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**Jones**

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(54) **APPARATUS FOR MARKETING A BRAND**

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(71) Applicant: **Girard Jones**, Whittier, CA (US)

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(72) Inventor: **Girard Jones**, Whittier, CA (US)

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\* cited by examiner

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*Primary Examiner* — Joanne Silbermann  
(74) *Attorney, Agent, or Firm* — Jafari Law Group, Inc.; David V. Jafari; Saul Acherman

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**G09F 23/00** (2006.01)  
**G09F 19/00** (2006.01)  
**B60R 7/04** (2006.01)

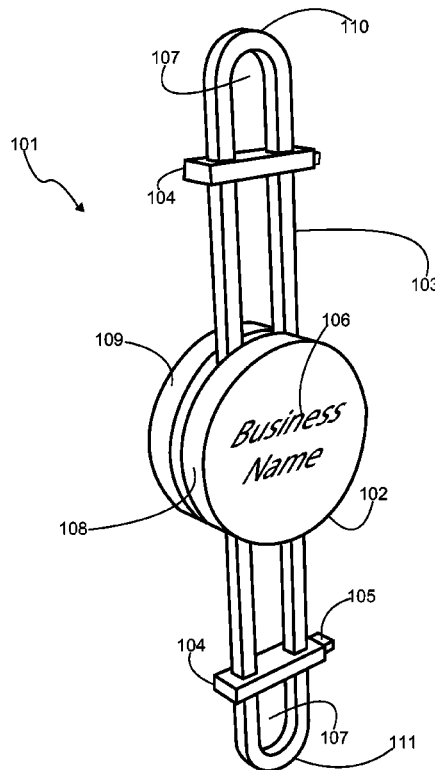
(57) **ABSTRACT**  
An apparatus for marketing a brand may generally comprise coupling members and an advertising member. The advertising member may serve as a marketing tool upon which a marketer can display information to a potential consumer, thereby making a commercial impression upon an end user. Each coupling member is configured to be placed upon a hook, or to receive a hook from a hanger. For example, a coupling member may be configured to receive a plurality of hooks. Said coupling members may also be equipped with adjusters, such as to allow for the apparatus to be secured to a hook, and for the plurality of hangers to be secured to the apparatus.

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CPC . **G09F 23/00** (2013.01); **B60R 7/04** (2013.01);  
**G09F 19/00** (2013.01)

(58) **Field of Classification Search**  
USPC ..... 40/322, 331, 316, 593, 599, 643;  
24/127

See application file for complete search history.

**1 Claim, 10 Drawing Sheets**



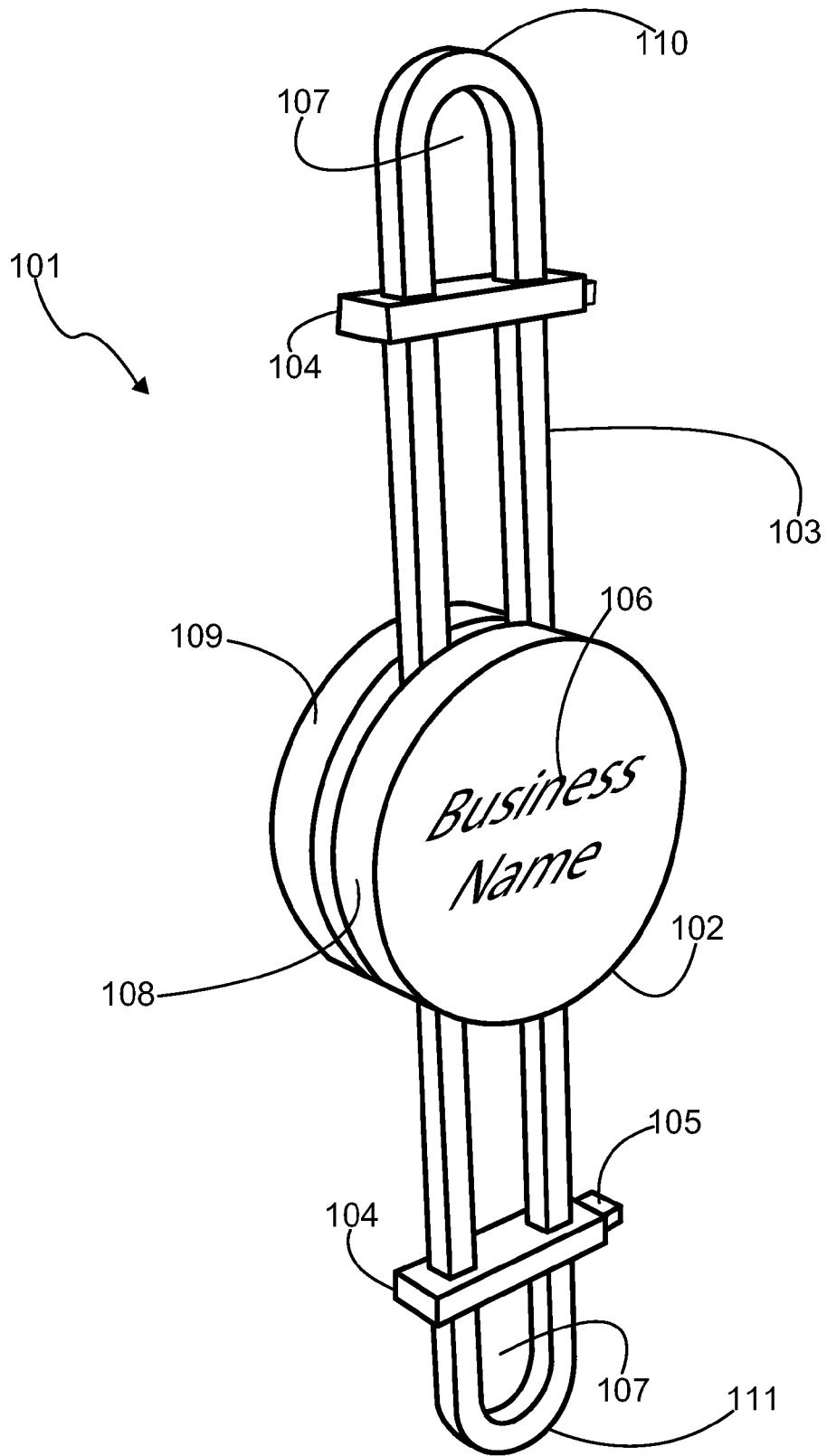


FIG. 1

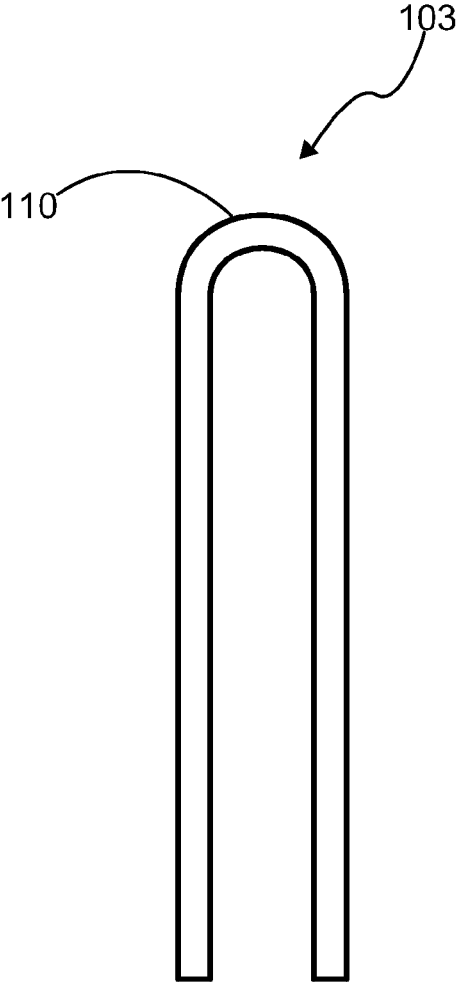


FIG. 2

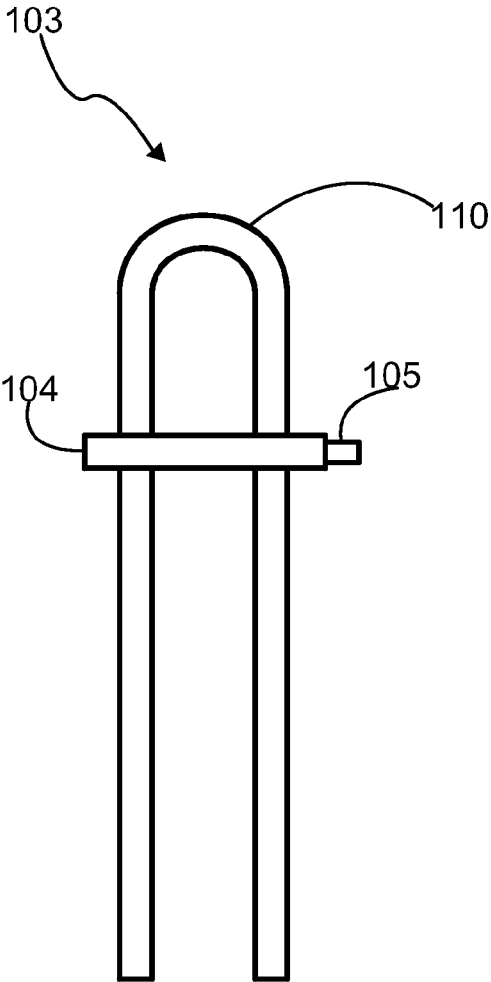


FIG. 3

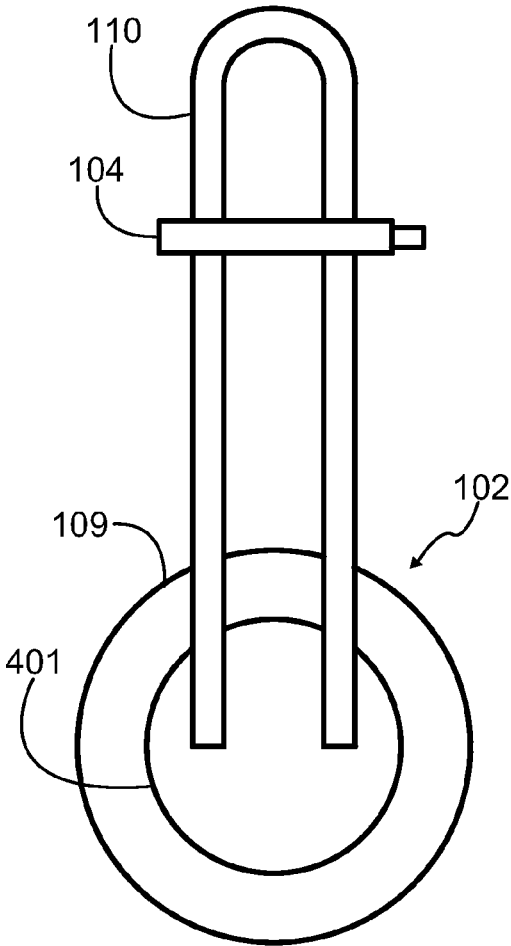


FIG. 4

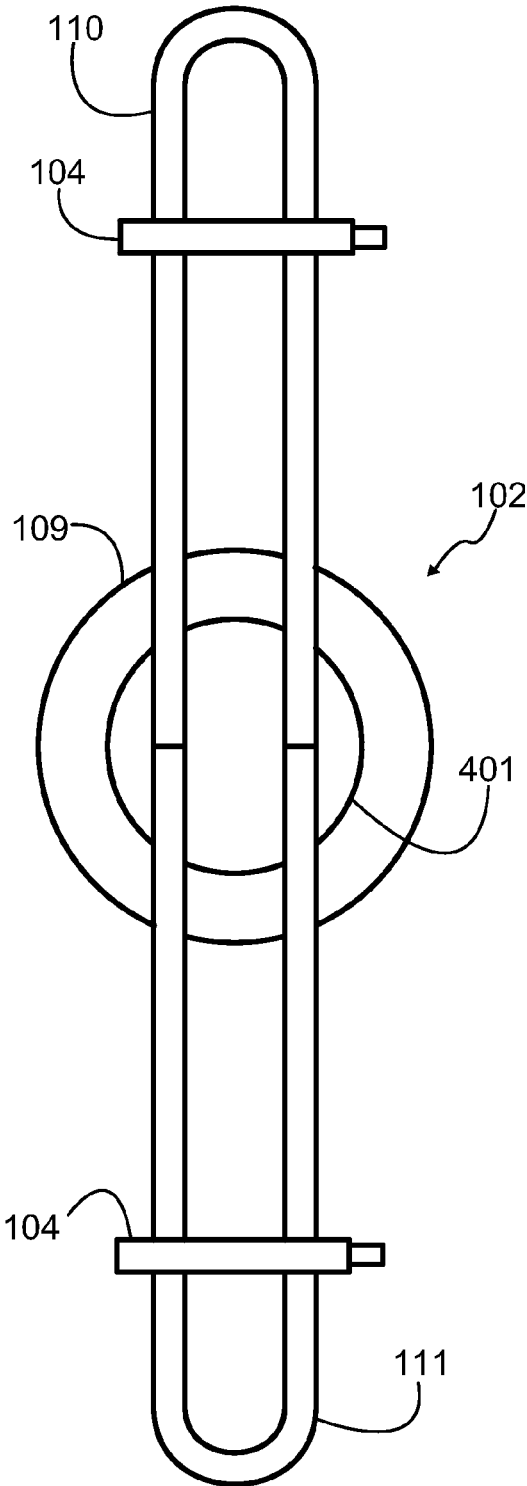


FIG. 5

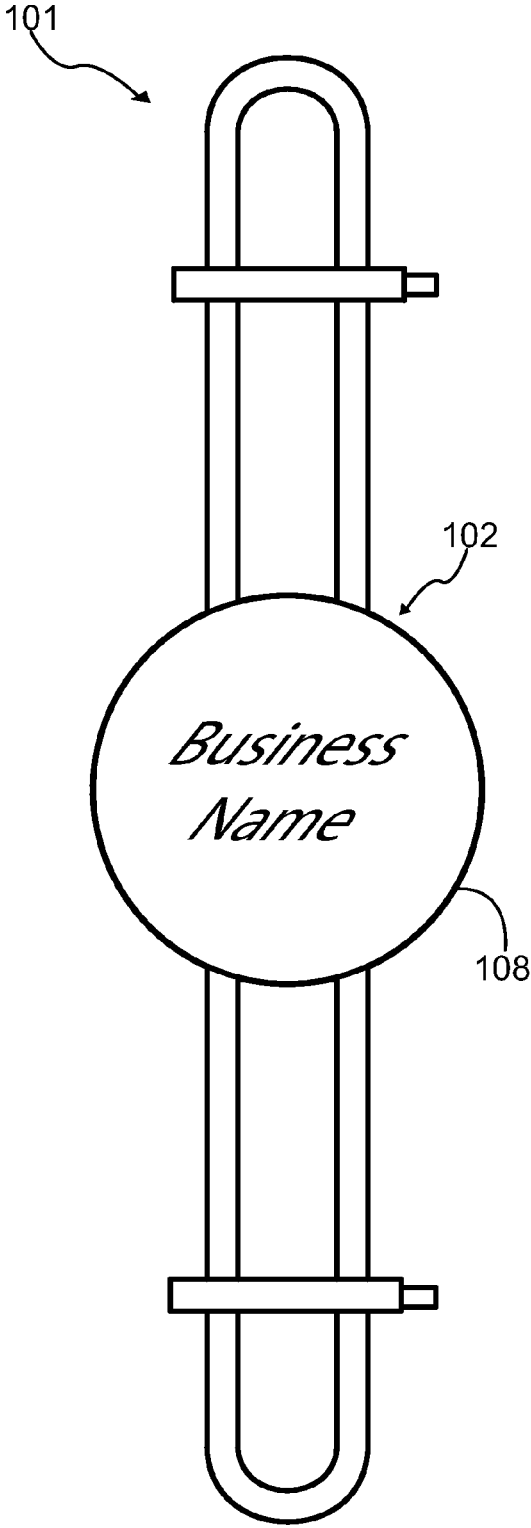


FIG. 6

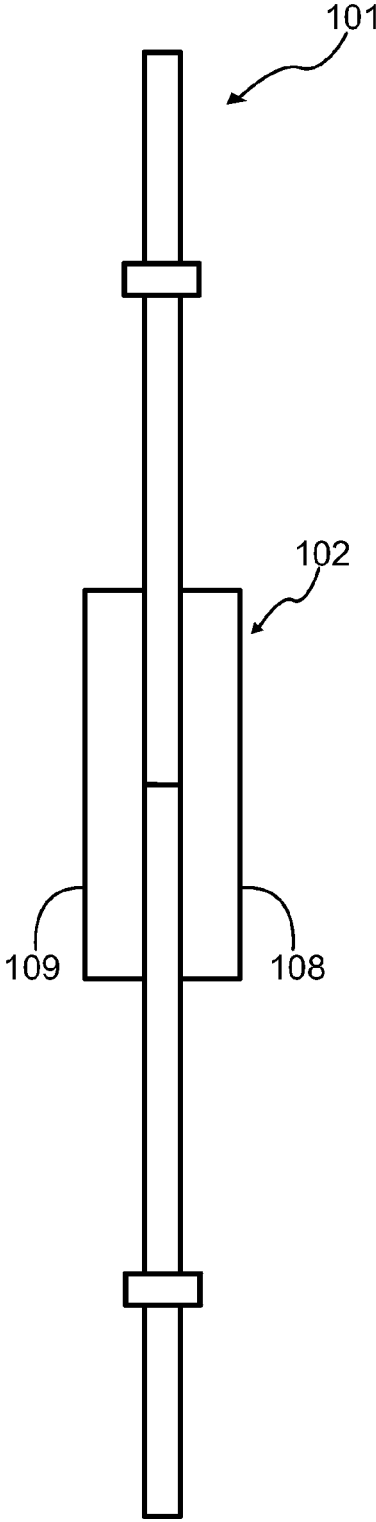


FIG. 7

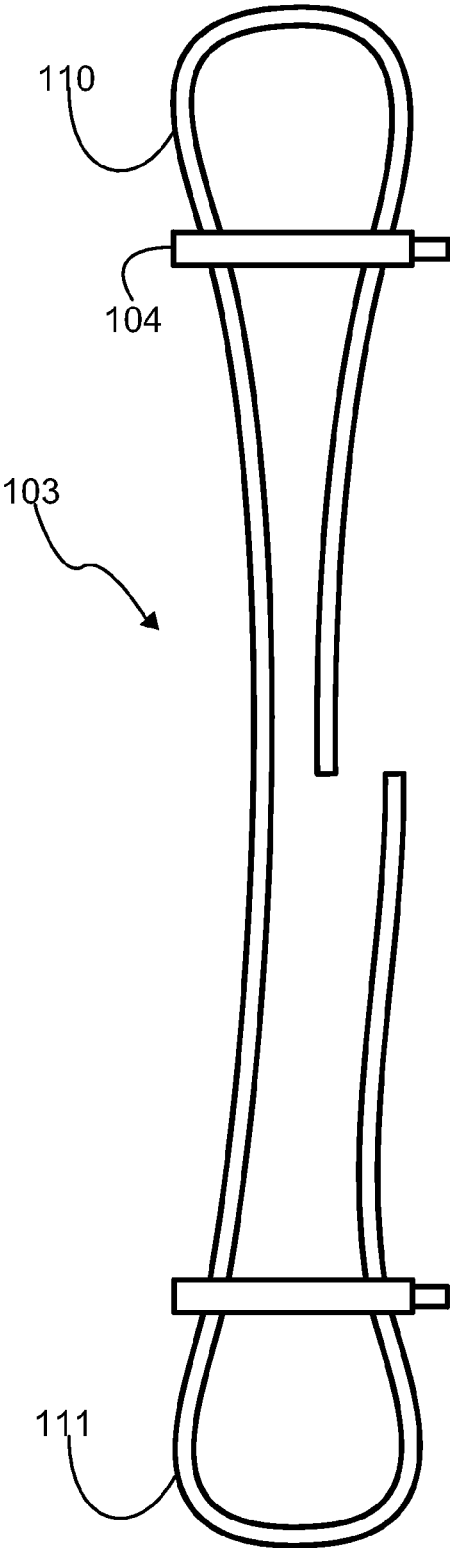


FIG. 8

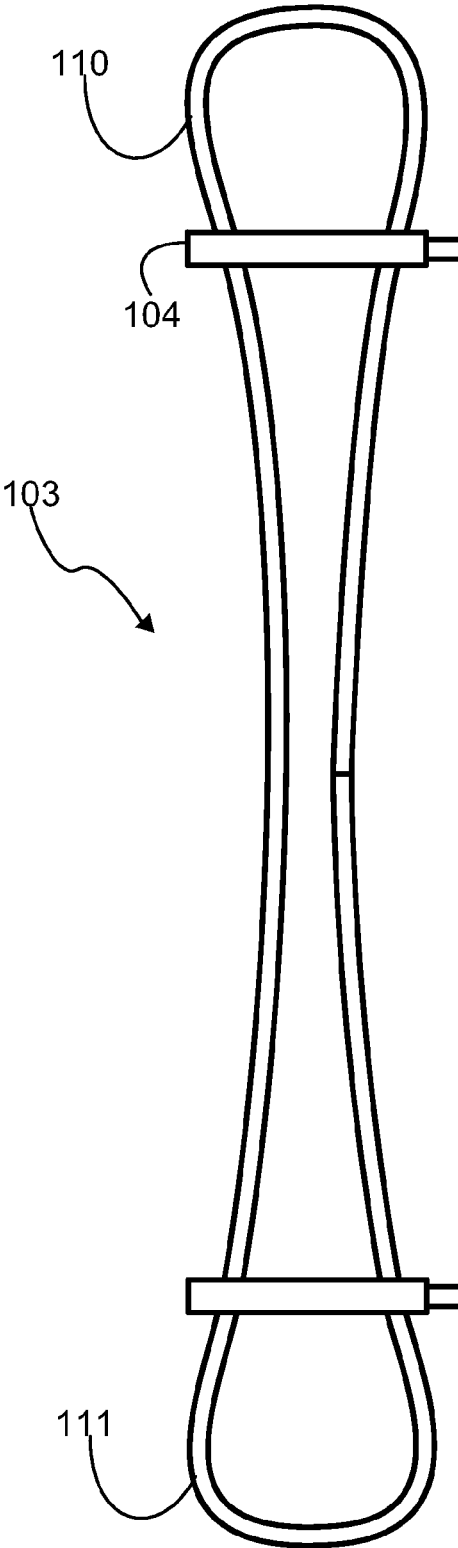


FIG. 9

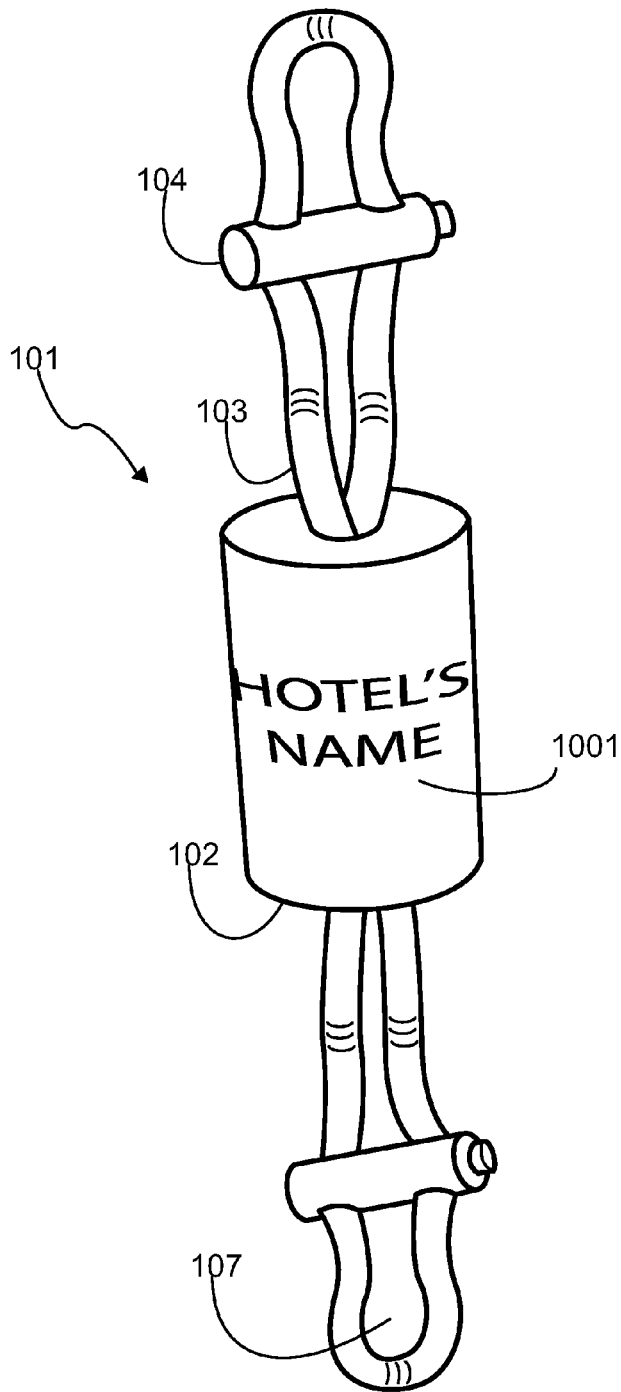


FIG. 10

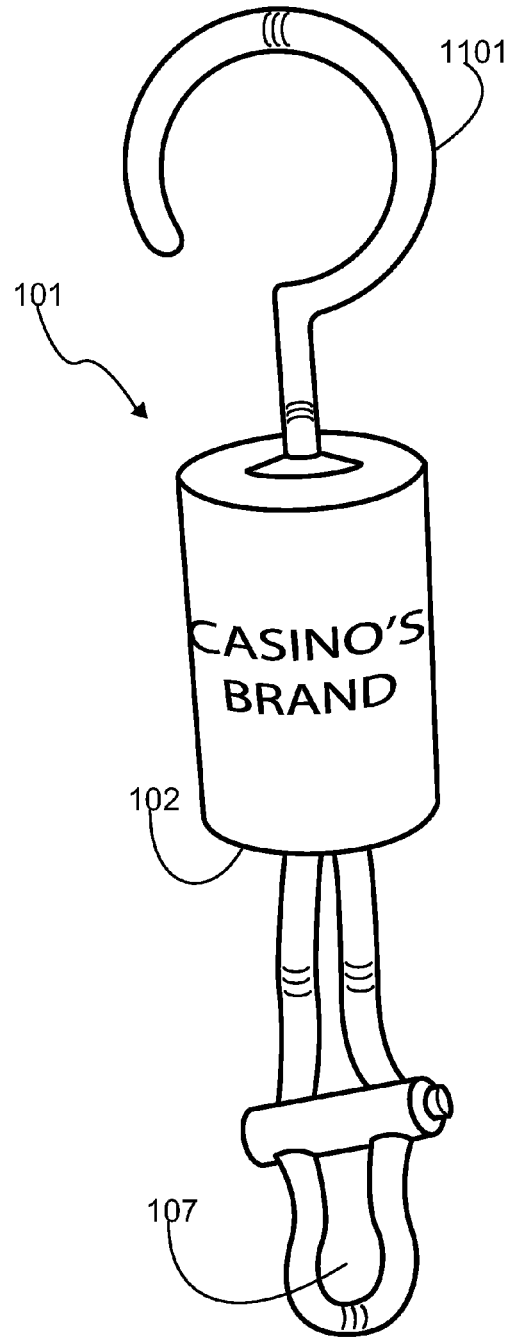


FIG. 11

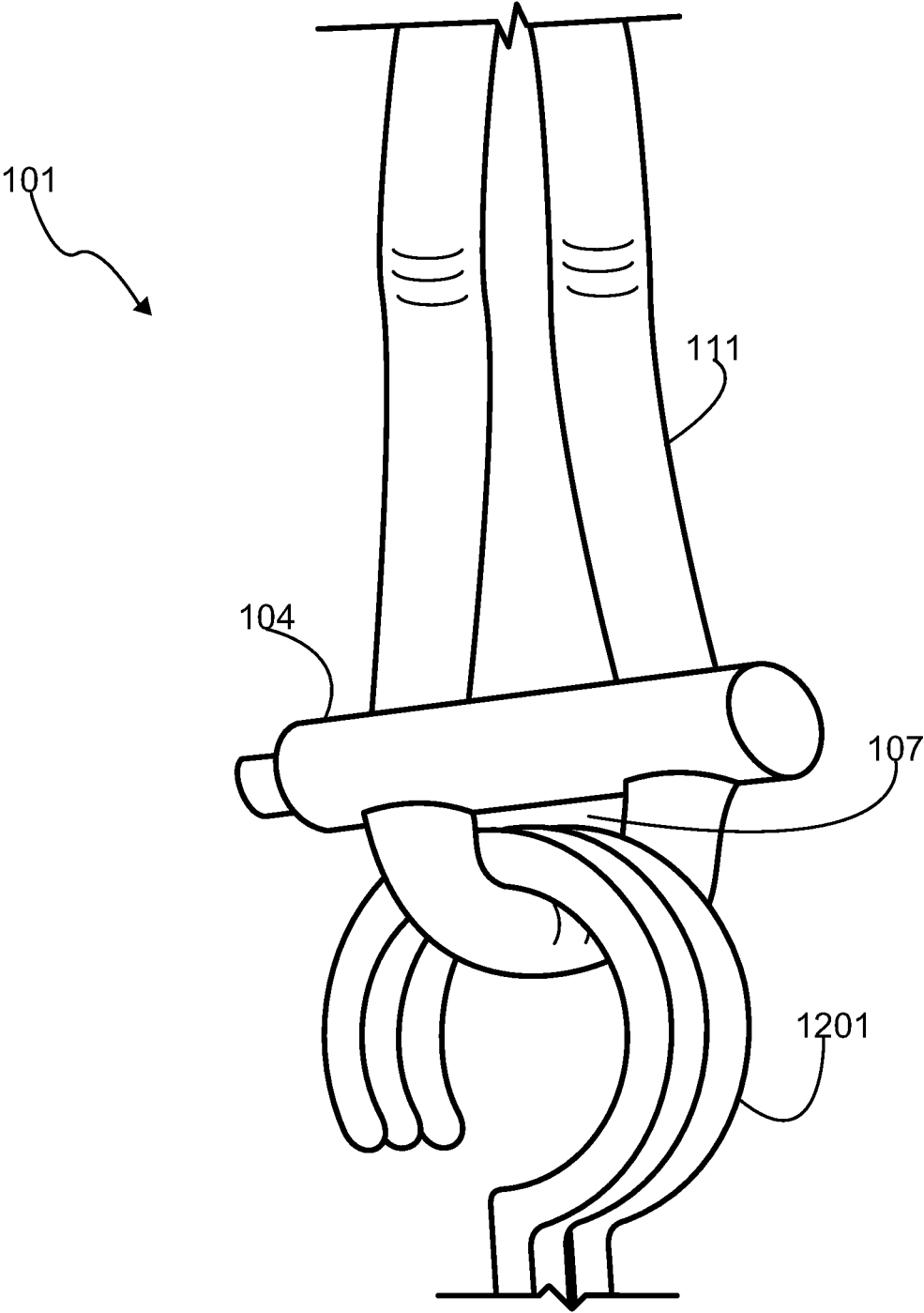


FIG. 12



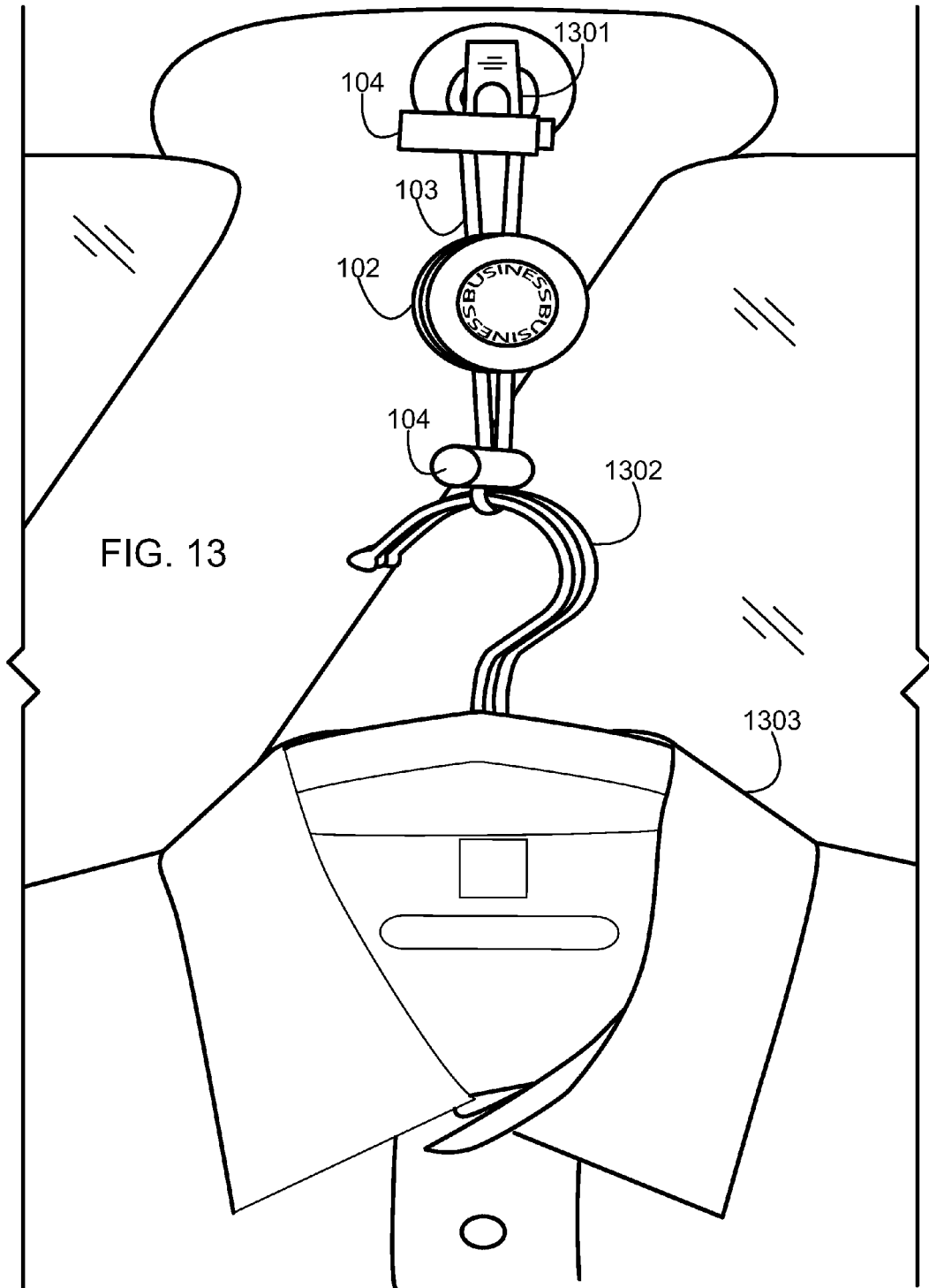


FIG. 14

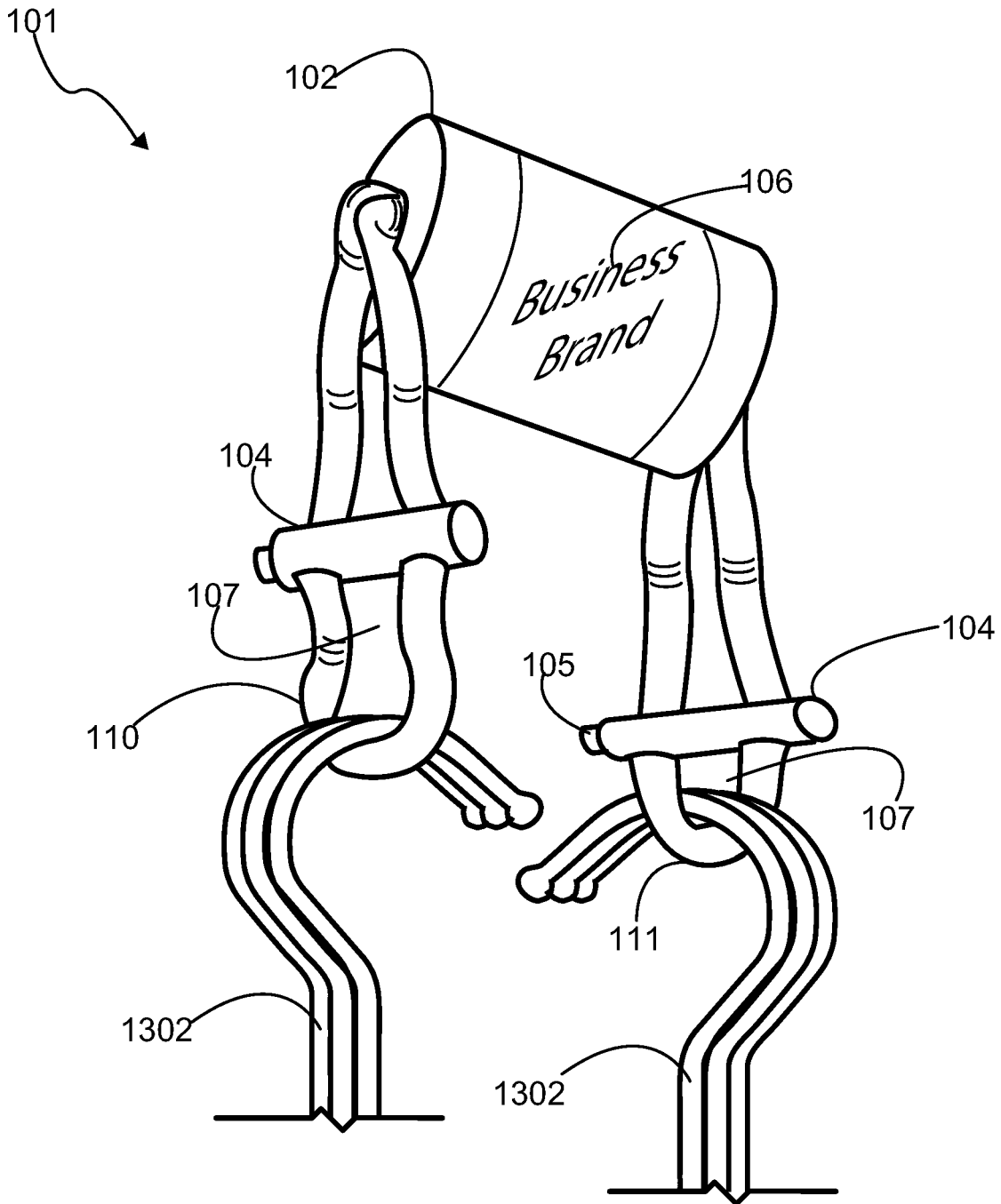
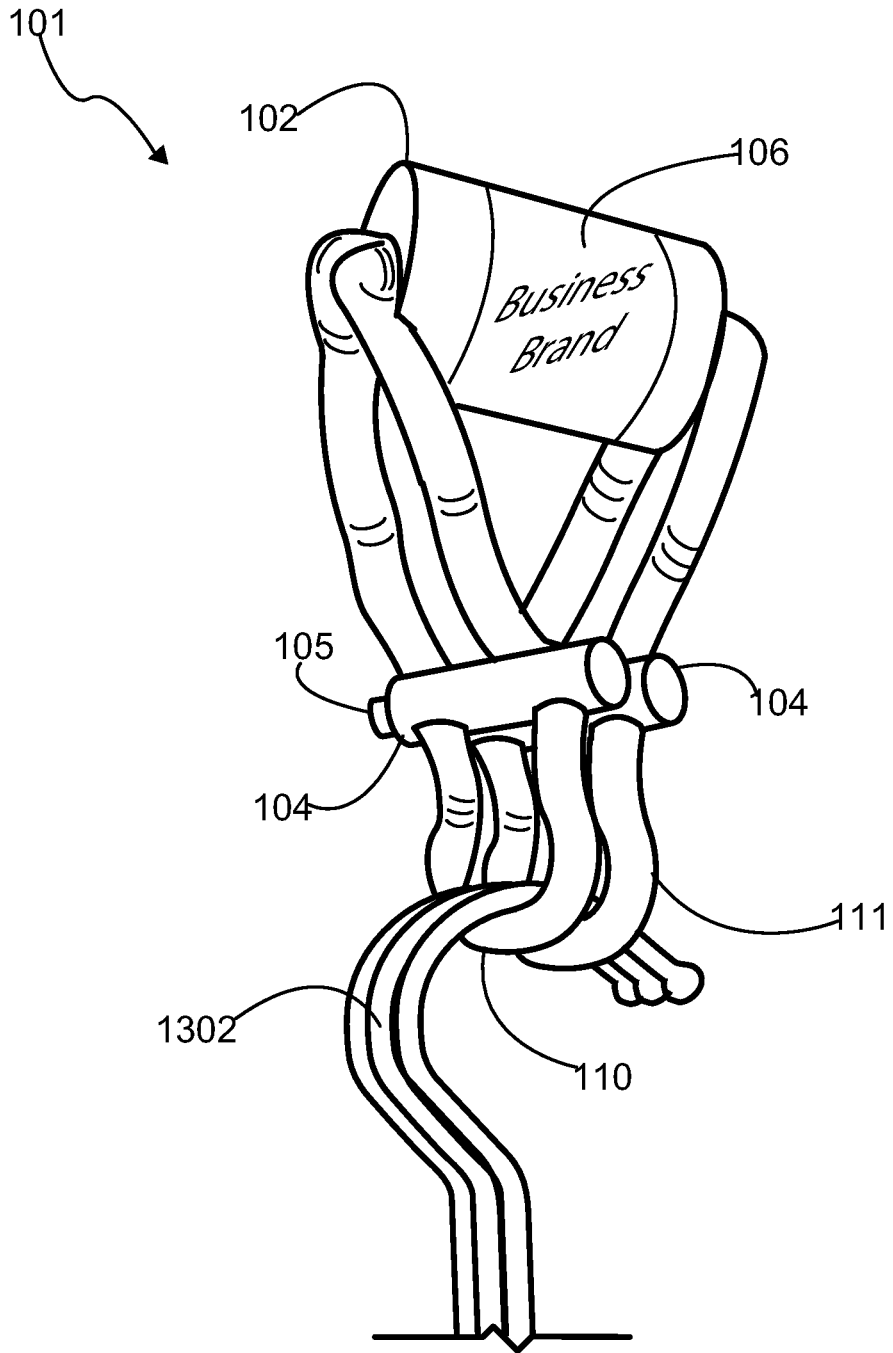


FIG. 15



**APPARATUS FOR MARKETING A BRAND**

## TECHNICAL FIELD OF THE INVENTION

The present invention relates in general to an apparatus for marketing a brand, and more specifically, to an apparatus or hanging device used to secure and transport a plurality of hangers, which serves as a promotional tool for marketing a brand.

## BACKGROUND OF THE INVENTION

Promotional items are a known marketing tool utilized throughout various industries. Promotional items are either sold or given away to customers or clients with the purpose of promoting a particular brand of products or services. For example, items such as pens, pencils, and notepads, are often used in the hospitality industry to promote hotel brands. Often, promotional items can be decorative items, but typically, promotional items are functional so as to increase the promotional value of the item. However, the commonality of these items (i.e. the fact that virtually every hotel offers pens or notepads displaying the hotel brand), and the fact that a user often fails to take these items with them, is an undesirable result of many promotional items known in the prior art. Users of these common promotional items become so accustomed to receiving them that the items lose promotional value. Thus, there is always a need for new and unique promotional items that offer unique opportunities to market, advertise, or promote a particular brand.

Hangers in general are useful tools for hanging garments. They help to organize garments as well as to keep their shape, for example, to prevent wrinkles from forming. Many people utilize a wide array of hangers for these very purposes. In the hospitality industry, for example the hotel-casino industry or the cruise-ship industry, hangers are typically provided in guestrooms. Additionally, hangers are widely used in high-end or luxury hotels that provide special services to their guest such as laundry and dry cleaning services.

Whether an individual privately sends their garments to a dry cleaning service, or a hospitality service provider offers a dry cleaning service to their guests, it is often necessary to transport multiple hangers and articles of clothing from one location to another. For example, when a person picks up their newly cleaned garments from a dry cleaner, it is typically necessary to take multiple cleaned garments placed upon multiple separate hangers, and transport the lot back to another location. Similarly, luxury hotels that offer premium services, such as dry cleaning services, must provide their guests with multiple hangers every time a guest requires cleaning of multiple articles of clothing. Often, the guest will desire to take their dry cleaned articles of clothing either from the reception's desk to their guestroom, or from their guestroom to their vehicle, for example, when leaving the hotel after a vacation or business trip. Thus, it is desirable to offer these service providers with a useful promotional item that addresses this issue, and allows for the promotion and marketing of their brand.

For example, when transporting newly dry-cleaned clothes in a vehicle, having multiple articles of clothing is particularly problematic. Placing multiple hangers on a hook provided in a typical car is burdensome, and often impossible, as multiple hangers may not fit on the typically small hook. It is also often the case that there is only a single hook for hanging garments in the car. Whatever the case, when transporting multiple garments in a vehicle, some of the hangers may need to be transferred to another hook in the car, or placed on the back

seat, or transferred to a trunk space; all of these options are undesirable, as the garments may become wrinkled, dirtied, or both. Furthermore, because the dry cleaner typically bundles all of the clothes together in a nice neat package, it is more desirable to keep all the garments held together rather than have to separate them in order to transport them to another location. Thus, while there are several other options to transporting multiple garments, neither is ideal.

Therefore, in light of the problems presented by the prior art, there is a need in the art for a hanging device that is capable of efficiently securing hangers for transportation, and serves as a promotional item by offering functionality to users and a marketing opportunity to distributors. It is to these ends that the present invention has been developed.

## BRIEF SUMMARY OF THE INVENTION

To minimize the limitations in the prior art, and to minimize other limitations that will be apparent upon reading and understanding the present specification, the present invention describes an apparatus, or hanging device, used to secure and transport a plurality of hangers, which serves as a promotional tool for marketing a brand.

In one embodiment of the present invention, a device for marketing a brand, comprises: a first coupling member configured to attach to a vehicle hanging member; a second coupling member coupled to or integral with the first coupling member, wherein the second coupling member is configured to support thereupon one or more clothing hangers; and an advertising member coupled between the first and second coupling members, wherein the advertising member comprises indicia for promoting one or more goods or services.

In another embodiment of the present invention, a device used for promotional purposes, comprises: a first coupling member configured to attach to a vehicle hanging member; a second coupling member comprising at least a portion of a cord; and an advertising member coupled between the first and second coupling members, wherein the advertising member comprises indicia for promoting one or more goods or services.

In yet another embodiment of the present invention, a hanger accessory for promoting a brand, comprises a first coupling member configured to attach to a vehicle hanging member; a second coupling member coupled to or integral with the first coupling member, wherein the second coupling member is configured to support thereupon one or more clothing hangers; and an advertising member coupled to the first and second coupling members, wherein the advertising member comprises indicia for promoting one or more goods or services.

It is an objective of the present invention to provide a means of advertising or marketing a brand for businesses, nonprofits, individuals, and others, via a promotional item that is functional to users.

It is another objective of the present invention to provide businesses, nonprofits, individuals, and others with a brand marketing opportunity for distribution via dry-cleaning services.

It is yet another objective of the present invention to provide hospitality service providers, such as hotel-casinos or cruise-ship operators, with a brand marketing opportunity by means of providing their guests with a promotional item associated with their hospitality services.

It is yet another objective of the present invention to provide users with a means to easily and safely transport their articles of clothing from one location to another.

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It is yet another objective of the present invention to provide hospitality service providers, such as hotel-casinos or cruise-ship operators, with a promotional item that can be distributed to their patrons in a manner that will guarantee the item's use and thus exploit a marketing opportunity.

It is yet another objective of the present invention to provide hospitality service providers, such as hotel-casinos or cruise-ship operators, with a hanger apparatus used to secure and transport a plurality of hangers, which serves as a promotional tool for marketing a brand.

These and other advantages and features of the present invention are described herein with specificity so as to make the present invention understandable to one of ordinary skill in the art.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Elements in the figures have not necessarily been drawn to scale in order to enhance their clarity and improve understanding of the various embodiments of the invention. Furthermore, elements that are known to be common and well understood to those in the industry are not depicted in order to provide a clear view of the various embodiments of the invention. The drawings that accompany the detailed description can be briefly described as follows:

FIG. 1 is a three dimensional schematic view of an apparatus for marketing a brand, or hanging device, in accordance with one embodiment of the present invention.

FIG. 2 is a front elevation schematic view depicting the upper portion, or coupling member, of the connector, which is detached from the hanging device shown in FIG. 1.

FIG. 3 is a front elevation schematic view depicting the upper portion, or coupling member shown in FIG. 2, with an adjustor for securing a hook or multiple hangers, to the hanging device.

FIG. 4 is a front elevation schematic view of the upper portion of the connector, or first coupling member and adjustor depicted in FIG. 3, showing how the upper portion of the connector or coupling member can be coupled to a back component of a body or advertising member using an adhesive, in accordance with one embodiment of the present invention.

FIG. 5 is a front elevation schematic view of the upper portion of the connector, or coupling member, and adjustor depicted in FIG. 4, in addition to the lower portion of the connector, or second coupling member (also including a second adjustor), coupled to the back component of the advertising member using an adhesive.

FIG. 6 is a front elevation schematic view of the hanging device depicted in FIG. 5, with the addition of a front component of the advertising member coupled to the first and second coupling members in a manner so that the connector is sandwiched securely between the front component and back component of the advertising member.

FIG. 7 is a side elevation schematic view of the hanging device depicted in FIG. 6, which shows the first and second coupling members joint together and sandwiched between the two components of the advertising member.

FIG. 8 is a front elevation schematic view of adjustors coupled to a single cord and forming a single loop, which makes up the first and second couplers of the device, in accordance with another embodiment of the present invention. Here, the cord is shown in a disjunctive state, facilitating the coupling of the adjustors.

FIG. 9 is a front elevation schematic view of the adjustors and cord in FIG. 8, the cord shown in a merged state, after the adjustors have been coupled to the cord.

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FIG. 10 is a three dimensional schematic view of a hanging device in accordance with another embodiment of the present invention, comprising a single-piece and cylindrically shaped advertising member.

FIG. 11 is a three dimensional schematic view of a hanging device, in accordance with yet another embodiment of the present invention, having the first coupling member comprising a hook and the second coupling member comprising a cord and adjustor.

FIG. 12 is a three dimensional close-up schematic view of the second coupling member, in accordance with one embodiment of the present invention, wherein the second coupling member comprises a cord. An adjustor is coupled to the cord, which is shown retaining the hooks of several hangers placed in the small loop created by the adjustor.

FIG. 13 is a close-up schematic view of the interior of a vehicle, wherein a typical vehicle hanging member, or car hook, is being used to hang several hangers securely held together with a hanging device, in accordance with one embodiment of the present invention.

FIG. 14 is a three dimensional close-up schematic view of one embodiment of the present invention, being used to carry or transport a plurality of hangers, wherein a user has coupled multiple hangers to both first and second coupling members, thereby being able to carry the hangers using the advertising member or body as a handle or support.

FIG. 15 is a three dimensional close-up schematic view of one embodiment of the present invention, being used to carry or transport a plurality of hangers, wherein a user has coupled multiple hangers to both first and second coupling members by joining the coupling members together, thereby being able to carry the hangers using the advertising member or body as a handle or support.

#### DETAILED DESCRIPTION OF THE INVENTION

In the following discussion that addresses a number of embodiments and applications of the present invention, reference is made to the accompanying figures that forms a part thereof, where depictions are made, by way of illustration, of specific embodiments in which the invention may be practiced. It is to be understood that other embodiments may be utilized and changes may be made without departing from the scope of the present invention.

FIGS. 1-7 depict one embodiment of the present invention. FIG. 1 is a three dimensional schematic view of a device for marketing the brand of a business. Very generally, it is a promotional item, but more specifically, a hanger apparatus used to secure and transport a plurality of hangers, which serves as a promotional tool for marketing a brand. FIG. 1 shows hanging device 101. Hanging device 101 comprises of marketing member 102, connector 103, and adjustors 104, each of which, include button 105 for the adjustors 104 to be adjusted when securing hanging device 101 to, for example, a car hook and plurality of hangers.

Advertising member 102 serves as a marketing component for offering an opportunity for a business to promote their brand by placing marketing indicia 106, which displays a business name, on hanging device 101. For example, and without departing from the scope of the present invention, marketing indicia 106 may contain a slogan, a brand name, a logo, a design, or a business name as shown in FIG. 1. The manner in which marketing indicia 106 may be displayed is not to be limited. Marketing indicia 106 may, for example, be engraved on both sides of advertising member 102. Other means that may be employed to convey a marketing message may include, without departing from the scope of the present

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invention, the use of stickers, acid etchings, paintings, prints, lithographs, hand drawings, pencil markings, pen markings, photographs, digital displays, either on one side, the front, the back, or all around advertising member **102**, and or any other means or combination of means of conveying any particular marketing message.

In the embodiment shown in FIG. 1, advertising member **102** comprises two components, front component **108** and back component **109**, which sandwich connector **103** in place. Components **108** and **109** may be made of any material that is durable and suitable for either displaying a brand, such as marketing indicia **106**, or made to look like objects representative of a business or brand. For example, and without departing from the scope of the present invention, front component **108** and back component **109** may be made of a durable plastic, constructed to look like two casino chips that each identify a particular hotel-casino. Alternatively, advertising member **102** may comprise a single component, or a plurality of components, constructed of wood, clay, glass, metals, ceramics, plastics, or any combination of any natural or synthetic material, without deviating from the scope of the present invention. Additionally, it is understood that marketing indicia **106** may be placed on any part of advertising member **102** such as either front component **108**, or back component **109**, or both.

In another embodiment, other means may be employed to convey a marketing message, and for example, advertising member **102** may comprise of a single elongated cylinder with two openings on either flat surface, or a cavity, through which connector **103** may pass and be secured. This shape may be used to place a marketing indicia such as a label, all around a circumference of advertising member **102** (see, e.g. FIGS. 10, 11 and 14). Furthermore, other shapes such as cubical, spherical, or any other geometric or non-geometric shapes that help represent a brand may be employed without departing from the scope of the present invention.

In addition to shapes, as stated above, advertising member **102** may comprise objects representative of the brand being advertised or marketed. For example, and in no way limiting the scope of the present invention, advertising member **102** may comprise coasters to be marketed by a restaurant, buttons to be marketed by a clothing company, campaign buttons to be marketed by politicians, coins (or fake coins) to be marketed by banks, corks to be marketed by a vineyard, or other objects representative of the brand being marketed, or any other conceivable device suitable for the purpose of marketing a brand.

To expound upon the marketing feature of hanging device **101**, a casino, for example, may desire to utilize hanging device **101** where advertising member **102** is comprised of two casino chips, each casino chip displaying the casino's name. The casino may then use hanging device **101** to either sell to its guests in the gift shop or even distribute to guests as a complimentary service during their stay at the casino, for example, as a promotional item distributed every time a guest uses or requests the hotel's dry cleaning or laundry service. Each time that a guest thereafter utilizes hanging device **101**, the guest would naturally see the casino's poker chips, as they may form the central component of hanging device **101**. The guest would thus be exposed and potentially reminded of his positive stay at the casino, thereby allowing for the casino to further penetrate its market and drive return business. Hanging device **101** is also functional for the end user, as will be described below, while providing for a marketing opportunity for an intermediary such as a casino. Hanging device **101**, however, is not limited to distribution by casinos, as other

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businesses, nonprofits, individuals, or other entities may take advantage of its marketing capabilities.

Connector **103** can be a single component, or made up of multiple components. For example, and without limiting the scope of the present invention, connector **103** may be a single component of a general cord-like nature. As such, connector **103** may be generally flexible and easily manipulated so as to facilitate hanging the device, for example, from a car hook (See FIG. 13). A flexible or cord-like structure and material may be desirable to facilitate receiving a plurality of hangers such that the hangers are tightly secured and not prone to moving about hanging device **101**. However, a rigid and sturdier material could be used for connector **103** without deviating from the scope of the present invention.

Connector **103** may be constructed of any wire (with a single strand or multiple strands), string, plastic, rope, twine, or any other like material. In one embodiment, connector **103** may comprise of a rigid material, such as a plastic, yet still accomplish a similar result. Although a hardened material may allow for some movement about connector **103**, in one embodiment of the present invention, a generally curved connector **103** may significantly restrict this movement, thus allowing for a hanger to be securely hung about hanging device **101**.

Connector **103** may comprise a variety of shapes without departing from the scope from the present invention. For example, connector **103** may have a substantially cubically shaped perimeter, as shown in FIG. 1, or a tubular or substantially cylindrically shaped perimeter, as shown in FIG. 10-14, or any other shape without deviating from the scope of the present invention. Typically, it is desirable to construct connector **103** of a generally tubular shape so as to provide a smooth flexible surface that is adaptable to a variety of hooks, and so the device itself is flexible and can be transported easily. For example, although connector **103** could be made out of a more rigid material, this may prevent a user from being able to place hanging device **101** in, for example, their pocket.

Whether a rigid or less flexible material is used to construct connector **103**, or whether a flexible cord-like structure and material is used, or whether connector **103** comprises one or multiple components, connector **103** should be constructed so that connector **103** comprises a first coupling member and a second coupling member. Thus, connector **103** may be constructed as a single component, or multiple components, without deviating from the scope of the present invention.

In one embodiment, connector **103** comprises a single component with an upper portion and a lower portion or a first coupling member and a second coupling member. The single component may be for example, and without limiting the scope of the present invention, a cord constructed of durable synthetic material, which forms a single closed loop.

Typically, and without limiting the scope of the present invention, connector **103** comprises an upper portion, or first coupling member **110**, which is adapted to receive a hook, such as a car hook, and a lower portion or second coupling member **111**, which is adapted to receive a plurality of hooks, such as a plurality of hangers (See FIG. 12 and FIG. 13).

To adjust or secure hanging device **101** to a hook such as a car hook, and to secure a plurality of hangers to hanging device **101**, adjustors **104** may be implemented as shown in FIG. 1, in accordance with one embodiment of the present invention. Adjustors **104** can be typical adjustors common in the art. For example, and without limiting the scope of the present invention, in one embodiment, adjustors **104** are cord adjustors that comprise a spring loaded button, which can be depressed for releasing or securing the adjustor in place. In

such embodiment, adjustors **104** are configured to receive a cord, and button **105** on each adjustor is used to adjust the space between the extremities of connector **103** on either first coupling member **110** or second coupling member **111**. In other words, depressing button **105** may allow for an end user to manually adjust adjustors **104** up and down the vertical height of connector **103**. Other similar adjustors known in the art may be employed by hanging device **101** to accomplish similar adjustability, without deviating from the scope of the present invention. To illustrate this feature of hanging device **101**, see FIG. **13**.

Adjustors **104** may be placed upon connector **103** at two locations as depicted in FIG. **1**, i.e. on first coupling member **110** and on second coupling member **111** of connector **103**. Adjustors **104** may be placed with button **105** facing one side of hanging device **101**, as shown in FIG. **1**, or they may be facing opposite sides, without departing from the scope of the present invention. In other words, adjustors **104** may contain button **105** either on the left side, or the right side, or on alternating sides. Adjustors **104** may allow for further restrictions on the mobility of hanging device **101**. For example, the adjustor on first coupling member **110** of connector **103** may be positioned higher on connector **103**, thus creating loops, such as loop **107** shown in FIG. **1**. Similarly, adjustors **104** may be positioned closer to advertising member **102**, thereby controlling the size of loop **107**. For example, a larger initial loop **107** may be desirable for placing hanging device **101** on a hook in the interior of a car. After hanging device **101** is secured to said car hook, a user may thereafter adjust adjustors **104** in a manner so that an upper adjustor comes to rest near the top of first coupling member **110** of connector **103** and may even touch the hook of the interior of the car, thereby creating a tighter hold.

One of the adjustors **104**, i.e. on the lower portion of hanging device **101**, may be similarly adjusted to secure any hangers that may be received by hanging device **101**. For example, after a plurality of hangers are placed through loop **107** on second coupling member **111** of connector **103**, the adjustor may be lowered to tightly secure the plurality of hangers. See, e.g. FIG. **12** and FIG. **13**. This adjustability feature of hanging device **101** is desirable such that hangers and the clothes upon said hangers may be secured from the sudden braking and acceleration that drivers are prone to make.

FIGS. **2-7** depict the process of constructing, or putting together, hanging device **101**, as well as various perspectives of one embodiment of the present invention. FIG. **2** is a front elevation schematic view of connector **103**, and more specifically, it shows first coupling member **110** of connector **103**. As noted above, connector **103** may be constructed of any number of different materials suitable for the purpose of hanging articles of clothing in a plurality of hangers, whether flexible or rigid. Additionally, connector **103** may comprise multiple components or a single component. In the embodiment shown in FIG. **2**, connector **103** comprises an upper portion and a lower portion, with first coupling member **110** shown. In this embodiment of connector **103**, first coupling member **110** is used to secure hanging device **101** from a car hook.

FIG. **3** is a front elevation schematic view depicting first coupling member **110** of connector **103**, which has been adapted with a first adjustor of adjustors **104** for securing hanging device **101** to a car hook. In one embodiment of the present invention, either end of connector **103** may be fed through two openings on adjustors **104** while depressing button **105** on the adjustor. When button **105** is released, tension may be placed upon connector **103** such that adjustors **104** can be secured in place. Although not shown in FIG. **2-FIG. 4**,

in the illustrated embodiment, second coupling member **111** of connector **103** is identical to first coupling member **110**, and can similarly be configured with an adjustor (See FIG. **5**). In an alternative embodiment however, first coupling member **110** and second coupling member **111** of connector **103** are different. For example, as shown in FIG. **11**, first coupling member **110** of connector **103** may comprise a totally different shape, such as a hook for hanging the device from a vehicle hanger receiving member, or car hook, for hanging clothes inside a vehicle.

FIG. **4** is a front elevation schematic view of the upper portion of the connector and adjustor depicted in FIG. **3**, showing how the upper portion of the connector can be coupled to a back component of an advertising member using an adhesive, in accordance with one embodiment of the present invention. FIG. **4** shows first coupling member **110** of connector **103**, and the first of adjustors **104** depicted in FIG. **3**, additionally showing back component **109** of advertising member **102**.

Connector **103** may be secured to advertising member **102** in many different ways, including the use of an adhesive. Alternatively, first coupling member **110** of connector **103** may be coupled to back component **109** of advertising member **102** with a regular or industrial staple, it may be sown into back component **109**, or welded, soldered, or may be securely attached in any other suitable way without departing from the scope of the present invention.

In the embodiment shown in FIG. **4**, and by no way limiting the scope of the present invention, first coupling member **110** of connector **103** is coupled or attached to back component **109** via the use of adhesive **401**. Said adhesive may consist of, for example, glue, super glue, tape, double sided tape, caulk, or other such adhesives as may be necessary to secure first coupling member **110** to advertising member **102**. In another embodiment, first coupling member **110** may also be secured to advertising member **102** by a method of heat application, i.e. utilizing a heat source to mend and solidly connect the first and second coupling members to advertising member **102**. Again, any way of securely attaching the coupling members to the advertising member may be implemented without deviating from the scope of the present invention.

FIG. **5** is a front elevation schematic view of the upper portion of the connector and adjustor depicted in FIG. **4**, in addition to the lower portion of the connector (also including a second adjustor), coupled to the back component of the advertising member using an adhesive. FIG. **5** shows first coupling member **110** of connector **103**, a first adjustor of adjustors **104**, advertising member **102**, and adhesive **401**, with the addition of second coupling member **111** of connector **103**, and a second adjustor of adjustors **104**.

Second coupling member **111** of connector **103** and the second adjustor of adjustors **104** may be similarly attached to back component **109** of advertising member **102** through any means or methods described in the preceding paragraphs. Furthermore, the second adjustor of adjustors **104**, coupled to second coupling member **111** of connector **103**, may also be attached by similar means as described above.

FIG. **6** is a front elevation schematic view of all the parts and components of the hanging device depicted in FIG. **5**, which has been put together with the addition of a front component of the advertising member, coupled to the first and second coupling members, in a manner so that the coupling members are sandwiched securely between the front component and back component of the advertising member. FIG. **7** is a side elevation schematic view of the hanging device depicted in FIG. **6**, which shows the upper and lower portions

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of the connector joint together and sandwiched between the two components of the advertising member.

As may be noted from this perspective, advertising member **102** may be comprised of two components. This should not be construed as a limitation. As noted above, and as depicted in the remainder of the specification, the body, or advertising member, may be a single component, or may be comprised of multiple components. For purposes of clarity and continuity of disclosure, however, FIG. 7 depicts only one particular embodiment of hanging device **101**.

Specifically, FIG. 6 and FIG. 7 show hanging device **101**, with the addition of front component **108** of advertising member **102** coupled to first and second coupling members **110** and **111** in a manner so that connector **103** is sandwiched securely between front component **108** and back component **109** of advertising member **102**.

Front component **108** of advertising member **102** may also be attached by any means or methods described in the preceding paragraphs, without limiting or deviating from the scope of the present invention. Once securely constructed, hanging device **101** may be utilized to transport hangers from one location to another. As discussed above, marketing indicia **106** may also be placed on front component **108** or back component **109**, or both components of advertising member **102** (unless advertising member **102** is already a marketing object) such that hanging device **101** may be used to convey marketing information to an end user such as a hotel guest, or a guest on a cruise-ship.

FIG. 8 is a front elevation schematic view of adjustors coupled to a single cord, which makes up the first and second coupling members of the device, in accordance with another embodiment of the present invention. Here, the cord is shown in a disjunctive state, facilitating the coupling of the adjustors. FIG. 9 is a front elevation schematic view of the embodiment of connector **103** shown in FIG. 8, depicting adjustors **104** and connector **103** in a merged state. In the embodiment shown in FIG. 8 and FIG. 9, connector **103**, or first and second coupling members **110** and **111**, comprises a single cord that forms a single loop. In one embodiment, first and second coupling members comprise a single cord made of a synthetic material strong enough to sustain multiple articles of clothing in a plurality of hangers that may be secured by connector **103**.

FIG. 10 is a three dimensional schematic view of a hanging device in accordance with another embodiment of the present invention, comprising a single-piece and cylindrically shaped body. FIG. 10 shows another embodiment of hanging device **101**, which comprises an alternative embodiment of advertising member **102** constructed as a single component. It may also be noted that this alternative embodiment comprises a flexible connector **103**, as well as alternative rounded adjustors **104**.

Advertising member **102** may thus be cylindrical in shape with two openings on either end through which connector **103** may pass. Marketing indicia **1001** may also be placed upon the substantially cylindrical advertising member **102** to enable hanging device **101** to convey marketing information of a brand, for example, a hotel's name.

Without deviating from the scope of the present invention, connectors **103** may be attached to advertising member **102** through similar means and or methods described above, including through the use of various adhesives or heat application methods.

FIG. 11 is a three dimensional schematic view of a hanging device, in accordance with yet another embodiment of the present invention, having the upper portion of the connector, or first coupling member, comprising a hook. FIG. 11 shows

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hanging device **101**, in accordance with yet another embodiment of the present invention, wherein the first coupling member comprises hook **1101**. Hook **1101** may be constructed of any material suitable for sustaining the pressures of multiple articles of clothing hanging from the device.

For example, and without limiting the scope of the present invention, hook **1101** can be constructed of plastic, metal, or wood and may further be curved by any useful measure. Hook **1101** may also be either attached to advertising member **102** via any of the means or methods described above, including the use of adhesives and or heat application. Hook **1101** may be solidly connected to advertising member **102** during the manufacturing process such that hook **1101** and advertising member **102** are united as one component.

FIG. 12 is a three dimensional close-up schematic view of the lower portion of a connector, or second coupling member, in accordance with an embodiment of the present invention, wherein a second coupling member comprises a cord. An adjustor is coupled to the second coupling member, which is shown retaining a plurality of hooks of several hangers placed in the small loop created by the adjustor, demonstrating how a hanging device in accordance with the present invention can be used to transport clothing from one location to another. FIG. 12 shows second coupling member **111** securely holding multiple hooks **1201** of several hangers placed within loop **107** created by a lower adjustor of adjustors **104**.

FIG. 13 is a close-up schematic view of the interior of a vehicle, wherein a typical car hook, or vehicle hanging member, is being used to hang several hangers securely held together with a hanging device, in accordance with one embodiment of the present invention. More specifically, FIG. 13 shows how one of the device's adjustors **104** can securely tighten the upper portion of connector **103** to hang the device from car hook **1301**. The lower adjustor **104** is also tightly securing a plurality of hangers **1302**, which hold multiple articles of clothing **1303**.

FIG. 14 is a three dimensional close-up schematic view of one embodiment of the present invention, being used to carry or transport a plurality of hangers, wherein a user has coupled multiple hangers to both first and second coupling members, thereby being able to carry the hangers using the advertising member or body as a handle.

The embodiment shown in FIG. 14 is similar to the embodiment shown in FIG. 10, wherein advertising member **102** comprises a substantially cylindrical shape. First coupling member **110** and second coupling member **111** are coupled securely and held inside a cavity of advertising member **102**. Typically, first coupling member **110** can be placed upon a car hook as shown in FIG. 13. However, it may be desirable for a user to grasp hanging device **101** from advertising member **102** and utilize both first and second coupling members **110** and **111** to hang and transport a plurality of hangers **1302** on each of the loops **107** within first and second coupling members **110** and **111**.

Finally, FIG. 15 is a three dimensional close-up schematic view of one embodiment of the present invention, being used to carry or transport a plurality of hangers, wherein a user has coupled multiple hangers to both first and second coupling members by joining the coupling members together, thereby being able to carry the hangers using the advertising member or body as a handle or support.

The embodiment shown in FIG. 15 is similar to the embodiment shown in FIG. 14, wherein advertising member **102** comprises a substantially cylindrical shape. A user may take first coupling member **110** and second coupling member **111** and bring them together to form a single support for a plurality of hangers **1302**. Typically, first coupling member



110 can be placed upon a car hook as shown in FIG. 13. However, it may be desirable for a user to grasp hanging device 101 from advertising member 102 and utilize both first and second coupling members 110 and 111 to hang and transport a plurality of hangers 1302, for example, when

transporting articles of clothing to and from a vehicle. Thus, without deviating from the scope of the present invention, the apparatus for marketing a brand may be utilized in multiple ways depending on the needs of its user. A hanging device, or apparatus for marketing a brand, has been described. The foregoing description of the various exemplary embodiments of the invention has been presented for the purposes of illustration and disclosure. It is not intended to be exhaustive or to limit the invention to the precise form disclosed. Many modifications and variations are possible in light of the above teaching without departing from the spirit of the invention.

DESCRIPTION OF THE REFERENCE SYMBOLS

- 101: Hanging device
- 102: Advertising member
- 103: Connector
- 104: Adjustors
- 105: Button
- 106: Marketing indicia
- 107: Loop
- 108: Front component
- 109: Back component
- 110: First coupling member
- 111: Second coupling member
- 401: Adhesive
- 1001: Marketing indicia
- 1101: Hook

- 1201: Multiple hooks
- 1301: Car hook
- 1302: Plurality of hangers
- 1303: Articles of clothing

What is claimed is:

1. A device for marketing a brand, comprising:
  - a first coupling member configured to attach to a vehicle hanging member;
  - a second coupling member coupled to or integral with the first coupling member, wherein the second coupling member is configured to support thereupon one or more clothing hangers;
  - wherein the first and second coupling members comprise a single closed cord that forms a closed loop;
  - wherein the first and second coupling members further comprise at least one adjustor coupled to the closed loop for securing the device to the vehicle hanging member and securing the clothing hangers to the device; and
  - an advertising member coupled between the first and second coupling members, wherein the advertising member comprises:
    - a front component; and
    - a back component,
    - wherein the front and back components of the advertising member are configured for sandwiching the first and second coupling members, the front and back components resembling an object associated with said goods or services; and
    - indicia for promoting one or more goods or services;
    - wherein the first and second coupling members are further secured between the front and back components of the advertising member with an adhesive, and the object comprises a casino chip.

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