

SECTION G — PHYSICS

G09 EDUCATING; CRYPTOGRAPHY; DISPLAY; ADVERTISING; SEALS

G09F DISPLAYING; ADVERTISING; SIGNS; LABELS OR NAME-PLATES; SEALS

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

- 1/02 • Single substantially-flat cards
- 1/04 • Folded cards
- 1/06 • • to be erected in three dimensions (G09F 1/08 takes precedence)
- 1/08 • wholly or partly imitating the form of an object, e.g. of the article to be advertised
- 1/10 • Supports or holders for show-cards
- 1/12 • • Frames therefor
- 1/14 • • in the form of legs

3/00 Labels, tag tickets, or similar identification or indication means; Seals; Postage or like stamps

- 3/02 • Forms or constructions
- 3/03 • • of security seals
- 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)
- 3/06 • • by clamping action (by separate clamps G09F 3/16)
- 3/08 • Fastening or securing by means not forming part of the material of the label itself
- 3/10 • • by an adhesive layer
- 3/12 • • by pins, staples, or the like
- 3/14 • • by strings, straps, chains, or wires
- 3/16 • • by clamps
- 3/18 • • Casings, frames, or enclosures for labels
- 3/20 • • • for adjustable, removable, or interchangeable labels

5/00 Means for displaying samples

- 5/02 • Portable sample cases
- 5/04 • Cards of samples; Books of samples

7/00 Signs, name or number plates, letters, numerals, or symbols; 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)

- 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)
- 9/30 • in which the desired character or characters are formed by combining individual elements
- Note(s) [2012.01]**
- Group G09F 9/302 takes precedence over groups G09F 9/305-G09F 9/37.
- 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 [3, 7]
- 9/313 • • being gas discharge devices [3, 7]
- 9/33 • • being semiconductor devices, e.g. diodes [3, 7]
- 9/35 • • being liquid crystals [3, 7]
- 9/37 • • being movable elements [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**
- 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; mobile visual advertising G09F 21/00)
- 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
- 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
- 13/22 • • electroluminescent
- 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)
- 13/30 • with moving light sources, e.g. rotating luminous tubes
- 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)
- 13/36 • • co-operating with rotating screening means
- 13/42 • with light sources activated by non-visible radiation
- 13/44 • with gas as lighting source
- 13/46 • Advertising by fireworks
- 15/00 Boards, hoardings, pillars, or like structures for notices, placards, posters, or the like**
- 15/02 • Bills, posters, or the like therefor
- 17/00 Flags; Banners; Mountings therefor**
- 19/00 Advertising or display means not otherwise provided for**
- 19/02 • incorporating moving display members
- 19/04 • • operated by the opening or closing of doors, e.g. shop door
- 19/06 • • Writing devices
- 19/08 • • Dolls, faces or other representations of living forms with moving parts
- 19/10 • • Devices demonstrating the action of an article to be advertised
- 19/12 • using special optical effects
- 19/14 • • displaying different signs depending upon the view-point of the observer
- 19/16 • • involving the use of mirrors
- 19/18 • • involving the use of optical projection means, e.g. projection of images on clouds
- 19/20 • • with colour-mixing effects
- 19/22 • Advertising or display means on roads, walls or similar surfaces, e.g. illuminated

21/00 Mobile visual advertising (combined visual and audible advertising G09F 27/00)

- 21/02 • by a carrier person or animal
- 21/04 • by land vehicles
- 21/06 • by aeroplanes, airships, balloons, or kites
- 21/08 • • the advertising matter being arranged on the aircraft
- 21/10 • • • illuminated
- 21/12 • • the advertising matter being towed by the aircraft
- 21/14 • • • illuminated
- 21/16 • • Sky-writing
- 21/18 • by ships or other floating means
- 21/20 • • illuminated
- 21/22 • Dispensing devices for pamphlets or similar advertising matter from vehicles (from aircraft B64D 1/00)

23/00 Advertising on or in specific articles, e.g. ashtrays, letter-boxes (on or in vehicles G09F 21/00)

- 23/02 • the advertising matter being displayed by the operation of the article
- 23/04 • • illuminated
- 23/06 • the advertising matter being combined with articles for restaurants, shops, or offices (on paper articles G09F 23/10)
- 23/08 • • with tableware
- 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**27/00 Combined visual and audible advertising or displaying, e.g. for public address**