

SECTION G — PHYSICS

G09 EDUCATING; CRYPTOGRAPHY; DISPLAY; ADVERTISING; SEALS

G09F DISPLAYING; ADVERTISING; SIGNS; LABELS OR NAME-PLATES; SEALS (display cases A47F; designs or pictures characterised by special or unusual light effects, e.g. changing, B44F 1/00; disposition of road signs or traffic signals E01F 9/00; lighting in general F21; arrangements for controlling light beams G02F 1/00; visible signalling arrangements or devices G08B 5/00; traffic control systems G08G; arrangements or circuits for control of indicating devices using static means to present variable information G09G; static indicating arrangements comprising integral associations of a plurality of light sources H01J, H01K, H01L, H05B 33/12)

Note(s)

- In this subclass, the following term is used with the meaning indicated:
 - "sign" designates a mark or indication serving to make something recognisable, the information presented being non-varying, even if it is flashing; by way of example it covers, therefore, advertising hoardings, or luminous, or light reflecting, safety arrangements.
- Attention is drawn to the Notes following the titles of class B81 and subclass B81B relating to "micro-structural devices" and "micro-structural systems".

Subclass index

INFORMATION AND ADVERTISING

Displaying samples.....5/00

With fixed information:

show-cards; labels or tags; signs, plates, characters.....1/00, 3/00, 7/00

With variable information:

by combination of elements; by movement of complete information.....9/00, 11/00

Illuminated signs; luminous advertising.....13/00

Supports used for bill-posting and advertising: panels; banners; goods; others.....15/00, 17/00, 23/00, 19/00

PROCESSES OF ADVERTISING

Movable; audible; audio-visual; others.....21/00, 25/00, 27/00, 19/00

1/00	Cardboard or like show-cards of foldable or flexible material	3/08	• Fastening or securing by means not forming part of the material of the label itself
1/02	• Single substantially-flat cards	3/10	• • by an adhesive layer
1/04	• Folded cards	3/12	• • by pins, staples, or the like
1/06	• • to be erected in three dimensions (G09F 1/08 takes precedence)	3/14	• • by strings, straps, chains, or wires
1/08	• wholly or partly imitating the form of an object, e.g. of the article to be advertised	3/16	• • by clamps
1/10	• Supports or holders for show-cards	3/18	• • Casings, frames, or enclosures for labels
1/12	• • Frames therefor	3/20	• • • for adjustable, removable, or interchangeable labels
1/14	• • in the form of legs		
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; tags attached to, or associated with, an object, in order to enable detection of the object G01V 15/00; labels on record carriers G11B 23/38); Seals; Postage or like stamps	5/00	Means for displaying samples
3/02	• Forms or constructions (layered products B32B)	5/02	• Portable sample cases
3/03	• • of security seals	5/04	• Cards of samples; Books of samples (packages comprising articles attached to cards, sheets, or webs for removal therefrom B65D 73/00)
3/04	• 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)	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)
3/06	• • by clamping action (by separate clamps G09F 3/16)	7/02	• Signs, plates, panels, or boards using readily-detachable elements bearing or forming symbols
		7/04	• • the elements being secured or adapted to be secured by magnetic means

- 7/06 • • the elements being secured or adapted to be secured by means of pins and holes
- 7/08 • • the elements being secured or adapted to be secured by means of grooves, rails, or slits
- 7/10 • • • and slidably mounted
- 7/12 • • the elements being secured or adapted to be secured by self-adhesion, moisture, suction, slow-drying adhesive, or the like
- 7/14 • • Constructional features of the symbol-bearing or -forming elements
- 7/16 • Letters, numerals, or other symbols, adapted for permanent fixing to a support
- 7/18 • Means for attaching signs, plates, panels, or boards to a supporting structure
- 7/20 • • for adjustably mounting
- 7/22 • • for rotatably or swingably mounting, e.g. for boards adapted to be rotated by the wind

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; light guides G02B 6/00; abacus G06C 1/00; slide rules G06G 1/00)

- 9/30 • in which the desired character or characters are formed by combining individual elements (panels comprising a number of electrodes in a single cell controlling light arriving from an independent light source, e.g. electro-optical or magneto-optical cell, G02F 1/00)
- 9/302 • • characterised by the form or geometrical disposition of the individual elements [7]
- 9/305 • • being the ends of optical fibres (G09F 9/302 takes precedence) [7]
- 9/307 • • being incandescent filaments (G09F 9/302 takes precedence; incandescent panels comprising a number of separate incandescent bodies, per se H01K 9/00) [3, 7]
- 9/313 • • being gas discharge devices (G09F 9/302 takes precedence; gas discharge panels comprising a number of discharge gaps, per se H01J 17/49) [3, 7]
- 9/33 • • being semiconductor devices, e.g. diodes (G09F 9/302 takes precedence; semiconductor integrated circuits comprising components specially adapted for emission of light, per se H01L 27/15) [3, 7]
- 9/35 • • being liquid crystals (G09F 9/302 takes precedence; liquid crystal materials C09K 19/00) [3, 7]
- 9/37 • • being movable elements (G09F 9/302 takes precedence) [3, 7]
- 9/40 • in which the desired character is selected from a number of characters arranged one beside the other, e.g. on a common carrier plate
- 9/46 • in which the desired character is selected from a number of characters arranged one behind the other

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 (using static means to present variable information G09F 9/00; showcases or show-cabinets with arrangements for continuously or intermittently moving the merchandise A47F 3/08)

- 11/02 • the display elements being secured to rotating members, e.g. drums, spindles
- 11/04 • • the elements being secured to rotating discs

- 11/06 • • the elements being stiff plates or cards (on rotating discs G09F 11/04)
- 11/08 • • the elements being flexible sheets (on rotating discs G09F 11/04)
- 11/10 • • Electric control therefor
- 11/12 • the display elements being carried by endless belts, chains, or the like
- 11/14 • • the elements being in the form of stiff flaps, boards, cards, or the like
- 11/15 • • the elements being flexible sheets
- 11/16 • • Electric control therefor
- 11/18 • the display elements being carried by belts, chains, or the like, other than endless
- 11/20 • • the elements being in the form of stiff flaps, boards, cards, or the like
- 11/21 • • the elements being flexible sheets
- 11/22 • • Electric control therefor
- 11/23 • the advertising or display material forming part of rotating members, e.g. in the form of perforations, prints, or transparencies on a drum or disc
- 11/235 • • Electric control therefor
- 11/24 • the advertising or display material forming part of a moving band, e.g. in the form of perforations, prints, or transparencies
- 11/26 • • of an endless band
- 11/28 • • • Electric control therefor
- 11/29 • • of a band other than endless
- 11/295 • • • Electric control therefor
- 11/30 • the display elements being fed one by one from a storage place to a display position
- 11/32 • • the feeding means comprising belts or chains, e.g. endless belts or chains
- 11/34 • • the feeding means comprising electromagnets

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)

- 13/02 • Signs, boards, or panels, illuminated by artificial light sources positioned in front of the insignia
- 13/04 • Signs, boards, or panels, illuminated from behind the insignia
- 13/06 • • using individual cut-out symbols or cut-out silhouettes, e.g. perforated signs
- 13/08 • • using both translucent and non-translucent layers (backlighting of liquid crystal display panels G02F 1/13357)
- 13/10 • • • using transparencies
- 13/12 • • using a transparent mirror or other light-reflecting surface transparent to transmitted light whereby a sign, symbol, picture, or other information is visible only when illuminated
- 13/14 • • Arrangements of reflectors therein
- 13/16 • Signs formed of, or incorporating, reflecting elements or surfaces, e.g. warning signs having triangular or other geometrical shape
- 13/18 • Edge-illuminated signs
- 13/20 • with luminescent surfaces or parts (luminescent materials C09K 11/00; light sources using luminescence F21K 2/00)
- 13/22 • • electroluminescent (electroluminescent light sources per se H05B 33/00)
- 13/24 • using tubes or the like filled with liquid, e.g. bubbling liquid
- 13/26 • Signs formed by electric discharge tubes (by selective lighting G09F 9/00)

13/28	• Signs formed by filament-type lamps (by selective lighting G09F 9/00)	19/20	• • with colour-mixing effects
13/30	• with moving light sources, e.g. rotating luminous tubes	19/22	• Advertising or display means on roads, walls, or similar surfaces, e.g. illuminated (illuminated signs in general G09F 13/00)
13/32	• with moving optical part or parts, e.g. mirrors		
13/34	• with light sources co-operating with movable members, e.g. with shutters to cover or uncover the light source (apparatus wherein advertising or display material is moved in a continuous or intermittent succession G09F 11/00)	21/00	Mobile visual advertising
13/36	• • co-operating with rotating screening means	21/02	• by a carrier person or animal
13/42	• with light sources activated by non-visible radiation (cathode ray image or pattern display tubes H01J 31/10; lamps with luminescent screens excited by cathode rays H01J 63/06)	21/04	• by land vehicles
13/44	• with gas as lighting source	21/06	• by aeroplanes, airships, balloons, or kites
13/46	• Advertising by fireworks	21/08	• • the advertising matter being arranged on the aircraft
15/00	Boards, hoardings, pillars, or like structures for notices, placards, posters, or the like	21/10	• • • illuminated
15/02	• Bills, posters, or the like therefor	21/12	• • the advertising matter being towed by the aircraft (kites <u>per se</u> B64C 31/06)
17/00	Flags; Banners; Mountings therefor (devices specially adapted or mounted for storing and repeatedly paying-out and re-storing lengths of material B65H 75/34)	21/14	• • • illuminated
19/00	Advertising or display means not otherwise provided for	21/16	• • Sky-writing (aircraft adaptation for sky-writing B64D 1/20)
19/02	• incorporating moving display members	21/18	• by ships or other floating means
19/04	• • operated by the opening or closing of doors, e.g. shop door	21/20	• • illuminated
19/06	• • Writing devices	21/22	• Dispensing devices for pamphlets or similar advertising matter from vehicles (from aircraft B64D 1/00)
19/08	• • Dolls, faces, or other representations of living forms with moving parts (in the nature of toys A63H)	23/00	Advertising on or in specific articles, e.g. ashtrays, letter-boxes (on or in vehicles G09F 21/00; containers, packaging-elements, or packages, with auxiliary means or provisions for displaying articles B65D)
19/10	• • Devices demonstrating the action of an article to be advertised	23/02	• the advertising matter being displayed by the operation of the article
19/12	• using special optical effects (designs or pictures characterised by special light effects B44F 1/00, e.g. changing pictures B44F 1/10)	23/04	• • illuminated
19/14	• • displaying different signs depending upon the view-point of the observer	23/06	• the advertising matter being combined with articles for restaurants, shops, or offices (on paper articles G09F 23/10)
19/16	• • involving the use of mirrors	23/08	• • with tableware
19/18	• • involving the use of optical projection means, e.g. projection of images on clouds (projection apparatus <u>per se</u> G03B)	23/10	• on paper articles, e.g. booklets, newspapers
		23/12	• • on toilet paper
		23/14	• on toys, games, puzzles, or similar devices
		23/16	• on clocks, e.g. controlled by the clock mechanism
		25/00	Audible advertising (sound-recording or reproducing in general G11B; public address systems H04R 27/00)
		27/00	Combined visual and audible advertising or displaying, e.g. for public address