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(12) **United States Design Patent**  
**Bailey**

(10) **Patent No.:** **US D437,720 S**

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(54) **EXTERIOR FACE OF FLOOR MAT BACKING**

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(\*\*) **Term:** **14 Years**

(21) **Appl. No.:** **29/119,015**

(22) **Filed:** **Feb. 22, 2000**

(51) **LOC (7) Cl.** ..... **06-11**

(52) **U.S. Cl.** ..... **D6/582; D12/203**

(58) **Field of Search** ..... D5/53, 57; D6/582-594; D12/203; D20/27; 4/581-583; 5/417; 15/215-217, 238; 16/4, 7-9, 16; 428/82-83, 88, 95, 122, 167

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(57) **CLAIM**

The ornamental design for an exterior face of floor mat backing, as shown and described.

**DESCRIPTION**

This application is related to a concurrently filed design application entitled nibbed pattern of floor mat backing, Application No. 29/119,003, the contents of which is hereby incorporated by reference herein.

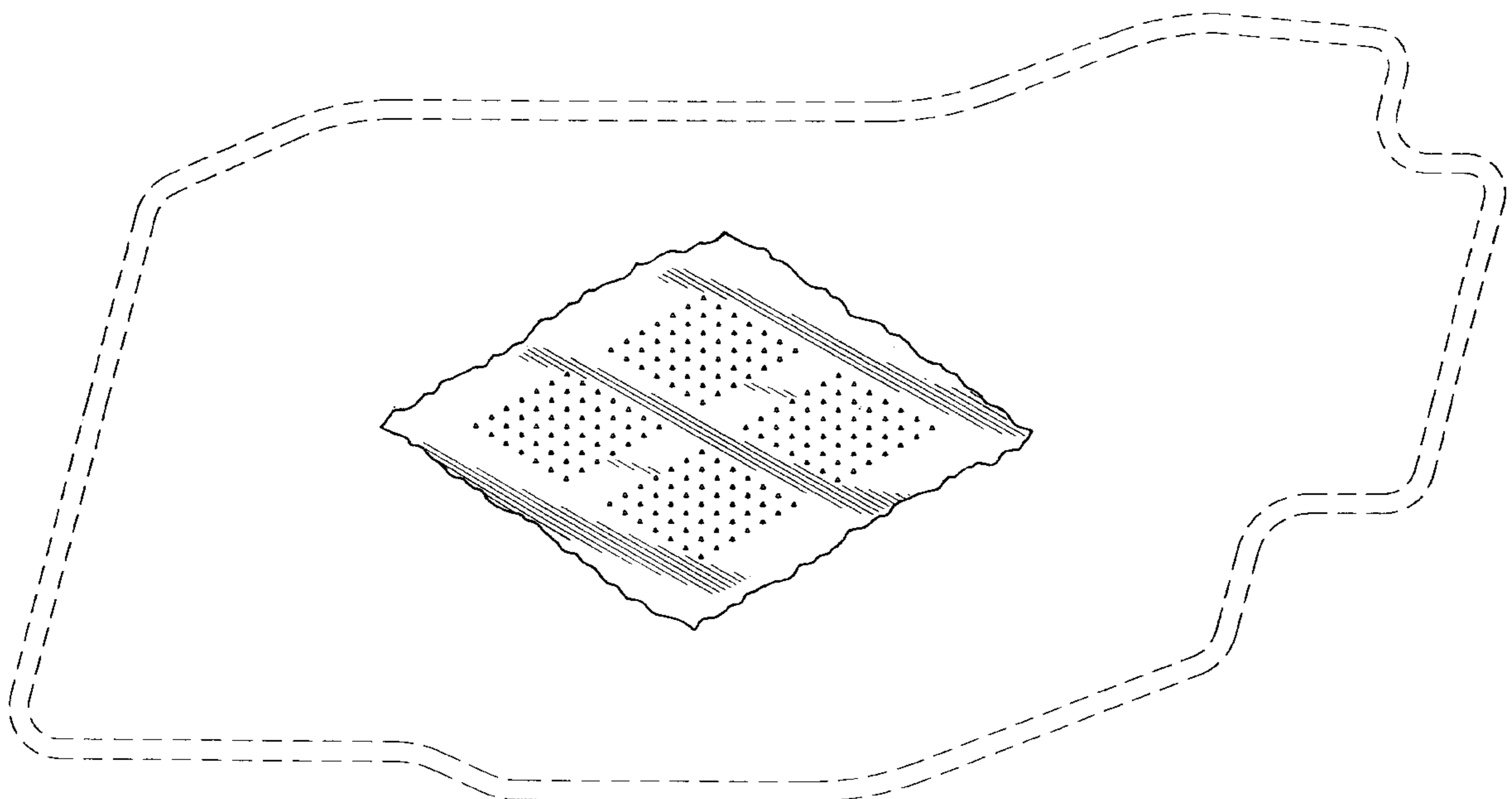
FIG. 1 is an isometric view of a first embodiment of the exterior face of floor mat backing of my new design;

FIG. 2 is a plan view thereof; and,

FIG. 3 is a plan view thereof with the word "LOGO" shown in broken lines for illustrative purposes only and forming no part of the claimed design.

The broken, double line showing of the perimeter edge of a floor mat is for illustrative purposes only and forms no part of the claimed design.

**1 Claim, 3 Drawing Sheets**



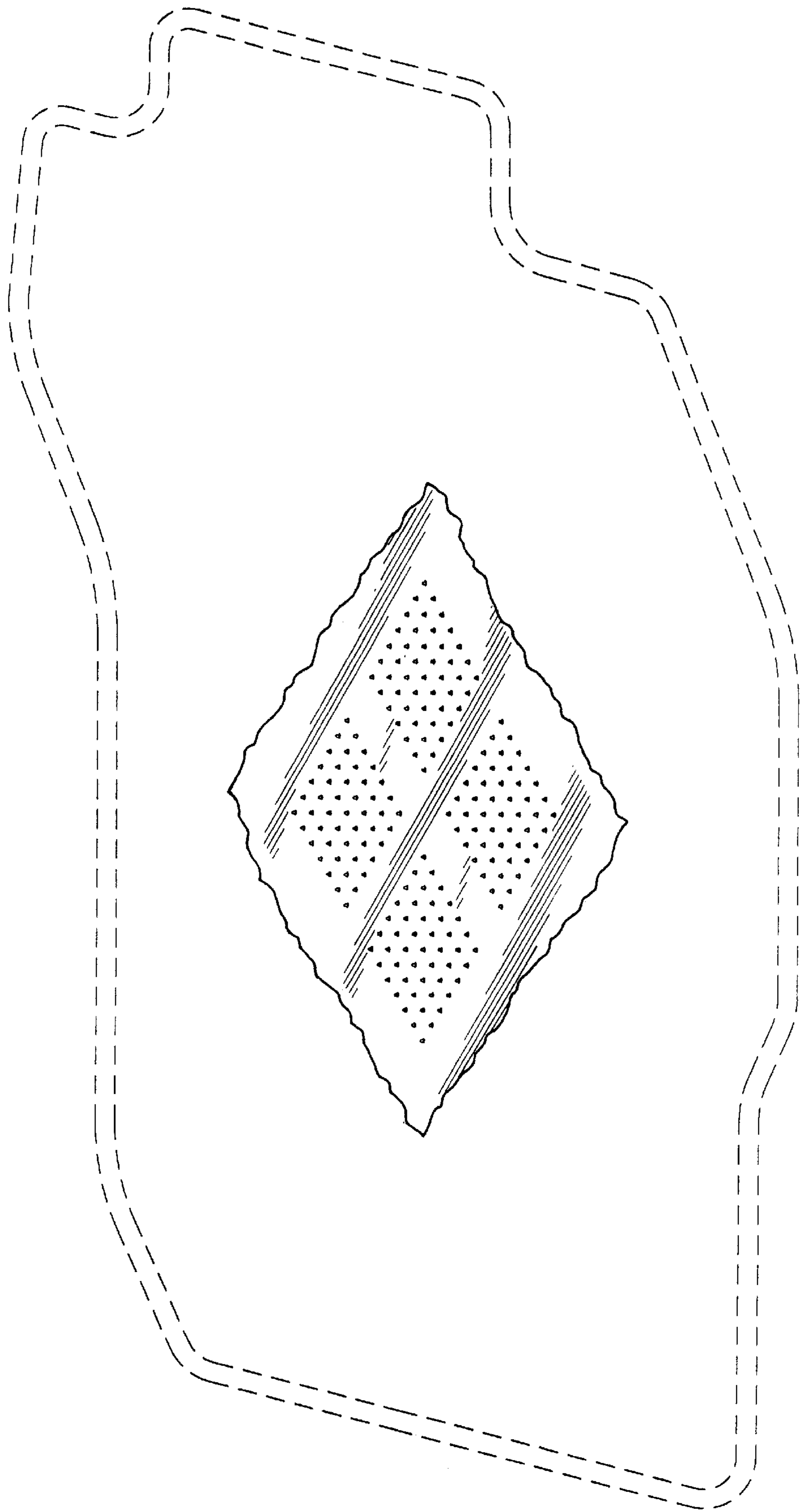


FIG. 1

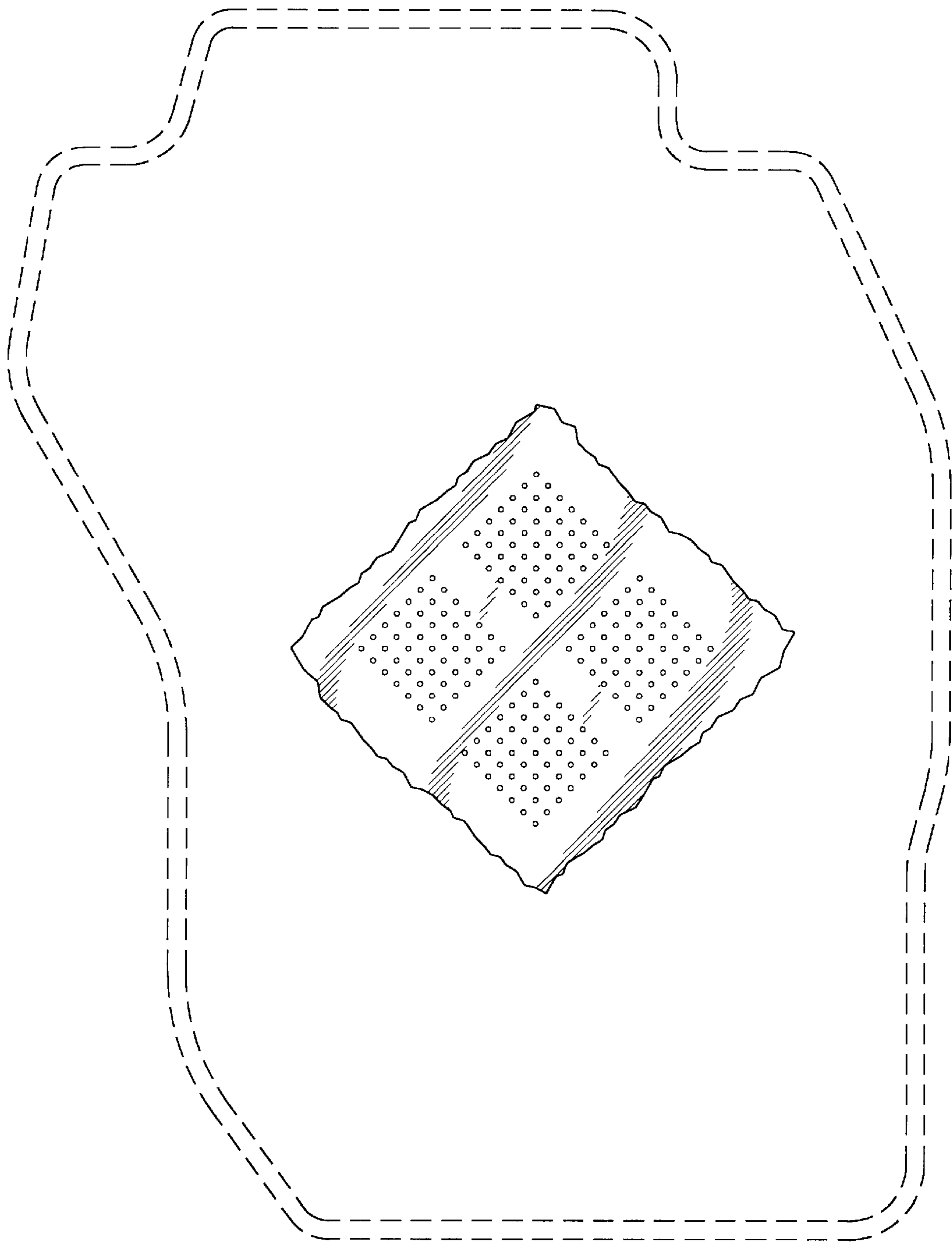


FIG. 2

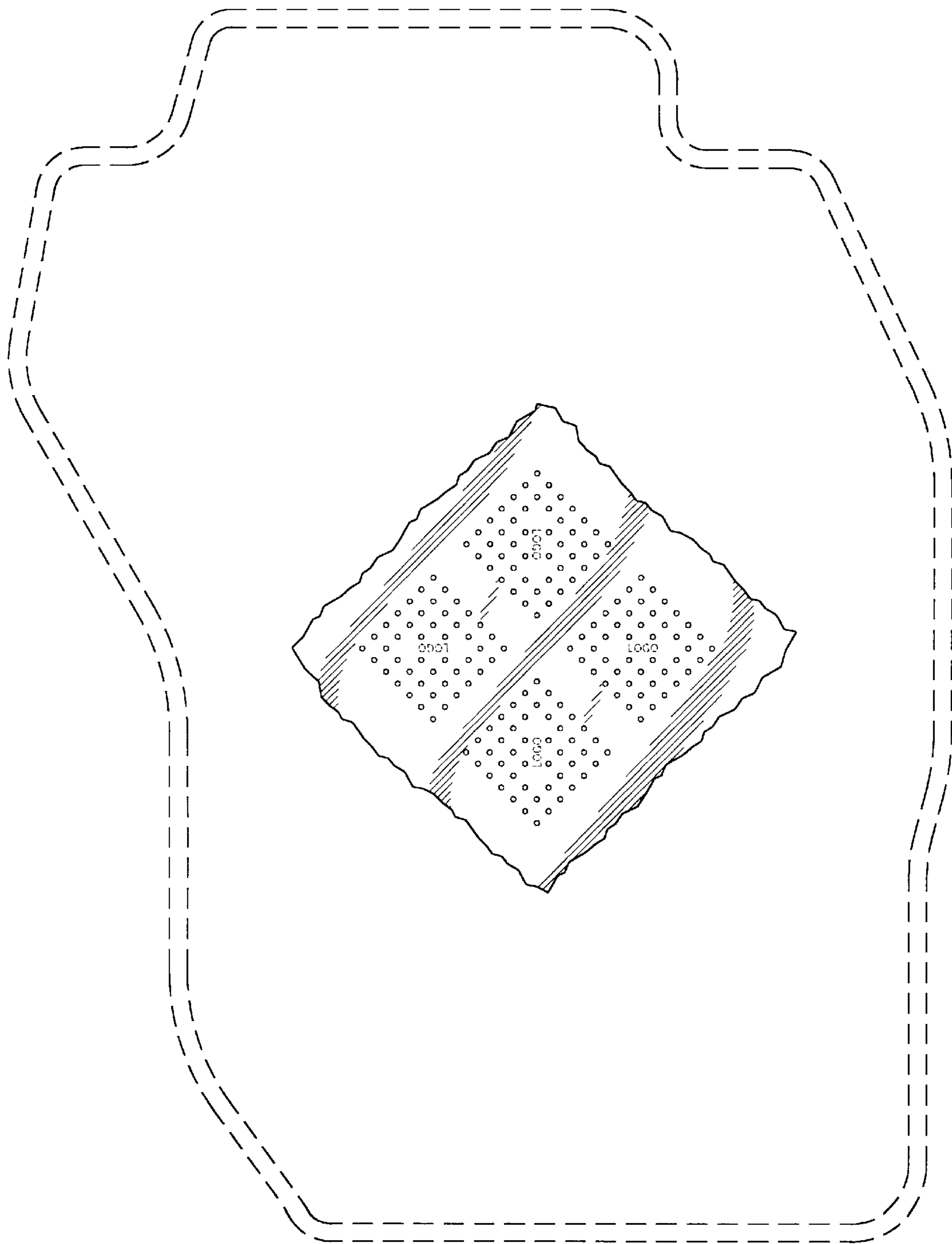


FIG. 3