



US00D472933S

(12) **United States Design Patent**  
**O'Brien et al.**

(10) **Patent No.:** **US D472,933 S**

(45) **Date of Patent:** **\*\* Apr. 8, 2003**

(54) **SERVICE STATION MAIN IDENTIFICATION  
PYLON SIGNAGE**

(75) Inventors: **Michael J. O'Brien**, Naperville, IL  
(US); **Thomas Antista**, Lilburn, GA  
(US); **Thomas Fairclough**, Grayson,  
GA (US)

(73) Assignee: **BP p.l.c.**, London (GB)

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

(21) Appl. No.: **29/138,478**

(22) Filed: **Mar. 14, 2001**

(51) **LOC (7) Cl.** ..... **20-03**

(52) **U.S. Cl.** ..... **D20/10**

(58) **Field of Search** ..... D20/10-99; 40/368,  
40/369, 446-453, 541, 584

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

- D330,919 S \* 11/1992 Von Canal ..... D20/10
- D334,775 S \* 4/1993 Foster ..... D20/10
- D448,420 S \* 9/2001 O'Brien et al. .... D20/10

**OTHER PUBLICATIONS**

- Existing Amoco Station, Landor, Nov. 18, 1999.
- BP Oil Europe Mobile Network Reimaging Level of Treatment, M1/1R, Dec. 1996.
- BP Oil Europe Mobil Network Reimaging Level of Treatment, M5, Dec. 1996.
- BP Oil Retail Visual Standards, Level 1, revised 1998.
- BP Oil Retail Visual Standards, Level 2, revised 1998.

BP Oil Retail Visual Standards, Level 4, revised 1998.  
Photograph of front view of Shell sign of Royal Dutch Oil  
Company taken in Feb. 2001.

Photograph of perspective view of Jet sign of Conoco taken  
in Feb. 2001.

Photograph of front view of Jet sign of Conoco taken in Feb.  
2001.

\* cited by examiner

*Primary Examiner*—Caron D. Veynar

(74) *Attorney, Agent, or Firm*—Ekkehard Schoettle

(57) **CLAIM**

The ornamental design for a service station main identifi-  
cation pylon signage, substantially as shown.

**DESCRIPTION**

FIG. 1 is a perspective view of a service station main identification pylon signage showing our new design; FIG. 2 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof; FIG. 3 is a left side view thereof; FIG. 4 is a right side view thereof; FIG. 5 is a top plan view thereof; FIG. 6 is a bottom view thereof; FIG. 7 is a perspective view of a second embodiment of the service station main identification pylon signage; FIG. 8 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof; FIG. 9 is a side view thereof; FIG. 10 is a right side view thereof; FIG. 11 is a top plan view thereof; and, FIG. 12 is a bottom view thereof.

**1 Claim, 4 Drawing Sheets**

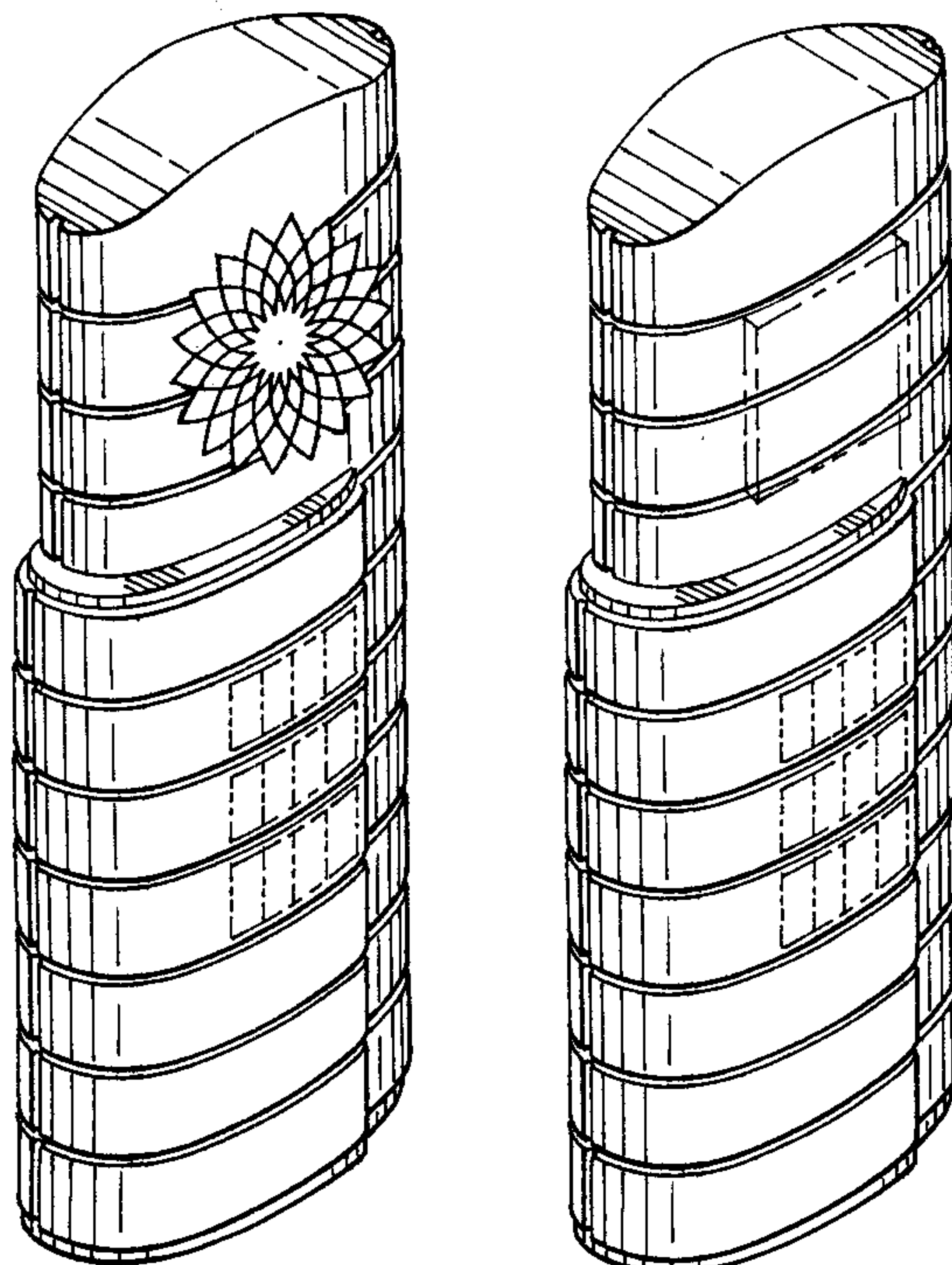


FIG. 1

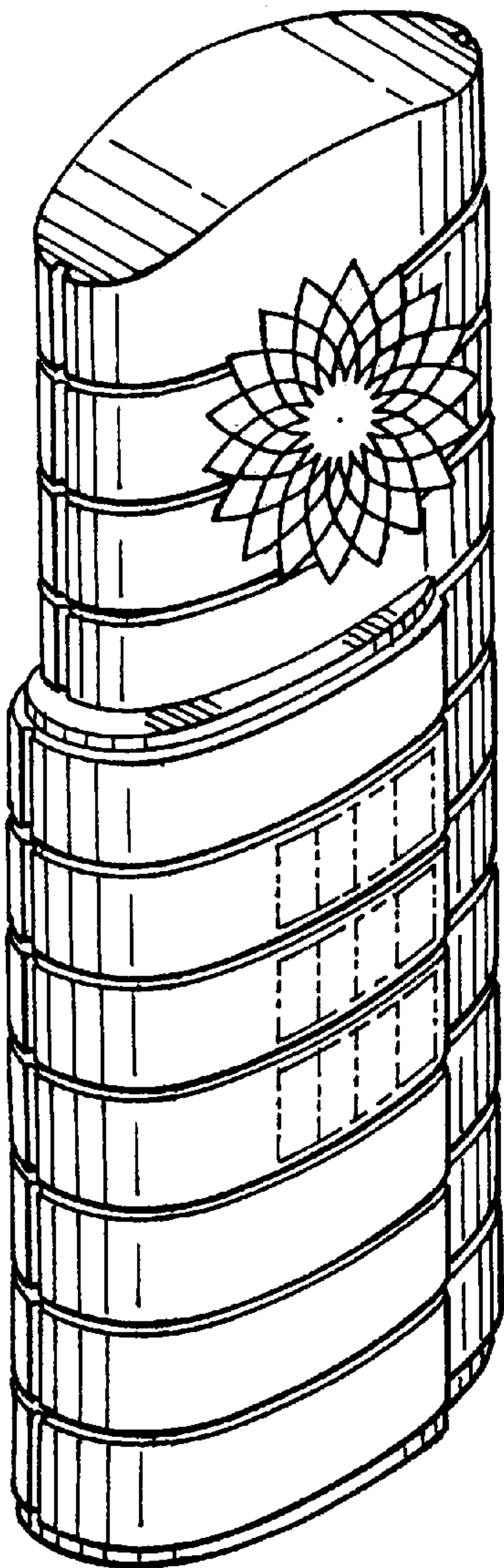


FIG. 2

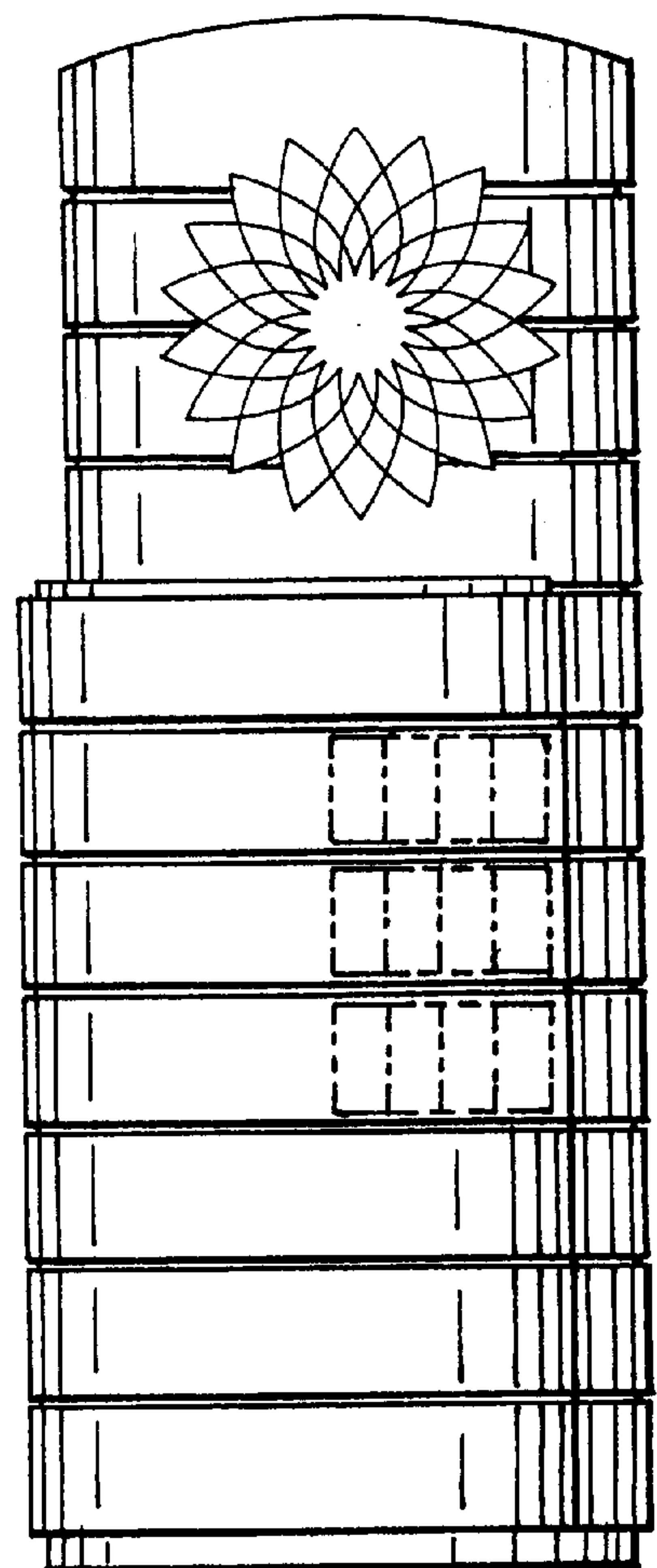


FIG. 5

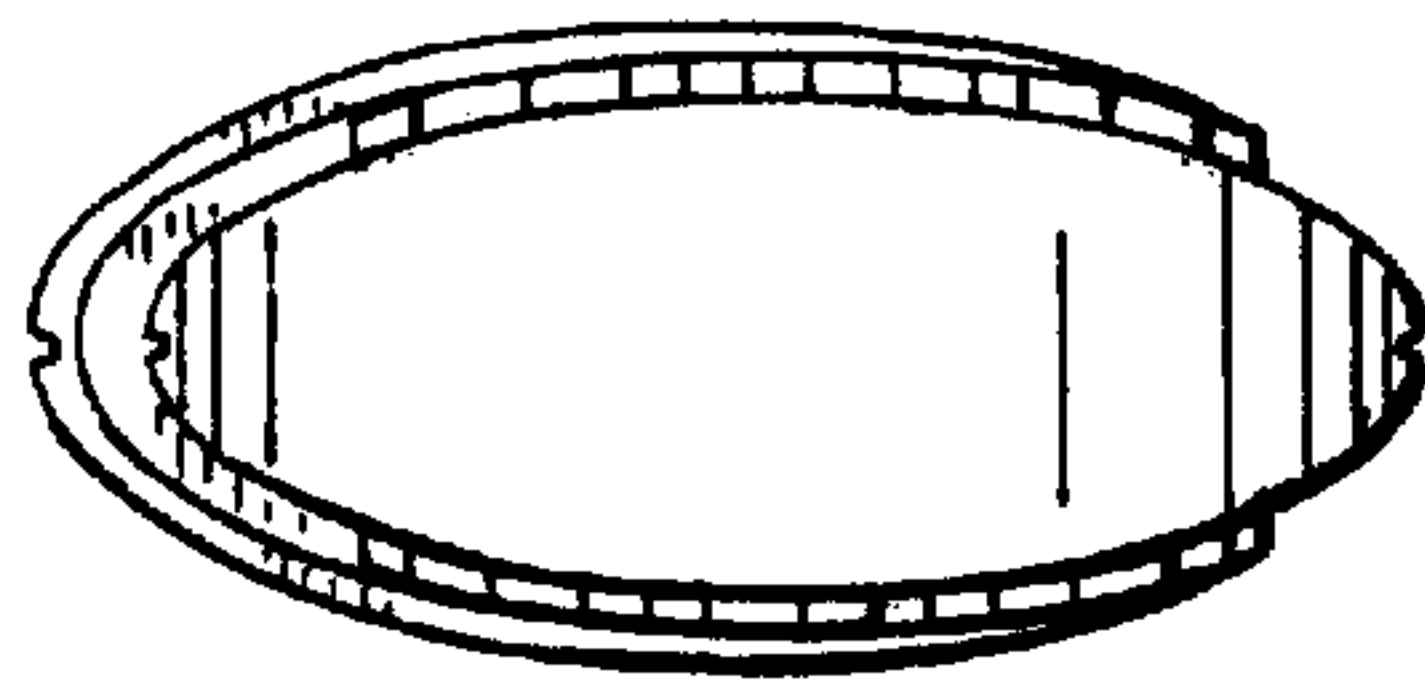


FIG. 3

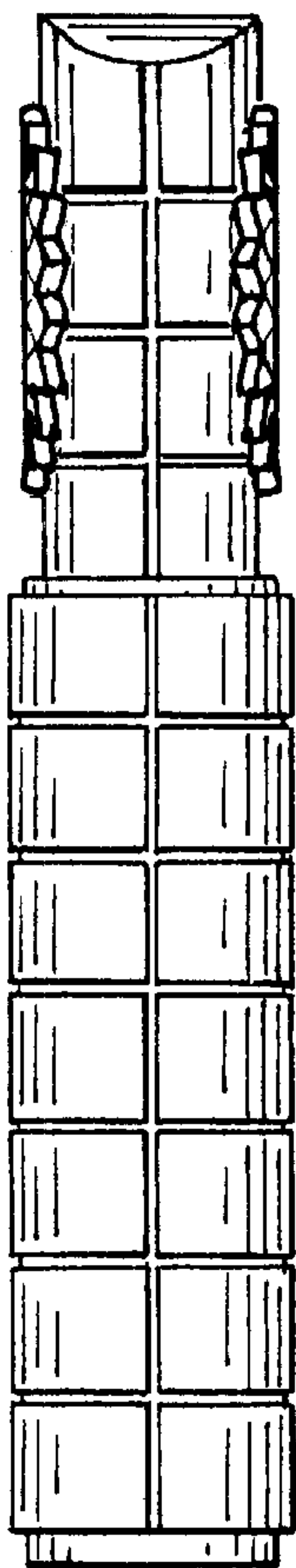


FIG. 4

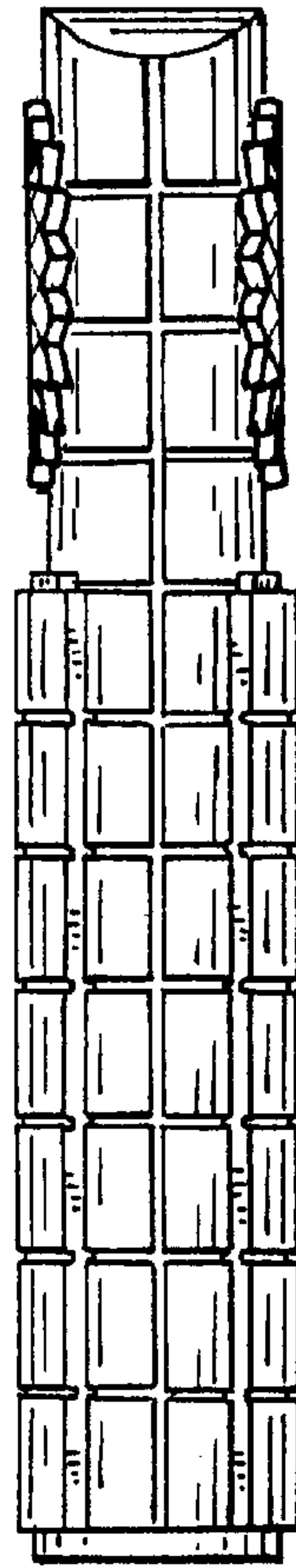


FIG. 6

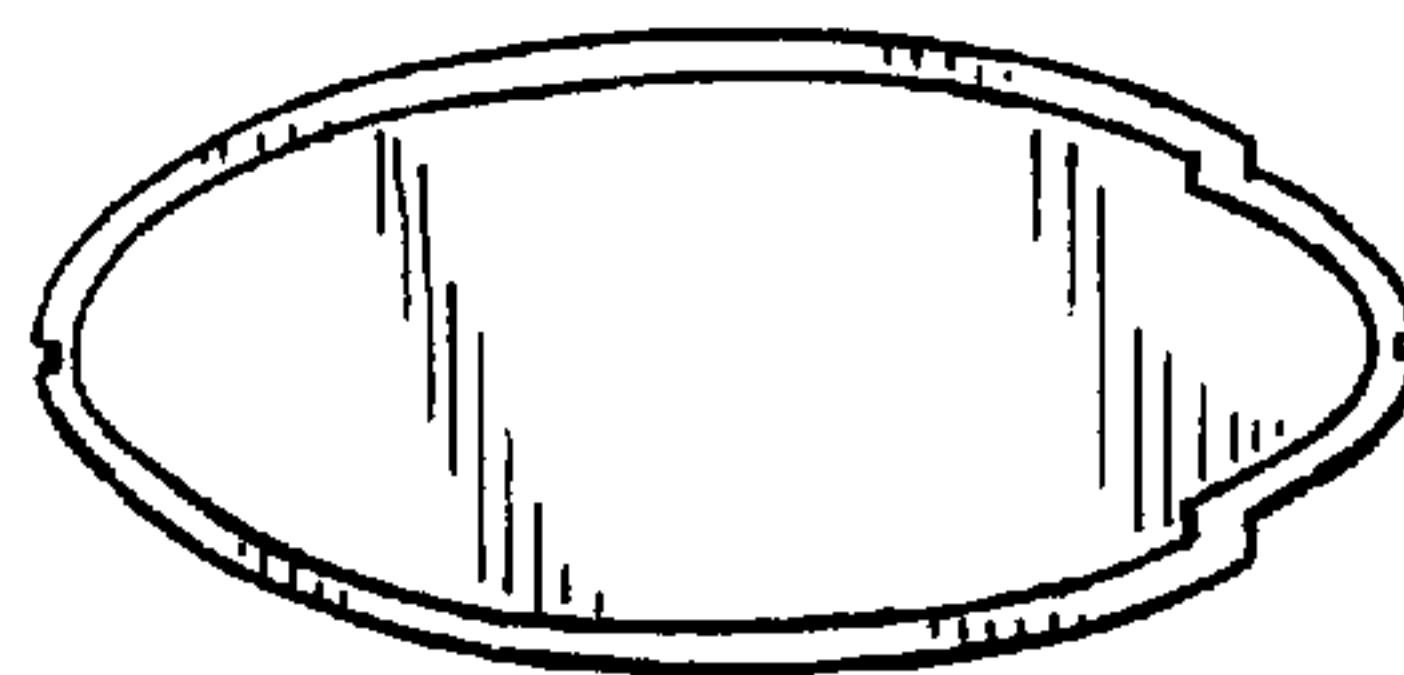


FIG. 7

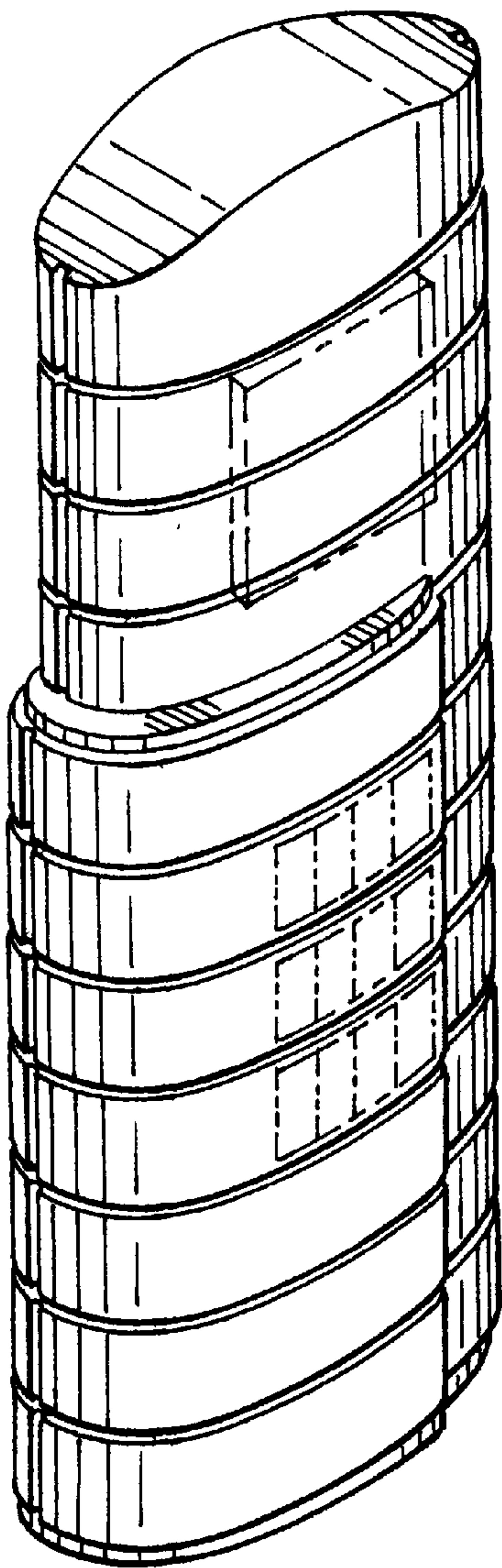


FIG. 8

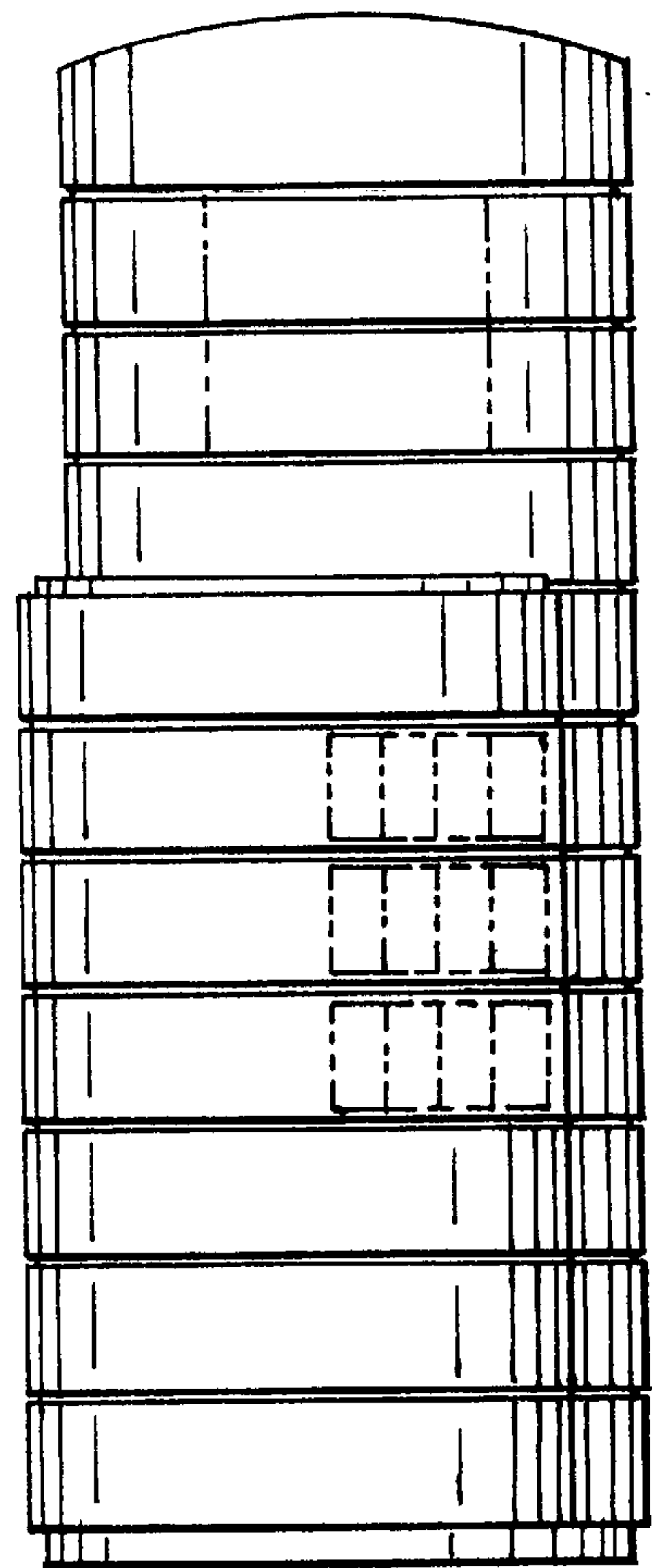




FIG. 11

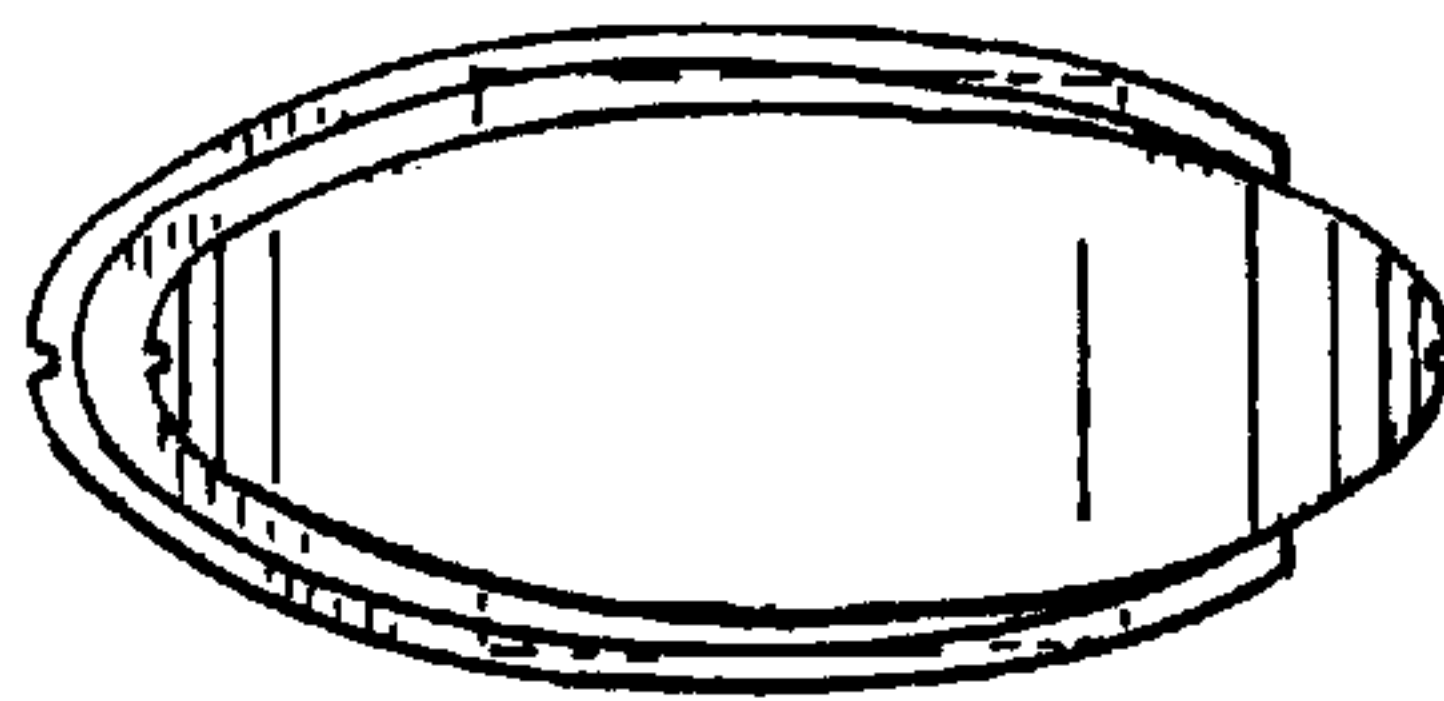


FIG. 9

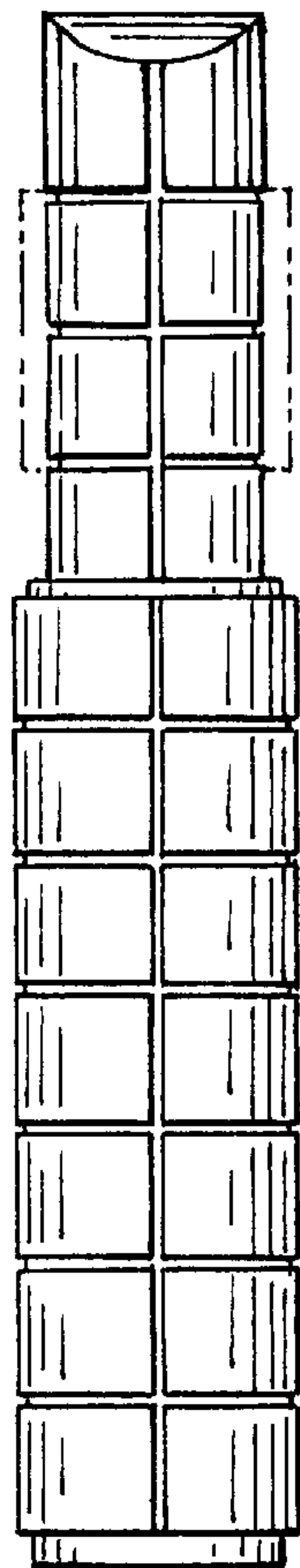


FIG. 10

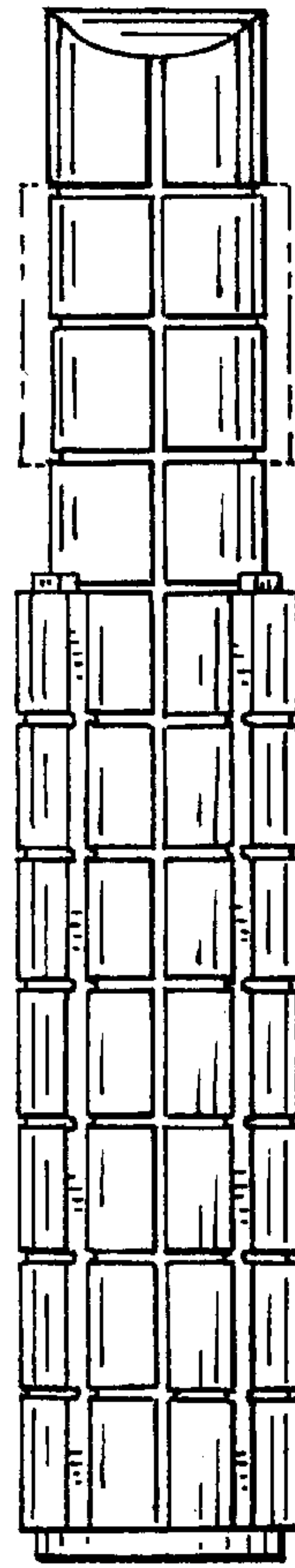


FIG. 12

