

Answer Guidelines to QE 2009 Paper A

Note: The answer guidelines contain a non-exhaustive list of points that examiners expect candidates to cover in the answer to this Paper.

Claims	Main Apparatus claim	<p>A display device having:</p> <p>a casing defining a window,</p> <p>at least one support device for supporting advertising material with a portion of the advertising material in register with the window;</p> <p>an actuator for displacing the at least one support device, to vary the portion of the advertising material which is in register with the window; and</p> <p>a controller for controlling the actuator to displace the at least one support device</p> <p>at intervals.</p> <p>The final element (“at intervals”, or equivalent wording) is considered essential to the invention, but this is arguable, and marks are alternatively awarded to a candidate who makes this feature into a dependent claim.</p> <p>It is not necessary for the elements of “an actuator” and “a controller” to be listed separately. In other words, the final two clauses (“an actuator ...at intervals”) can equivalently be replaced by :</p> <p>“a mechanism for displacing the at least one support device at intervals, to vary the portion of the advertising material which is in register with the window”.</p> <p><u>Marks off for:</u></p> <p>Claims reading on to the prior art</p> <p>Claims requiring the advertising material as an element, and therefore not infringed by the maker of devices 10, 30</p> <p>Claims which do not cover one of the embodiments or require multiple motors</p> <p>Marks off for each unnecessary limitation, e.g. saying the casing is opaque, or implying that the window is a transparent panel (i.e. excluding the possibility that it is just a gap)</p>
	Dependent claims	<p>Pair of Rollers for holding advertising material in an endless loop.</p> <p>Rollers with means for attachment to ends of ribbon</p>

		<p>Light behind the loop</p> <p>Plurality of support devices, each having multiple faces, the motor being arranged to rotate the supports together to direct corresponding ones of their faces towards the window.</p> <p>That there are three faces on each roller (note that there could alternatively be just two spaced apart by a small distance, so that in cross section the sleeve is rectangular)</p>
	Main method claim	<p>A method of displaying advertising material using a display device having:</p> <p>a casing,</p> <p>a window, and</p> <p>at least one support device;</p> <p>the method comprising attaching the advertising material to the support device with a portion of the advertising material in register with the window, and</p> <p>at intervals operating an actuator which displaces the at least one support device at intervals, to successively vary the portion of the advertising material which is in register with the window.</p> <p>This claim can be expressed in other ways, and provided that it shares the novel features of claim 1, any wording is acceptable. For example, it is acceptable if the only explicit method step is the one of operating the actuator. For example, full marks are awarded to:</p> <p>A method of displaying advertising material using a display device having:</p> <p>a casing,</p> <p>a window,</p> <p>at least one support device supporting advertising material with a portion of the advertising material in register with the window, and</p> <p>an actuator for displacing the at least one support device, to vary the portion of the advertising material which is in register with the window;</p> <p>the method comprising operating the actuator at intervals thereby displacing the at least one support device to successively vary the portion of the advertising material which is in register with the window.</p> <p>Note that the presence or absence of “at intervals” (or</p>

		<p>equivalent wording) would not change the number of marks awarded. However, if a candidate includes it in claim 1 but not in the method claim, I would subtract marks for the method claim, because this would demonstrate confusion as to whether it is an essential feature.</p> <p>(No additional marks for dependent claims to method claim. However, the marks given above for dependent claims can equally well be earned for dependent method claims instead of dependent apparatus claims.)</p>
Description	Field and Background	
	Summary of the invention	
	Detailed description	<p>One of these marks is for correcting the erroneous reference to “device 15” – which is the third line from the end of the paragraph beginning “Our second new device 30 is shown in Fig. 6(a).” – to read “device 10”.</p>