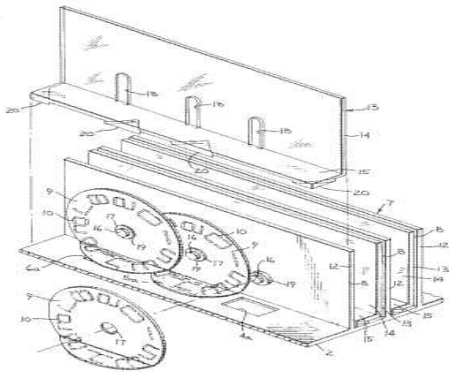
[G09F 9/35](#) if the characters are formed by liquid crystals (be aware of [G02F 1/13](#) dealing with LCDs in general and [C09K 19/00](#) dealing with liquid crystal materials). [G09F 9/302](#) takes precedence.

[G09F 9/37](#) if the characters are formed by movable elements, e.g. gyricons, electrophoretic displays etc... ([G09F 9/302](#) takes precedence).

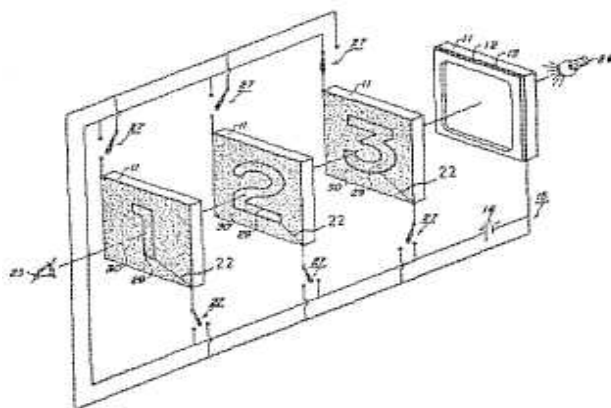
Within this subgroup it should be also analysed how the position of the moving elements is controlled. [G09F 9/372](#) deals with the application of an electric field to control the position of the elements, [G09F 9/375](#) with magnetic field and [G09F 9/377](#) with the use of pneumatic means.

Common to [G09F 9/30](#) classification subgroup there are two codes [G09F 9/3026](#) dealing with video walls, stackable display systems, and [G09F 9/301](#) dealing with flexible, foldable displays.

[G09F 9/40](#) contains advertisement systems in which the desired character is selected from a number of characters arranged one beside the other, e.g. on a common carrier plate. Like in the figure shown below:



[G09F 9/46](#) contains advertisement systems in which the desired character is selected from a number of characters arranged one behind the other, like in the figure shown below.



G09F 11/00

Indicating arrangements for variable information in which the complete information is permanently attached to a movable support which brings it to the display position (showcases or showcabinets with arrangements for continuously or intermittently moving the merchandise [A47F 3/08](#); using static means to present variable information [G09F 9/00](#))

Definition statement

This place covers:

Advertising systems to produce variable information, in which the complete information is permanently attached to a movable support which brings it to the display position, like for example scrolling systems, displaying by rotating drums, flexible sheets or endless belts.

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

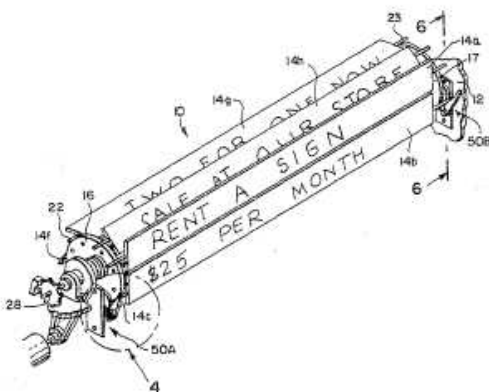
Indicating arrangements for variable information in which the information is built up on a support by selection or combination of individual elements	G09F 9/00
Showcases or cabinets with arrangements for continuously or intermittently moving the merchandise	A47F 3/08

Special rules of classification

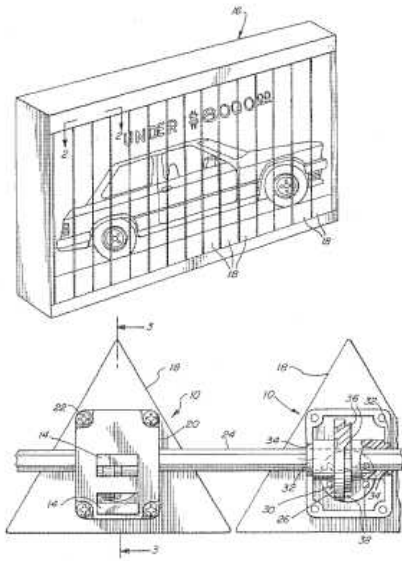
This classification includes all the advertisement systems showing variable information, where the complete information is permanently attached to a movable support. If the displaying system uses a static support to present the variable information (like an electronic display for example), it should be classified in [G09F 9/00](#).

There are six main subgroups for classifying in [G09F 11/00](#):

- [G09F 11/02](#) contains advertisement systems where the display elements are secured to rotating members, e.g. drums, spindles, like the one shown in the figure below:



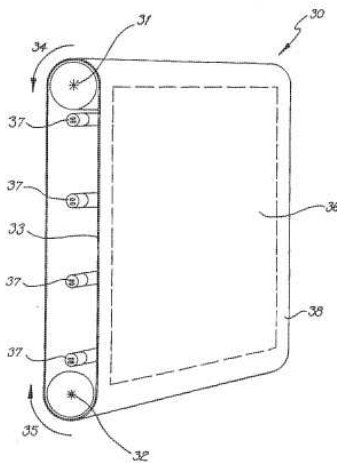
If the members are rotated simultaneously, and each face of the member carries a part of the sign, the document should be classified in [G09F 11/025](#).



[G09F 11/04](#) contains documents where the display elements are secured to rotating discs ([G09F 11/025](#) takes precedence). In [G09F 11/06](#) the elements are stiff plates or cards (on rotating discs [G09F 11/04](#)) and in [G09F 11/08](#) the elements are flexible sheets (on rotating discs [G09F 11/04](#)).

[G09F 11/10](#) deals with the electrical control system used to move the elements.

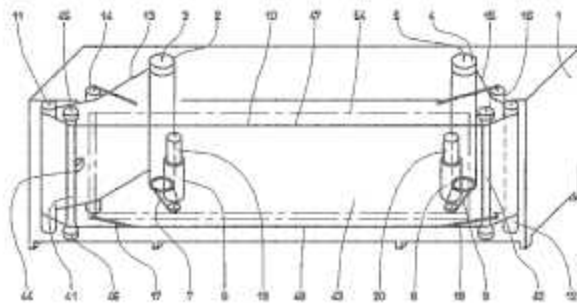
- [G09F 11/12](#) contains advertisement systems where the display elements are carried by endless belts, chains or they like, like the one shown in the figure below:



In [G09F 11/14](#) the elements are stiff plates or cards and in [G09F 11/15](#) the elements are flexible sheets.

[G09F 11/16](#) deals with the electrical control system used to move the elements.

- [G09F 11/18](#) contains advertisement systems where the display elements are carried by belts, chains or they like other than endless like in the one shown in the figure below.



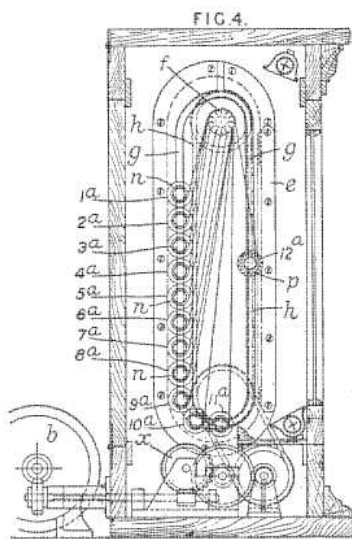
In [G09F 11/20](#) the elements are stiff plates or cards and in [G09F 11/21](#) the elements are flexible sheets.

[G09F 11/22](#) deals with the electrical control system used to move the elements.

- [G09F 11/23](#) contains advertisement systems where the advertisement or display material forms part of a rotating member e.g. in the form of perforations, print or transparencies on a drum or disc.

The details about the electric control thereof are treated in [G09F 11/235](#).

- [G09F 11/24](#) contains advertisement systems where the advertisement or display material forms part of a moving band e.g. in the form of perforations, print or transparencies. If the moving band is an endless band, the document should be classified in [G09F 11/26](#) or in [G09F 11/29](#) if the band is not an endless band.
- [G09F 11/30](#) contains advertisement systems where the display elements are feed one by one from a storage place to a display position, like in the one shown in the figure below:



Details related to type of feeding means used in the advertisement system should be classified in [G09F 11/32](#) (feeding means comprising belts, [G09F 11/325](#)) or [G09F 11/34](#) (feeding means comprising electromagnets).

G09F 13/00

Illuminated signs; Luminous advertising (G09F 9/00, G09F 11/00 take precedence; control of displays in general using static means to present variable information G09G)

Definition statement

This place covers:

Illuminated signs, boards or panels.

Luminous advertising using different types of light sources and optical systems.

Luminous advertisement, e.g. by fireworks.

References

Limiting references

This place does not cover:

Indicating arrangements for variable information in which the information is built up on a support by selection or combination of individual elements	G09F 9/00
Advertising systems to produce variable information, in which the complete information is permanently attached to a movable support which brings it to the display position	G09F 11/00
Mobile visual advertisement	G09F 21/00

Informative references

Attention is drawn to the following places, which may be of interest for search:

Designs or pictures characterised by special or unusual light effects	B44F 1/00
Arrangements or adaptations of lighting devices for vehicle interior	B60Q 3/00
Arrangement or adaptation of portable emergency signal devices on vehicles	B60Q 7/00
Luminescent material	C09K 11/00
Light sources using luminescence	F21K 2/00
Non-portable lighting devices	F21S
Traffic lights, Pillar shaped lights; Lights arranged on top of each other	F21S 8/00 , F21W 2111/00
Lighting systems using day light	F21S 11/00
Details of lighting devices	F21V
Constructions or details of lighting devices	F21V 11/00
Fireworks	F42B 4/00
Edge illuminated signs	G02B 6/0001 , G02F 1/133615
Technical details of LCD displays	G02F 1/13
Transparencies frames	G03B 21/64
Traffic lights	G08G 1/09
Cathode rays	H01J 31/00 , H01J 63/00

Electroluminescent light sources	H05B 33/00
Arrangements or circuits for control of indicating devices using static means to present variable information	

Special rules of classification

[G09F 13/00](#) relates to illuminated signs, displaying information. If a document discloses strictly only details about the technical features of an illumination system, not talking about the use of it in a display system, it should be classified in [F21V](#) and not in [G09F 13/00](#). Illumination systems per se are not classified in this group.

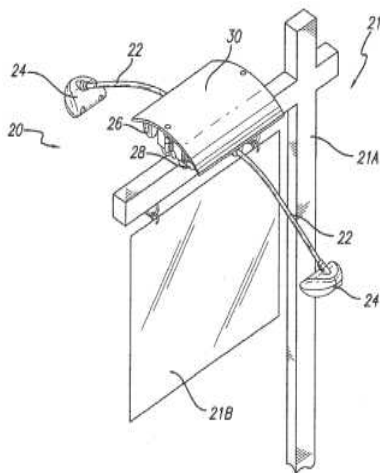
The control systems for illuminated signs should be classified in [G09G](#) and not in [G09F 13/00](#).

[G09F 9/00](#) and [G09F 11/00](#) take precedence.

Depending on the position of the light source in respect to the sign, board or panel to be illuminated, a document should be classified in:

[G09F 13/005](#) contains illuminated signs including an illumination control system (timers, etc.).

[G09F 13/02](#) if the light source is positioned in front of the insignia. See picture below.



Or [G09F 13/04](#) if the sign is illuminated from behind the insignia.

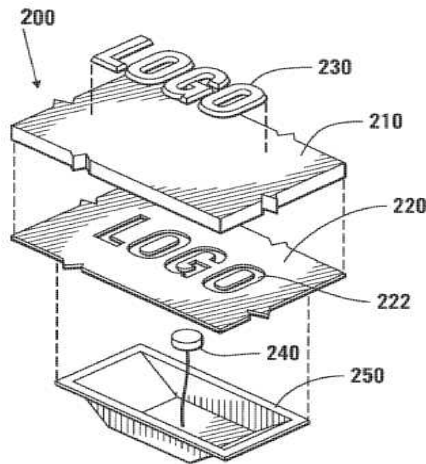
[G09F 13/0404](#) contains illuminated signs with the light source being enclosed in a box forming the character of the sign.

[G09F 13/0409](#) arrangements for homogeneous illumination of the display surface, e.g. using a layer having a non-uniform transparency (diffusers, etc.). Arrangements with reflectors should be rather classified in [G09F 13/14](#).

[G09F 13/0413](#) illuminated sign frames or casing structures therefore (be aware of classification [G03B 21/64](#) dealing with transparencies frames).

[G09F 13/0418](#) covers the structural details of the illuminated sign (attached to the ceiling, installed on vehicles, indicating exit way or evacuation, etc.).

[G09F 13/06](#) illuminated signs using individual cut-out symbols or cut-out silhouettes, e.g. perforated signs, like the one shown in the figure below.



[G09F 13/08](#) contains illuminated signs using both translucent and non-translucent layers.

[G09F 13/10](#) deals with illuminated advertisement signs using transparencies.

[G09F 13/12](#) using a transparent mirror or other light reflecting surface transparent to transmitted light whereby a sign, symbol, picture or other is visible only when illuminated.

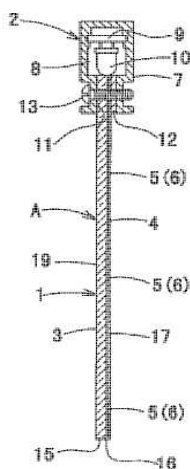
When the illuminated sign uses reflectors thereon [G09F 13/14](#) is the classification to be assigned, at the same time it should be analysed the type of reflector used. [G09F 2013/142](#) correspond to multiple reflectors, [G09F 2013/145](#) correspond to curved reflectors and [G09F 2013/147](#) plane reflectors.

[G09F 13/16](#) relates to signs formed of or incorporating reflecting elements or surfaces, e.g. warning signs having triangular or other geometrical shape.

[G09F 13/165](#) should be assigned if the reflective sign incorporates rotatably or swingably mounted reflecting elements or surfaces.

[G09F 13/18](#) deals with edge illuminated signs where the light source illuminates indirectly the sign by positioning it on the edges of it.

See the example below.



It should be bare in mind that there exist different codes to be assigned to the edge illuminated sign relating to structural details ([G09F 2013/1804](#)), the type of information to be displayed

([G09F 2013/184](#)), the frame or casing used ([G09F 2013/1872](#)) and the special optical effects to be achieved (3-Dimensional effect [G09F 2013/189](#) or imitating neon tubes [G09F 2013/1895](#))

Edge-illuminating devices are also classified in [G02F 1/133615](#). It is also interesting to check also [G02F 1/133602](#) for direct backlight and [G02B 6/0001](#) for light guide used in edge illumination systems.

Details related to the lighting system used, type of light source and constructional details, should be classified in:

[G09F 13/20](#) if the lighting system uses luminescent surfaces or parts (be aware of [F21K 2/00](#) dealing with light sources using luminescence and [C09K 11/00](#) dealing with luminescent compositions).

[G09F 13/22](#) if the illumination system uses electroluminescent light sources. The codes [G09F 2013/222](#) and [G09F 2013/225](#) should be assigned depending if the electroluminescent light source is a LED or an electroluminescent lamp. Be aware of [H05B 33/00](#) dealing with electroluminescent light sources.

[G09F 13/24](#) for illumination systems using tubes or the like filled with liquid, e.g. bubbling liquid.

[G09F 13/26](#) for signs formed by electric discharge tubes (by selective lighting [G09F 9/00](#)).

[G09F 13/28](#) for signs formed by filament-type lamp (by selective lighting [G09F 9/00](#)).

[G09F 13/30](#) for signs with moving light sources, e.g. rotating luminous tubes.

[G09F 13/32](#) with moving optical part of parts, e.g. mirrors.

[G09F 13/34](#) for illuminated signs with light sources co-operating with movable members e.g. with shutters to cover or uncover the light source. And [G09F 13/36](#) if they co-operate with rotating screening means. Be aware of [G09F 11/00](#) for apparatus wherein advertisement or display material is moved; and [F21V 11/00](#) for illumination systems in general.

[G09F 13/42](#) for signs with light sources activated by non-visible radiation ([H01J](#) deals with cathode rays; cathode ray image or pattern display tubes [H01J 31/10](#); [H01J 63/06](#) lamps with luminescent screens excited by cathode rays).

[G09F 13/44](#) for illuminated signs with gas as a lighting source.

[G09F 13/46](#) deals with advertising by fireworks.

G09F13/48 contains illuminated signs including an illumination control system (timers, etc.).

G09F 13/0413

{Frames or casing structures therefor}

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Transparency frames	G03B 21/64
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G09F 15/00

Boards, hoardings, pillars, or like structures for notices, placards, posters, or the like

Definition statement

This place covers:

Big size advertisement boards, hoardings, pillars, or like structures for notices, placards, posters, or the like.

Panel clamping or fastening means and panel surface tensioning systems.

Modular articulated structures, stands.

Collapsible portable display stands.

Boards including movable parts.

Special rules of classification

[G09F 15/00](#) is a classification group dealing mainly big size boards for notices or posters (big size). Cardboard cards should be classified in [G09F 1/00](#) and documents dealing with signs, names or number plates (medium, small size) should be classified in [G09F 7/00](#).

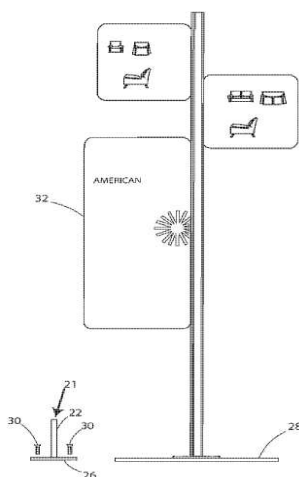
Classification [G09F 15/0006](#) contains all the advertisement systems using planar structures comprising one or more displaying panels. Specific details related to the frame, the panel clamping, tensioning etc... should be classified in their corresponding subgroup:

[G09F 15/0012](#) deals with the specific details related to the frame system use to enclose the panels.

[G09F 15/0018](#) relates to the panel clamping or fastening means.

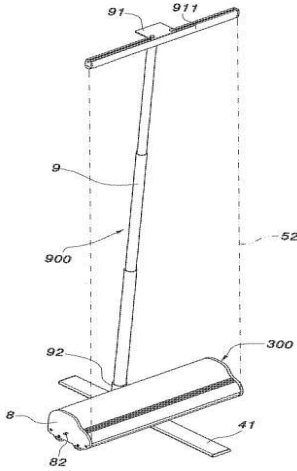
[G09F 15/0025](#) relates to the display surface tensioning means. If the panel is tensioned to be curved [G09F 15/0031](#) is the classification to be used.

[G09F 15/0037](#) includes board systems supported by a post, like the one shown in the figure below.

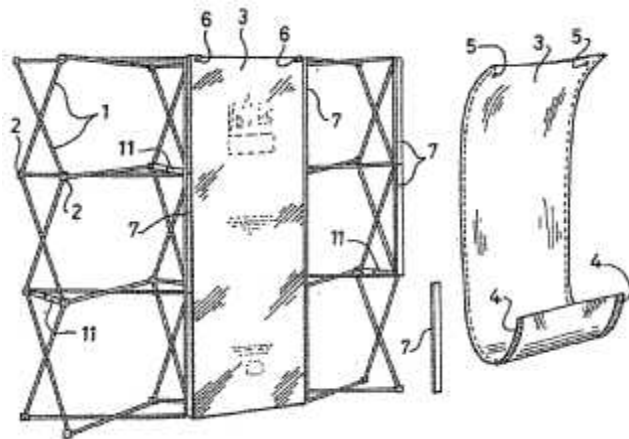


[G09F 15/0043](#) relates to boards connected to a receptacle of public utility, e.g. a waste receptacle.

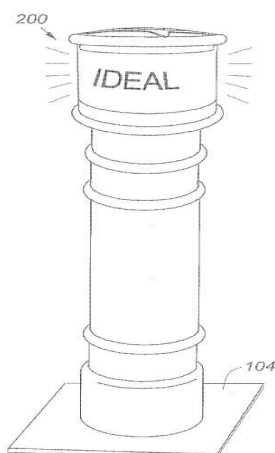
[G09F 15/0056](#) contains portable display stands. If the portable stand is a collapsible one (see figure below) collapsible then it should be classified in [G09F 15/0062](#).



[G09F 15/0068](#) contains modular articulated structures and the articulation means thereof like the one shown in the figure below.



[G09F 15/0075](#) contains advertisement pillars, like the one shown in the figure below.



And if the pillar rotates code [G09F 15/0081](#) should be assigned.

[G09F 15/0087](#) relates to boards including movable parts, e.g. movable by the wind.

[G09F 15/02](#) should be assigned to a document when specific details related to the panel, like the material (biodegradable, textile compound, etc...), are given

[G09F 15/025](#) contains poster carriers, devices for holding temporarily posters in.

G09F 17/00

Flags; Banners; Mountings therefor

Definition statement

This place covers:

Advertisement flags, banners and mountings thereof.

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Devices specially adapted or mounted for storing and repeatedly paying out and re storing lengths of material	B65H 75/34
Poles, mast	E04H 12/32

Special rules of classification

Flags and banners in general are classified in [G09F 17/00](#).

Systems for avoiding the twisting of the flag and they should be classified in [G09F 2017/0008](#) ([G09F 2017/0016](#) in case that ventilators are used).

Flags rising and lowering devices ([G09F 2017/0025](#)).

There is a specific code [G09F 2017/0033](#) related to the material of the flag.

Suspended banners are classified in [G09F 2017/0041](#). Flag on vehicles in [G09F 2017/0075](#) and safety flags on [G09F 2017/0083](#).

Means for mounting flags to masts ([G09F 2017/005](#)).

The stands for the flags are classified in [G09F 2017/0066](#).

Anti-foiling flagpoles, sliding means to avoid foiling of flags on the pole, and the like should be classified in [G09F 17/0091](#).

G09F 19/00

Advertising or display means not otherwise provided for

Definition statement

This place covers:

Miscellaneous advertising or display means not provided for elsewhere like:

- Advertisement systems incorporating moving display members (doll faces or other representation of living forms, devices demonstrating the action of the article to be advertised, etc...).
- Advertisement systems using special optical effects (using mirrors, lenses, projectors, colour mixing effect, etc...).
- Advertisement or roads, walls or similar surfaces.

References

References out of a residual place

Examples of places in relation to which this place is residual:

Displaying or advertising in general	G09F 1/00 - G09F 17/00 , G09F 21/00 - G09F 27/00
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Informative references

Attention is drawn to the following places, which may be of interest for search:

Toys in general	A63H
Design or pictures characterised by special light effects	B44F 1/10
Producing stereoscopic or other three dimensional effects , parallax, 3D images	G02B 30/00 , G03B 25/02 , G06T 15/00
Technical details of LCD displays	G02F 1/13
Projectors or projection-type viewers; Accessories therefore	G03B 21/00
Lenticular screens	G03B 25/02
Details of computer elements, e.g. with folding flat displays	G06F 1/1613
Visible signalling systems using smoke, fire, or coloured gases	G08B 5/40

Special rules of classification

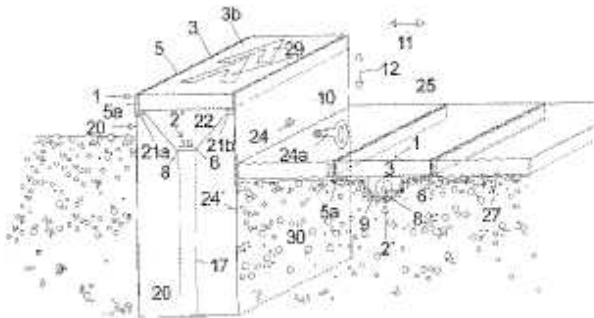
Classification code [G09F 19/08](#) includes advertisement incorporating moving display parts, representing living forms. There are different codes ([G09F 2019/081](#) fish, [G09F 2019/083](#) plants, [G09F 2019/085](#) birds, [G09F 2019/086](#) dolls, [G09F 2019/088](#) faces) depending on the living form that is being represented. Be aware of classification [A63H](#) dealing with toys in general.

[G09F 19/12](#) includes all the documents related to advertisement systems using optical systems in general to create special visual effects (be aware of classification [B44F 1/00](#) dealing with designs or pictures characterised by special light effects). If the optical effect relates to showing different sign depending upon the view point of the observer (parallax systems, stereoscopy, etc...), the code [G09F 19/14](#) should be assigned. [G09F 19/16](#) relates to using mirrors to create the optical effect. If projection means are used then [G09F 19/18](#) classification should be assigned (be aware of classification [G03B](#) dealing with projecting means per se). [G09F 19/20](#) and [G09F 19/205](#) deal with colour mixing effect obtained with the use of prisms, filters, different wave-lengths ([G09F 19/205](#)).

[G09F 19/22](#) relates to advertisement or roads, walls or similar surfaces in general, e.g. illuminated (illuminated signs in general are treated in [G09F 13/00](#)). When the advertisement is on tunnel walls for underground trains code [G09F 2019/221](#) should be assigned. When the advertisement is on a building facade the code [G09F 19/226](#) should be assigned.

[G09F 19/228](#) deals with advertisement on the ground.

[G09F 2019/223](#) is related to in pavement signs like the one shown in the figure below.



[G09F 2019/225](#) is related to evacuation route indicating signs in general.

G09F 19/12

using special optical effects

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Designs or pictures characterised by special light effects	B44F 1/00
Projecting decorations in stage lighting	F21W 2111/06

G09F 21/00

Mobile visual advertising (combined visual and audible advertising [G09F 27/00](#))

Definition statement

This place covers:

All sort of mobile visual advertisement systems, this includes advertisement carried by a person, by land vehicles, by airplanes, ships, balloons, kites, by aircrafts or by ships.

Sky-writing.

Dispensing devices for pamphlets or similar advertisement matter from vehicles.

References

Limiting references

This place does not cover:

Combined visual and audible advertisement	G09F 27/00
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Informative references

Attention is drawn to the following places, which may be of interest for search:

Arrangements or adaptations of optical signalling or lighting devices on or for wheels	B60Q 1/326
Car emblems using luminous text displays	B60Q 1/503

Arrangements or adaptations of lighting devices for vehicle interior	B60Q 3/00
Arrangement or adaptation of portable emergency signal devices on vehicles	B60Q 7/00
Car emblems	B60R 13/005
Kites	B64C 31/06
Aircraft adaptation for dispensing pamphlets	B64D 1/02
Aircraft adaptation for sky-writing	B64D 1/20

Special rules of classification

When the advertisement is fixed on the clothes of the person the specific classification code [G09F 21/023](#) should be assigned.

[G09F 21/04](#): When the mobile advertisement is a vehicle, it should be carefully considered all the aspect dealing with:

- The advertisement being magnetically fixed on the vehicle, classified in [G09F 21/041](#).
- The advertisement matter being fixed on the roof of the vehicle, classified in [G09F 21/042](#).
- The advertisement giving information to passengers inside the vehicle, classified in [G09F 21/049](#).
- The advertisement being in the form of a flag or banner, classified in [G09F 21/046](#).
- The advertisement being fixed on the side front or back of the vehicle, classified in [G09F 21/048](#).

[G09F 21/043](#) should be used for advertisement supported on the vehicle tyres and [G09F 21/045](#) if it is supported by the wheels.

[G09F 21/06](#): If the mobile advertisement is an aircraft, airship, balloon or kite it should be taken into account if:

- The advertisement matter is arranged on the aircraft ([G09F 21/08](#)) or towed by the aircraft ([G09F 21/12](#)). Be aware of classification [B64C 31/06](#) related to kites per se.
- Sky-writing is classified in [G09F 21/16](#) ([B64D 1/20](#) deals with aircraft adaptation for sky-writing).

[G09F 21/22](#) deals with dispensing devices for pamphlets or similar advertising matter from vehicles (be aware of classification [B64D 1/00](#) related to dispensing devices for pamphlets from aircrafts).

G09F 23/00

Advertising on or in specific articles, e.g. ashtrays, letter-boxes (on or in vehicles [G09F 21/00](#))

Definition statement

This place covers:

Advertising on or in specific articles.

Advertising systems where the advertisement is displayed by the operation of the article.

Advertisement combined with articles for shop, restaurants or offices (be aware that display devices mounted on shopping trolleys should be classified in [B62B 3/1408](#)).

Advertisement in or on food vending machines.

Advertisement on paper articles (booklets, newspapers, etc...).

Advertisement on toys, games, puzzles, or similar devices.

Advertisement on clocks, e.g. controlled by the clock mechanism.

Advertisement on parking meters.

Advertisement on pens.

Advertisement on containers, refrigerated containers.

Advertisement on cigarettes lighters.

Advertisement on seats.

References

Limiting references

This place does not cover:

Advertisement on or in vehicles, ships, aircrafts or the like, i.e. mobile visual advertisement	G09F 21/00
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Informative references

Attention is drawn to the following places, which may be of interest for search:

Toys in general	A63H
Containers, packaging elements with auxiliary means for provision of displaying articles	B65D

Special rules of classification

When no specific code exists for the article to be classified, at least code [G09F 23/00](#) should be assigned.

Advertisement on vehicles should be always classified in [G09F 21/04](#).

G09F 25/00

Audible advertising (sound recording or reproducing per se [G11B](#); public address systems [H04R 27/00](#))

Definition statement

This place covers:

Advertisement systems using audio record/play devices. Advertising in audible form.

References

Limiting references

This place does not cover:

Combined visual and audible advertising	G09F 27/00
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Informative references

Attention is drawn to the following places, which may be of interest for search:

Sound recording or reproducing per se	G11B
Public address systems	H04R 27/00

G09F 27/00

Combined visual and audible advertising or displaying, e.g. for public address

Definition statement

This place covers:

Combined visual and audible advertising or displaying, e.g. for public address.

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Mobile visual advertising	G09F 21/00
Audible advertising	G09F 25/00
Public address systems	H04R 27/00

Special rules of classification

Commerce, marketing and/or advertisement networks are not covered by [G09F 27/00](#) group, it should be rather classified in [G06Q 30/02](#).

If the advertisement system has a sensor (proximity sensor, temperature sensor, level of illumination sensor...) associated to it, the classification code [G09F 27/005](#) should be assigned.

Classification code [G09F 27/007](#) should be used if the system uses solar cells as power supply source.

There is a specific classification subgroup for outdoor advertisement systems using shades to minimize the effect of direct sun light on the display ([G09F 27/008](#)).

G09F 27/008

{Sun shades, shades, hoods or louvres on electronic displays to minimise the effect of direct sun light on the display}

References

Informative references

Attention is drawn to the following places, which may be of interest for search:

Rigidly arranged sunshade roofs with coherent surface	E04F 10/005
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