

Exhibit E



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 08/402,195
Group Art Unit: 2617
Filing Date: March, 19, 1995
Examiner: J. Lieu
Inventor: A. Clark
Title: A TALKING POSTER

AMENDMENT AND REMARKS
TO PATENT APPLICATION

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1/21/96

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

The following amendments and remarks are in response to the Examiner's Office Action
mailed on October 10, 1995.

AMENDMENT

IN THE CLAIMS:

Please amend the claims as follows:

- 1. (Amended) A talking poster, comprising:
 - a poster;
 - a blister pack material attached to said poster [,wherein said blister pack is adapted to house a speaker and an electric circuit, wherein said blister pack matches the artwork of the poster to which it is attached];
 - a speaker concealed between said blister pack material and said poster; [and]

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an electric circuit including a sound production component, operatively connected to said speaker and concealed between said blister pack material and said poster;

a trigger attached to said electric circuit, said trigger adapted to be actuated through said blister pack material to produce said sound;

wherein said blister pack material is adapted to match the artwork of said poster.

2. (Amended) The talking poster of claim 1, wherein said electric circuit comprises:

a circuit board;

at least one battery attached to said circuit board;

[a trigger attached to said circuit board;] and

a speech chip.

8. (Amended) A method for making a talking poster, comprising the steps of:

providing a poster;

printing a portion of the artwork on said poster on blister pack material, wherein said artwork is printed on a surface of said blister pack material that faces said poster when said poster is assembled;

printing a layer of white on said blister pack material;

vacuum forming said blister pack material to accommodate an electric circuit;

nesting said [an] electric circuit in said blister pack material; [and]

attaching said blister pack material to said poster.

Please cancel claims 9-11.

Please add the following new claim:

12. (New) The talking poster of claim 1, wherein said artwork on said blister pack is printed on the surface of said blister pack that faces said poster.

REMARKS

The Examiner has rejected claims 1-11 under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims have been amended according to the Examiner's suggestion. Applicant respectfully submits that the claims, as amended, are now in proper form.

The Examiner has rejected claims 1-11 under 35 U.S.C. 103 as being unpatentable over Hoshi. Applicant respectfully traverses the Examiner's rejection. The Examiner has rejected Claim 1 stating that the poster, speaker, and electric circuit is disclosed in Hoshi. Additionally, the Examiner states that the claimed blister pack lacks criticality because the housing in Hoshi would still serve the same function as a housing for the electrical components. Applicant also traverses these assertions.

Hoshi shows a display panel device having a light-detecting sensor and playback means; and where a photograph or poster is mounted on the rear of the display panel. Figures 10 and 11 of Hoshi, cited by the Examiner, disclose a display panel device in which a photograph or poster is mounted or applied to the front of the panel. The poster and the display device containing the electronic circuitry and speakers are separate pieces and, therefore, are not formed of one piece. For example, in column 2 of Hoshi, it states "To use this display panel device, users only need to

put photographs thereon, since the playback is entirely embedded in the photograph mount.” Applicant’s invention on the other hand comprises a material piece (housing), preferably blister pack, which is actually attached on to the front of the poster. This is advantageous since the blister pack cannot be removed from the poster without actually destroying the artistic benefits of the poster. This is beneficial in that the blister pack cannot be easily or inadvertently removed from the poster by children. Another advantage to this feature of the present invention, is that there is no assembly required on the part of the consumer.

Applicant’s invention, on the other hand involves placing the sound module in the housing on the face of the poster containing the artwork. The housing or blister pack material allows artwork to be placed on the blister pack, by lithograph color technology, for example, so that the electronic circuitry and sound emanating means under the housing is “camouflaged” in the poster presentation. Additionally, placing holes in specific locations of a poster in which the sensor and speakers are to be placed, as in Hoshi, requires additional manufacturing steps which are avoided by placing the blister pack onto the face of the poster itself.

Nowhere in Hoshi, does it teach how to effectively incorporate a push-button trigger onto a thin poster for activating sound. Thus, Applicant’s invention can be distinguished from Hoshi, in that it teaches the use of a push-button trigger, which is attached to the front of the actual poster.

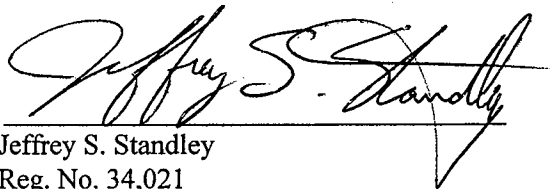
As discussed above, Applicant respectfully submits that Applicant’s invention can be distinguished from Hoshi in that the sound module housing can be printed with artwork so as to visually blend in with the actual artwork of the poster, and effectively hide the sound module so as not to disturb or interrupt the visual flow of the poster. Furthermore, as stated in the specification, the housing is preferably printed with artwork on its second surface in reverse (or

the inside portion of the blister pack). This is advantageous as this construction protects the artwork from being tarnished or rubbed off by the repeated activation of the sound module (by pressing the outside of the blister). (This feature is claimed in new dependent claim 12 and also has been added to independent method claim 8 from part of dependent method claim 9).

For the above stated reasons, it is respectfully submitted that the Examiner's assertion that the subject invention's housing material lacks criticality, cannot stand. Indeed, there is much criticality in the housing material and the manner in which it appears on the poster. Applicant has invented a unique product which provides sound on a poster, without distracting from the visual presentation of the poster, while maintaining a poster that is relatively simple and economical to produce.

In light of the above remarks, the present application is believed to be in condition for allowance and such action is earnestly requested.

Respectfully submitted,

By: 

Jeffrey S. Standley
Reg. No. 34,021
Attorney for Applicants
Standley & Gilcrest
555 Metro Place North, Suite 500
Dublin, Ohio 43017
(614) 792-5555

Date: January 10, 1996

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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner of Patents and Trademarks, Washington, D.C. 20231 on
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 08/402,195
Group Art Unit: 2617
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OFFICIAL

SUPPLEMENTAL AMENDMENT
TO PATENT APPLICATION

VIA FAX 703-305-5397

FAX RECEIVED

MAR 15 1996

GROUP 2500

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

The following amendments and remarks are in response to the Examiner's Office Action mailed on October 10, 1995, and are supplemental to the response filed by Applicant on January 10, 1996, which has not yet been considered.

AMENDMENT

IN THE CLAIMS:

Please amend the claims as follows:

1. (Twice Amended) An assembly [A talking poster], comprising:
 - a poster comprised of a first material, said poster having a first surface, said first surface including poster art thereon;
 - a [blister pack] housing comprised of a second material, said housing attached to a portion of said first surface of said poster;

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a speaker concealed between said [blister pack material] housing and said first surface of
said poster;

an electric circuit including a sound production component, operatively connected to said
speaker and concealed between said [blister pack material] housing and said first surface of said
poster;

a trigger attached to said electric circuit and concealed within said housing, said trigger
adapted to be actuated through said [blister pack material] housing to produce said sound;

wherein a surface of said housing [said blister pack material] is prepared with a matching
art which is substantially the same as that area of said poster art which appears on said portion of
said poster that said housing covers when said housing is attached to said poster, such that said
housing artistically blends in with the surrounding poster art that is not covered by said housing
[adapted to match the artwork of said poster].

58. (Twice Amended) A method for making a talking poster, comprising the steps of:

providing a poster with poster art on a first surface thereof;

providing human actuatable sound components adapted to be contained on said poster;

providing a housing adapted to be secured onto a portion of said first surface of said
poster;

applying matching art to said housing which is substantially the same as that area of said
poster art which appears on said portion of said poster that said housing covers when said
housing is attached to said poster, such that said housing artistically blends in with the
surrounding poster art that is not covered by said housing; and

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securing said housing onto said portion of said first surface of said poster, such that said housing conceals said sound components

[printing a portion of the artwork on said poster on blister pack material, wherein said artwork is printed on a surface of said blister pack material that faces said poster when said poster is assembled;

printing a layer of white on said blister pack material;

vacuum forming said blister pack material to accommodate an electric circuit;

nesting said electric circuit in said blister pack material;

attaching said blister pack material to said poster].

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~~12.~~ (Amended) The assembly of claim [1] ³~~13~~, wherein said matching art [artwork] on said blister pack is printed on the surface of said blister pack that faces said poster when said assembly is assembled.

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Please ~~cancel~~ claims 3-7, without prejudice.

Please add the following new claim:

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~~13.~~ (New) The assembly of claim 1, wherein said second material is a blister pack material.

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REMARKS

Applicant appreciates the courtesy extended by the Examiner during the personal interview that occurred on January 23, 1996 between Applicant's attorney, Examiner J. Lieu and

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Supervisory Examiner Swarthout. The claims have been amended to more clearly describe the invention and put the claims into the form discussed at the interview. Applicant respectfully submits that the claims, as amended, are now in proper form.

In light of the above amendments and remarks, the present application is believed to be in condition for allowance and such action is earnestly requested. The Commissioner is hereby authorized to charge deposit account number 19-4076 for any fee associated with the filing of this Supplemental Amendment.

Respectfully submitted,

By: 

Jeffrey S. Standley

Reg. No. 34,021

Attorney for Applicants

Standley & Gilcrest

555 Metro Place North, Suite 500

Dublin, Ohio 43017

(614) 792-5555

Date: March 13, 1996

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