



US00D924243S

(12) **United States Design Patent**  
**Hafen et al.**

(10) **Patent No.:** **US D924,243 S**  
(45) **Date of Patent:** **\*\* Jul. 6, 2021**

(54) **CUSTOMIZABLE MARKETING APPARATUS WITH A LARGE TRAPEZOID CUTOUT**

(71) Applicant: **MEDIA FAST, LC**, American Fork, UT (US)

(72) Inventors: **Amy Hafen**, American Fork, UT (US); **William Diaz**, American Fork, UT (US)

(73) Assignee: **MEDIA FAST, LC**, American Fork, UT (US)

(\*\*) Term: **15 Years**

(21) Appl. No.: **29/696,213**

(22) Filed: **Jun. 26, 2019**

**Related U.S. Application Data**

(63) Continuation of application No. 15/088,480, filed on Apr. 1, 2016, now Pat. No. 10,455,709.

(51) **LOC (13) Cl.** ..... **14-02**

(52) **U.S. Cl.**

USPC ..... **D14/440**; D20/10; D19/1

(58) **Field of Classification Search**

USPC ..... D14/440, 447, 250; 206/45.23, 320, 206/45.2; 361/679.55; 294/25; 224/218

(Continued)

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

D54,610 S 3/1920 Evans  
4,484,768 A 11/1984 Norfleet

(Continued)

**FOREIGN PATENT DOCUMENTS**

CN 204759956 U 11/2015  
WO 2016050966 A1 4/2016  
WO 2017/172583 A2 10/2017

**OTHER PUBLICATIONS**

“Cirque de Baby, <https://cirquedebaby.wordpress.com/category/pregnancy-2/ultrasounds-and-appointments/>, Sep. 25, 2013. (Year: 2013)”.

(Continued)

*Primary Examiner* — Cynthia R Underwood

(74) *Attorney, Agent, or Firm* — Workman Nydegger

(57) **CLAIM**

The customizable marketing apparatus with a large trapezoid cutout, as shown and described.

**DESCRIPTION**

FIG. 1 is a front, facing view of an unfolded customizable marketing apparatus with a large trapezoid cutout including our design;

FIG. 2 is a front, facing view of the unfolded customizable marketing apparatus with a large trapezoid cutout with three tabs extending from the left most flap folded in according to our new design;

FIG. 3 is a bottom profile view thereof;

FIG. 4 is a front, facing view thereof with the rightmost flap folded in;

FIG. 5 is a bottom profile view thereof;

FIG. 6 is a front, facing view thereof with the rightmost flaps folded in and the leftmost flap folded in;

FIG. 7 is a bottom profile view thereof;

FIG. 8 is a rear, facing view thereof with the two rightmost flaps folded in and the leftmost flap folded in;

FIG. 9 is a bottom profile view thereof;

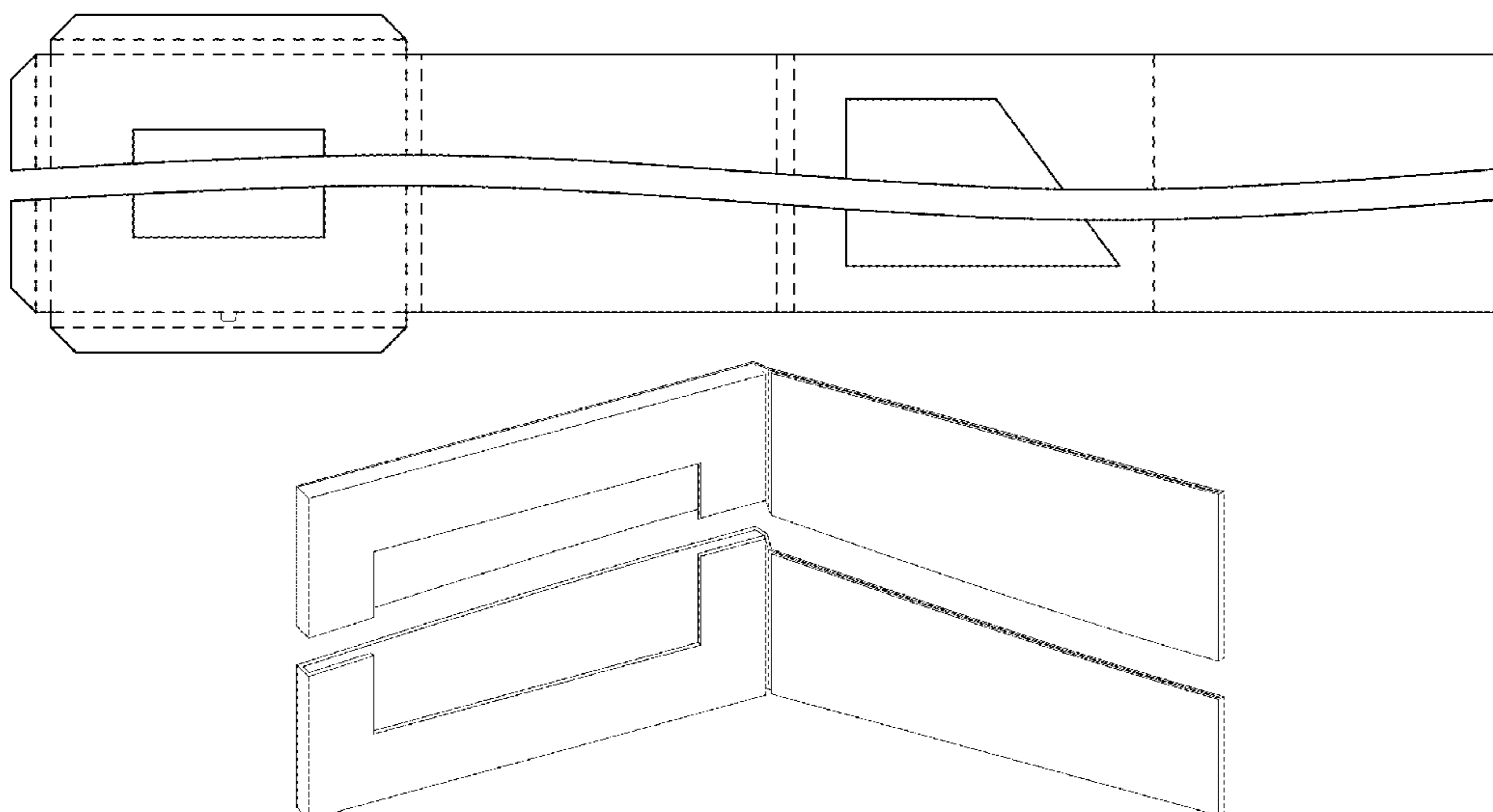
FIG. 10 is a front, perspective view thereof with an open front flap; and,

FIG. 11 is a front, perspective view thereof with a closed front flap.

The broken line showing of elements on the customizable marketing apparatus with a large trapezoid cutout illustrate fold lines.

The customizable marketing apparatus with a large trapezoid cutout is shown with a symbolic break in width. The appearance of any portion of the article between the break lines forms no part of the claimed design.

**1 Claim, 6 Drawing Sheets**



(58) **Field of Classification Search**  
 CPC ..... G06F 1/1628; G06F 1/1626; G06F 1/699;  
 A47B 23/044; H04B 1/3888; H05K  
 5/0017; B42D 15/0053  
 See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

D283,231	S	4/1986	Bradenburger	
5,361,521	A	11/1994	Burtch	
5,822,896	A	10/1998	Milstein	
5,845,425	A	12/1998	Leake et al.	
6,209,924	B1	4/2001	Pyle et al.	
D451,951	S	12/2001	Dusanter	
6,525,706	B1 *	2/2003	Rehkemper	G09B 5/06 345/87
6,905,019	B2 *	6/2005	Lacomis	B65D 85/546 206/308.1
D602,516	S	10/2009	Miller	
D616,929	S	1/2010	Krivanek	
D629,458	S	6/2010	Clegg	
7,810,261	B2 *	10/2010	Rosendale	G09F 19/12 40/445
D629,459	S	12/2010	Clegg	
D632,330	S	2/2011	Qiao	
D632,734	S	2/2011	Qiao	
D642,611	S	8/2011	Clegg	
D643,060	S	8/2011	Clegg	
D647,559	S	10/2011	Clegg	
D649,588	S	11/2011	Clegg	
D654,113	S	2/2012	Clegg	
D655,750	S	3/2012	Clegg	
D658,898	S *	5/2012	DiNello	D6/300
D659,754	S	5/2012	Rossiter	
D660,909	S	5/2012	Clegg	
D661,732	S	6/2012	Clegg	
D691,194	S *	10/2013	Clegg	D19/1
D745,605	S	12/2015	Dancausse	
D755,895	S	5/2016	Garfinkle	
D762,262	S *	7/2016	Richardson	D19/1
D784,455	S	4/2017	Sims	
D790,007	S	6/2017	Knight	
D809,470	S *	2/2018	Dancsecs	D14/132
D813,312	S *	3/2018	Mahubani	D20/40
D813,943	S *	3/2018	Kucher	D19/1
D832,270	S *	10/2018	Cheng	D14/440
D844,011	S *	3/2019	Lin	D14/440
D864,279	S *	10/2019	Wang	D16/237
10,455,709	B2	10/2019	Hafen et al.	
D884,710	S *	5/2020	Hyun	D14/440
10,660,222	B2	5/2020	Hafen et al.	
D892,126	S *	8/2020	Kim	D14/440
D910,643	S *	2/2021	Li	D14/440
2003/0098581	A1	5/2003	Cundiff	
2004/0128876	A1	7/2004	Cheek et al.	
2006/0097030	A1	5/2006	Corr et al.	
2007/0171278	A1	7/2007	Chen	
2008/0289230	A1 *	11/2008	Mandelbaum	B42D 15/022 40/124.01

2009/0211126	A1 *	8/2009	Oh	G09F 1/04 40/124.03
2010/0250255	A1 *	9/2010	Stern	H04N 1/00175 704/272
2011/0088293	A1	4/2011	Mason	
2011/0154698	A1	6/2011	Lin	
2011/0232141	A1	9/2011	Sapp et al.	
2011/0247247	A1	10/2011	Mayer	
2012/0308981	A1 *	12/2012	Libin	G09B 7/00 434/362
2014/0041264	A1	2/2014	Chambers	
2015/0371288	A1	12/2015	Maggio	
2017/0172583	A1	10/2017	Hafen	
2017/0290174	A1 *	10/2017	Hafen	G09F 1/10
2017/0297360	A1	10/2017	Milon	
2020/0281081	A1	9/2020	Hafen et al.	

OTHER PUBLICATIONS

Non-Final Office Action for U.S. Appl. No. 15/088,480 dated Jan. 15, 2019.

Non-Final Office Action for U.S. Appl. No. 29/559,949 dated September 29, 2017.

Non-Final Office Action for U.S. Appl. No. 16/563,486 dated Jan. 23, 2020.

Download Templates, (Mediawrite) [online], [retrieved on Apr. 18, 2019] <URL: <https://www.mediawrite.com/download/>>.

Gallery, (Idealcontent) [online], [retrieved on Apr. 18, 2019] <URL: <https://idealcontent.com/gallery/>>.

Helping You Create a Successful Video Brochure for Your Business, (Curveball) [online], [retrieved on Apr. 18, 2019] <URL: [http://www.curveballprintedmedia.com/video-brochures-welcome/?gclid=EAlal-QobChMizqD4qKzl4AIVwkCGCh2G2A\\_1EAAYAiAAEgL80\\_D\\_BwE](http://www.curveballprintedmedia.com/video-brochures-welcome/?gclid=EAlal-QobChMizqD4qKzl4AIVwkCGCh2G2A_1EAAYAiAAEgL80_D_BwE)>.

Product Overview, (Video Smartbooks LLC) [online], [retrieved on Apr. 18, 2019] <URL: [https://www.videosmartbooks.com/product-overview/?gclid=EAlalqobChMI\\_-qjvrb4AIVB41pCh3q6AbOEAMYAyAAEgJL3\\_D\\_BwE](https://www.videosmartbooks.com/product-overview/?gclid=EAlalqobChMI_-qjvrb4AIVB41pCh3q6AbOEAMYAyAAEgJL3_D_BwE)>.

Screen captures from YouTube video clip entitled "Coll Video Brochure Explainer," 3 pages, uploaded on Sep. 17, 2015 by user "DHD Films". Retrieved from Internet: <<https://www.youtube.com/watch?v=OktljEMEUIQ>>.

Video Brochure, (Video Plus Print) [online], [retrieved on Apr. 18, 2019] <URL: <https://www.videoplusprint.com/video-brochure.html>>.

Video brochures and video mailers, (redpaperplane by Structural Graphics) [online], [retrieved on Apr. 18, 2019] <URL: <https://www.redpaperplane.com/store/creative-direct-mail/videobrochures?m-ode=grid>>.

Video Business Cards, Video Brochures & Video Mailers, (the videocards.com) [online], [retrieved on Apr. 18, 2019] <URL: <https://www.thevideocards.com>>.

Video in Print, (americhip) [online], [retrieved on Apr. 18, 2019] <URL: <https://americhip.com/product/video-in-print.html>>.

Video in Print, (Structural Graphics) [online], [retrieved on Apr. 18, 2019] <URL: <https://www.structuralgraphics.com/work/video-in-print>>.

\* cited by examiner

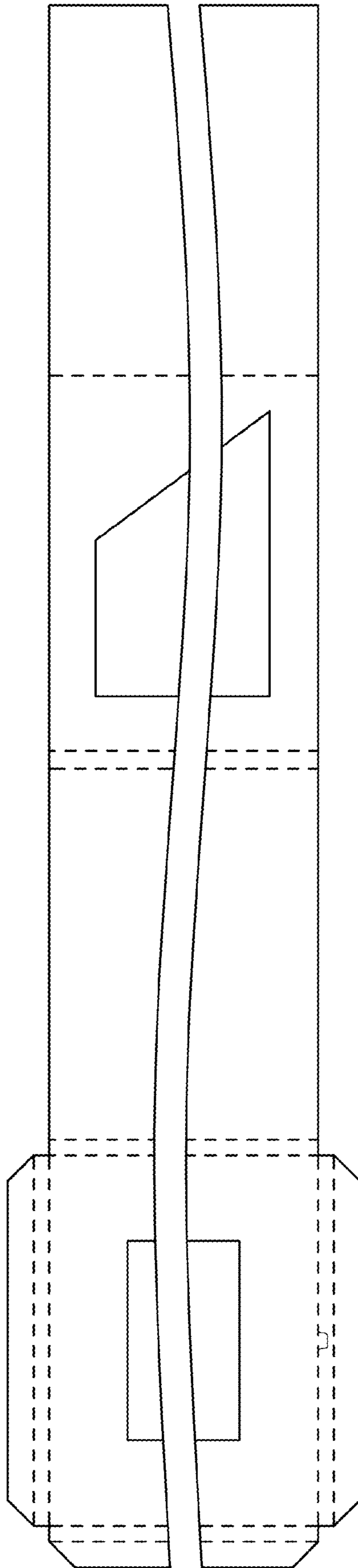


FIG. 1

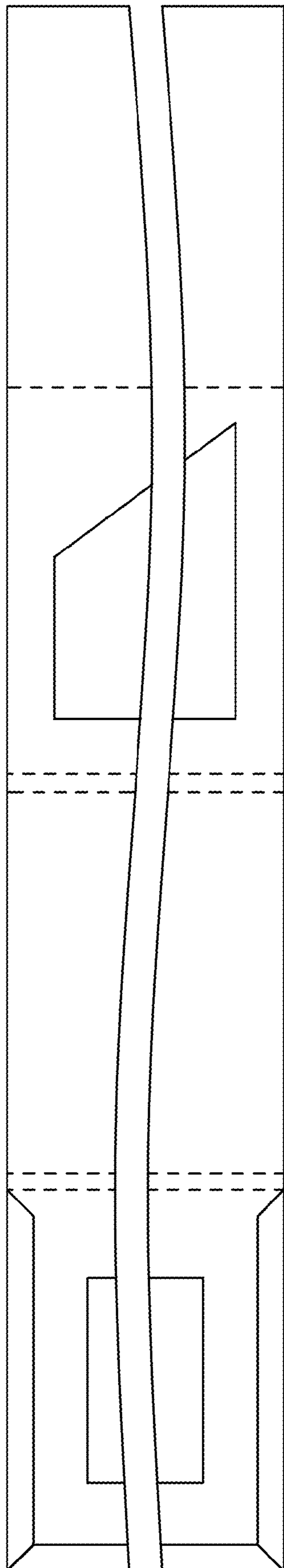


FIG. 2



FIG. 3

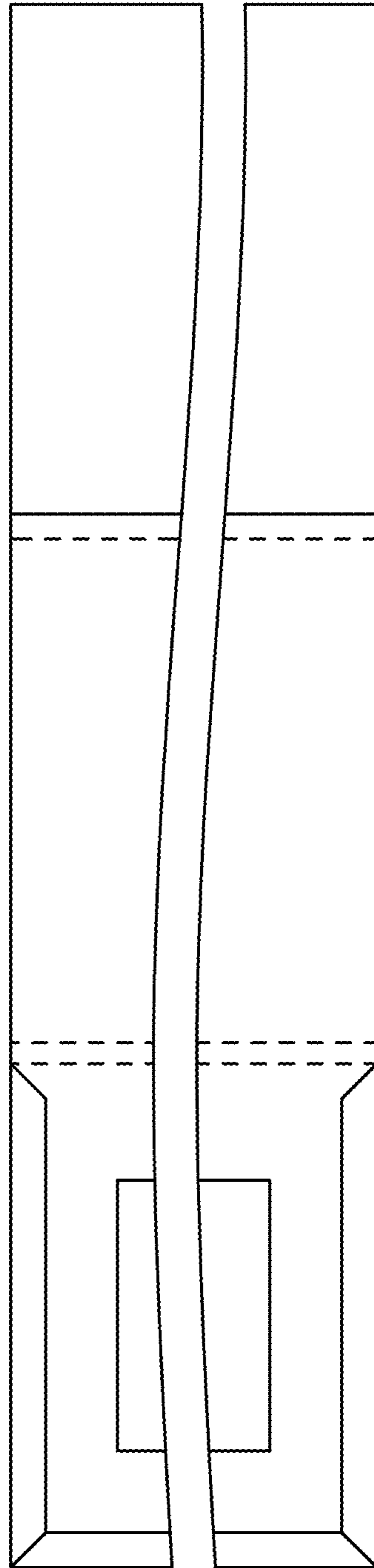


FIG. 4



FIG. 5

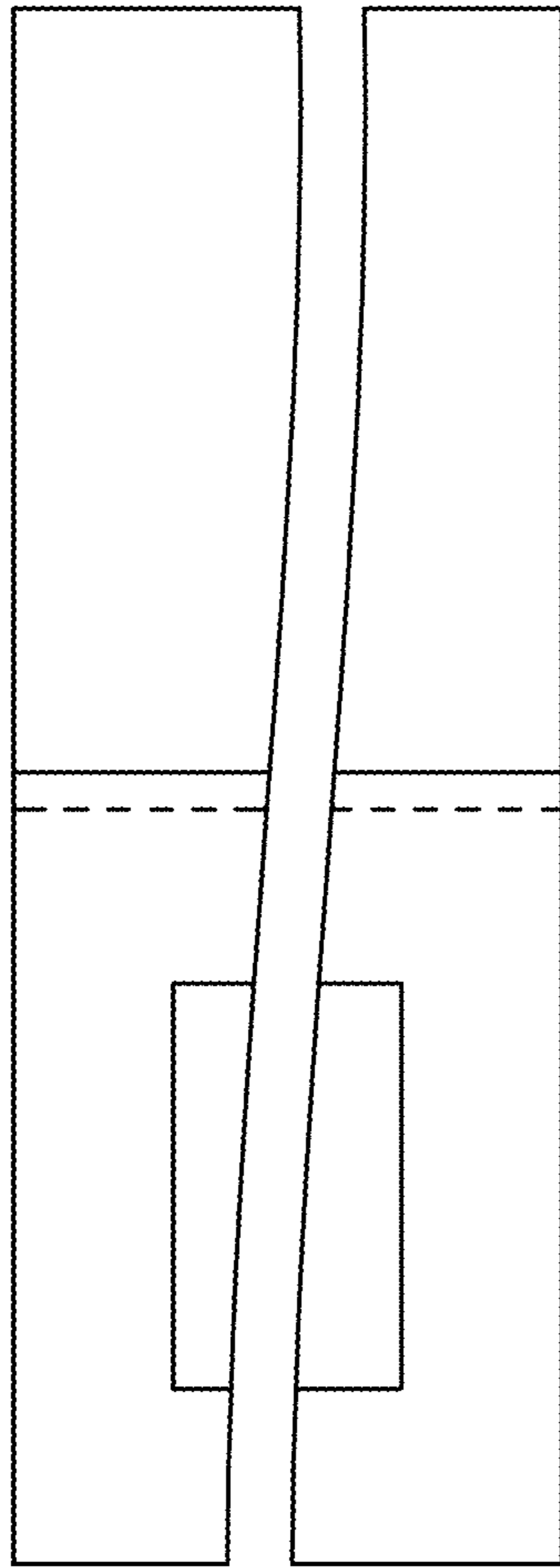


FIG. 6



FIG. 7

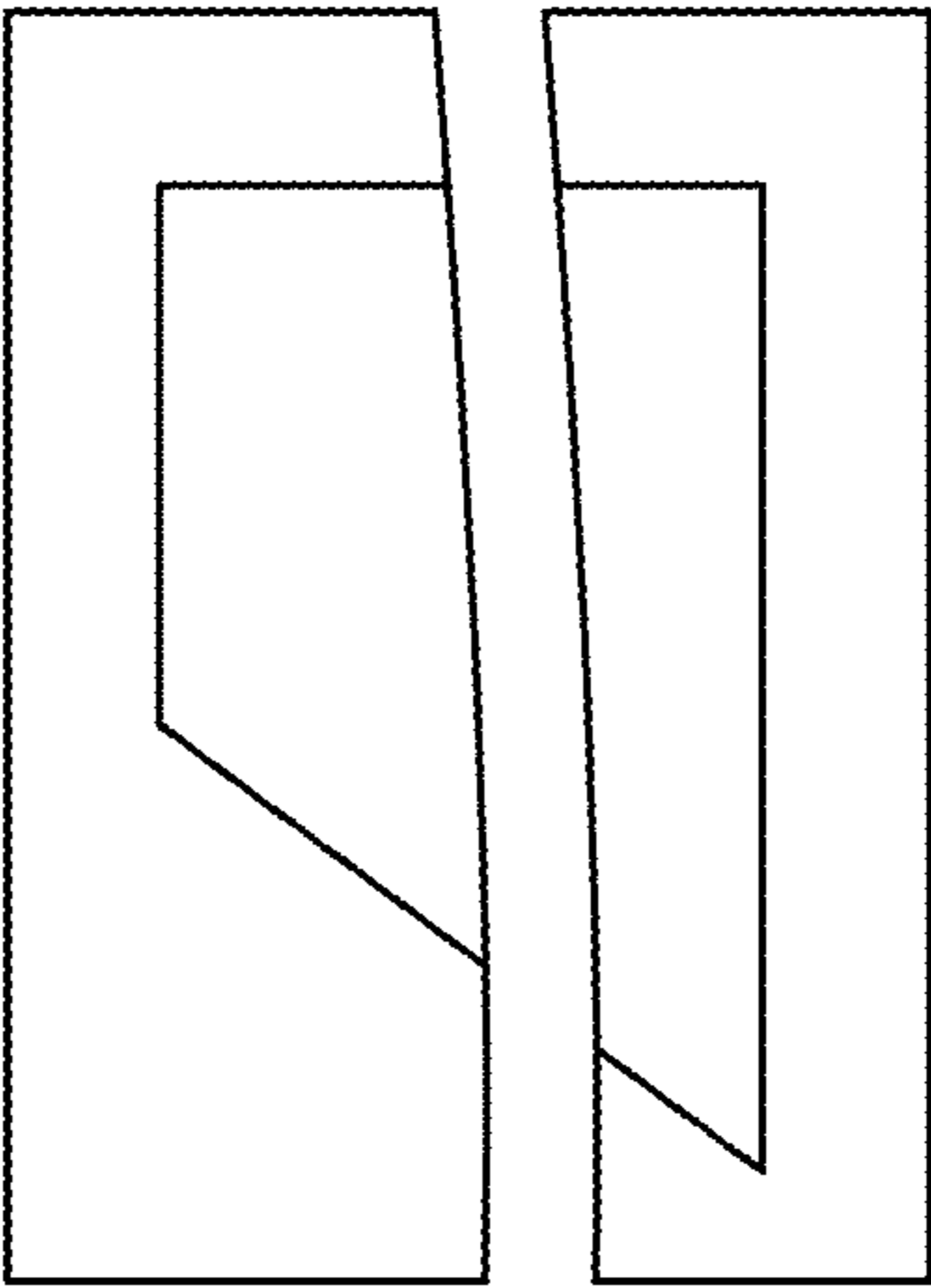


FIG. 8



FIG. 9

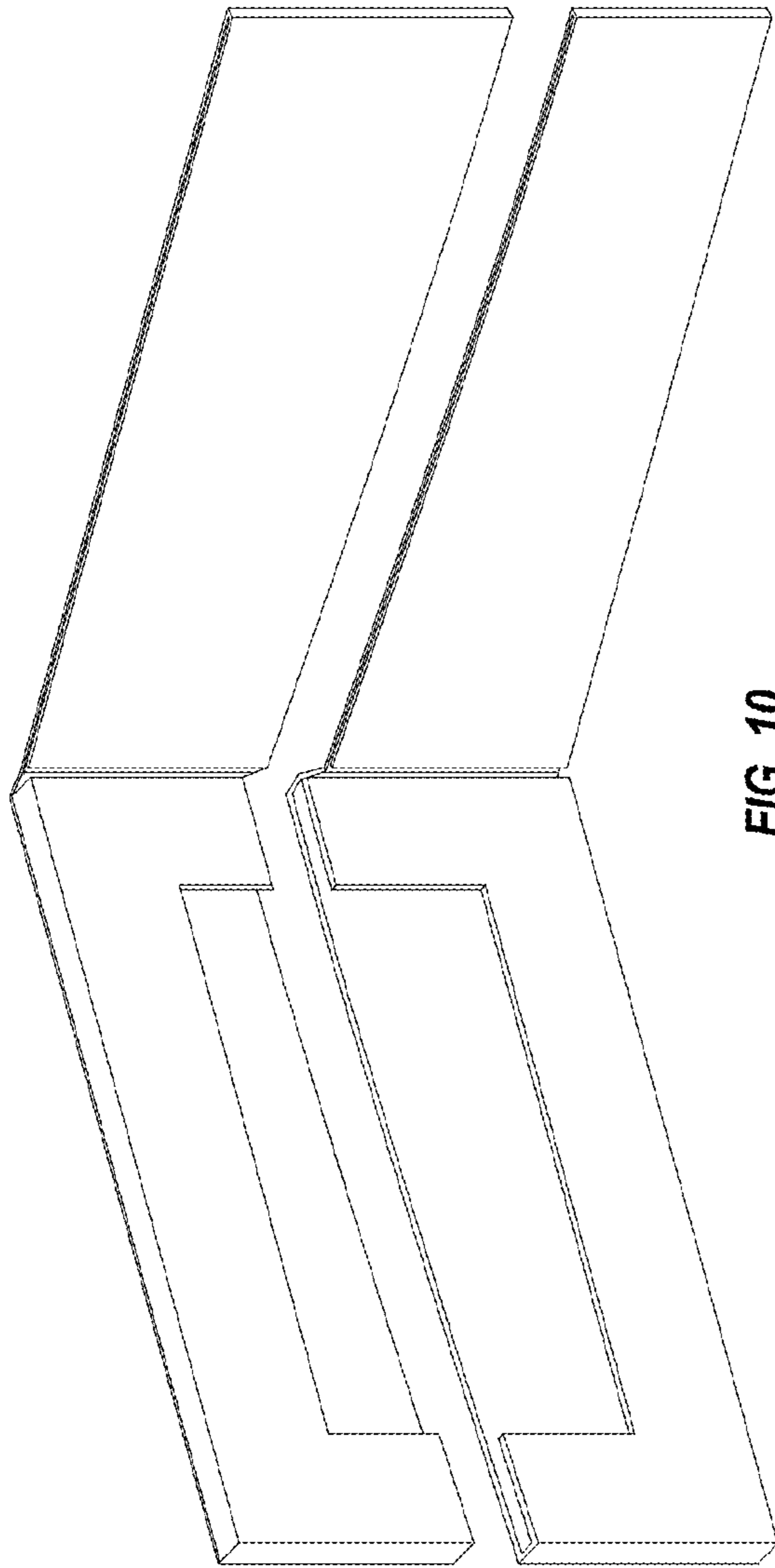


FIG. 10

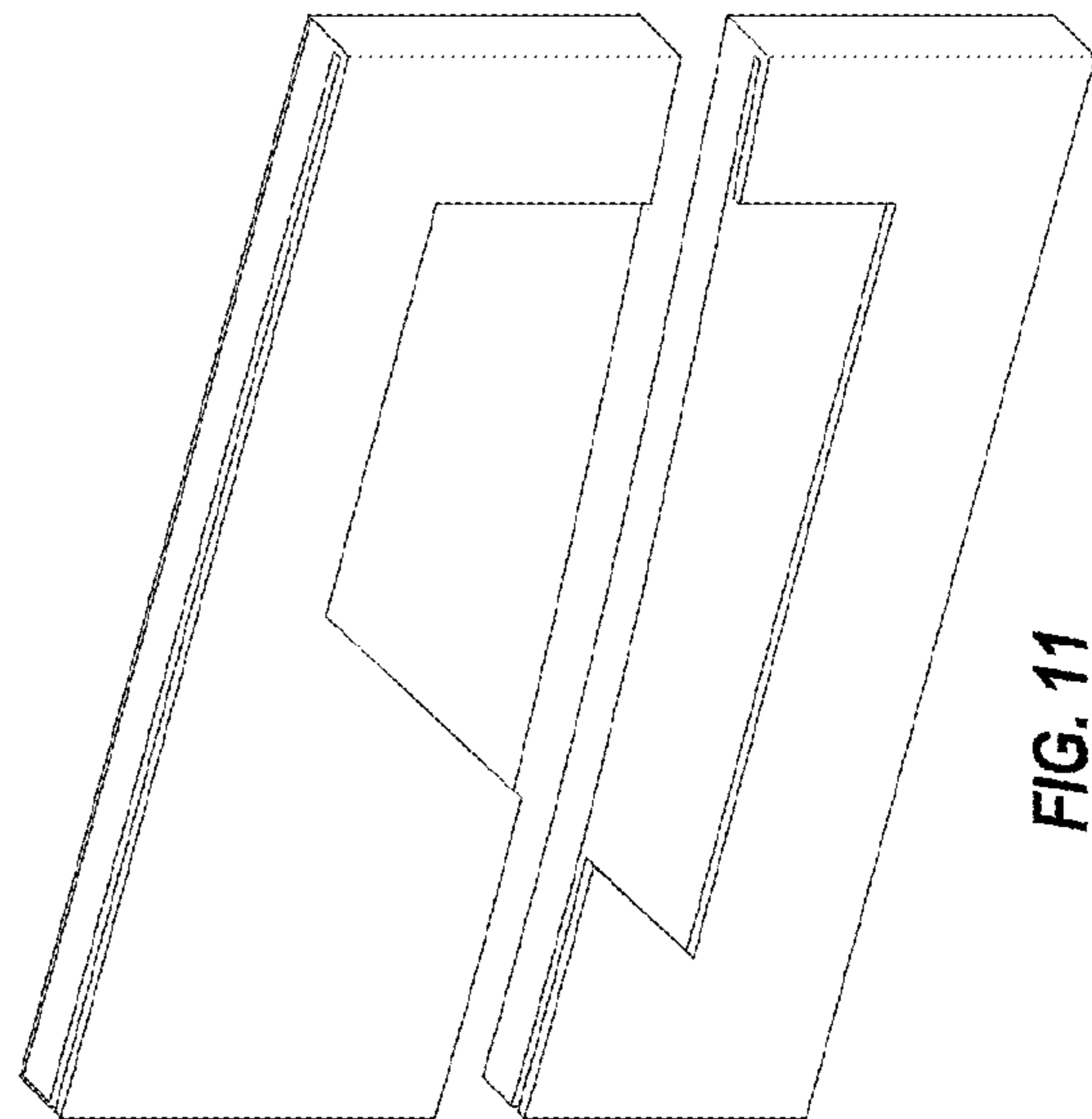


FIG. 11