Title: WRITING INSTRUMENT HAVING LENTICULAR DISPLAY SURFACE

Abstract: A writing instrument is provided that includes an elongated body having a length, an outer surface, a proximal end, and a distal end, and a clip extending along at least a portion of the length of the body. The clip includes an outwardly facing display surface with a lenticular image. The display surface can include a lenticular lens material insert positioned on a base portion of the clip and the lenticular lens material insert can be removably attached to the base portion of the clip, such as with at least one retaining clip. Alternatively, the lenticular lens material insert can be permanently attached to the clip.
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 06/32614

A. CLASSIFICATION OF SUBJECT MATTER
USPC - 359/619; 40/334
IPC(8) - G02B 27/00 (2007.01); B43K 29/00 (2007.01)
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC- 359/619; 40/334

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 359/619; 40/334 - text word limited - see below

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Databases: USPTO - WEST - PGPB,USPT,USOC,EPAB,JPAB; Google Scholar; Google
Search terms: pen, lenticular, hologram, clip, transparent, slot, channel, groove, insert, lens

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 3,590,441 A (Goldberg) 6 July 1971 (06.07.1971) figures 1-8</td>
<td>1-20</td>
</tr>
<tr>
<td>Y</td>
<td>US 2005/0169692 A1 (Demetz) 04 August 2005 (04.08.2005) figure 1</td>
<td>1-20</td>
</tr>
<tr>
<td>Y</td>
<td>US 6,019,536 A (Lee) 01 February 2000 (01.02.2000) figures 4 &amp; 5</td>
<td>1-20</td>
</tr>
<tr>
<td>Y</td>
<td>US 2,365,473 A (Kahn et al.) 19 December 1944 (19.12.1944) column 3, line 12</td>
<td>12</td>
</tr>
</tbody>
</table>

* Special categories of cited documents:

“A” document defining the general state of the art which is not considered to be of particular relevance

“E” earlier application or patent but published on or after the international filing date

“L” document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another invention or other special reason (as specified)

“O” document referring to an oral disclosure, use, exhibition or other means

“P” document published prior to the international filing date but later than the priority date claimed

“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

“Y” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

“&” document member of the same patent family

Date of the actual completion of the international search
31 January 2007 (31.01.2007)

Date of mailing of the international search report
09 APR 2007

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer: Lee W. Young
PCT Helpdesk: 571-272-4309
PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2005)