



US00D480431S

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

(10) **Patent No.: US D480,431 S**

(45) **Date of Patent: \*\* Oct. 7, 2003**

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

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(US); **Thomas Fairclough**, Grayson,  
GA (US)

(57) **CLAIM**

The ornamental design for a service station main identification pylon signage, substantially as shown.

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

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

(21) Appl. No.: **29/138,472**

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

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

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

(58) **Field of Search** ..... D20/10, 16-21,  
D20/39, 41, 99; 40/368, 369, 446, 541,  
542, 549, 584, 585, 612, 605-607

**DESCRIPTION**

The Service Station Main Identification Goalpost Signage provides signs or signposts for use in service stations. The primary purpose of such service stations are to provide fuel, such as gasoline (or petro in Europe), for automobiles and other vehicles. The service stations can also provide diesel fuel for trucks. The service stations can provide accessories and/or repair facilities for vehicles. The service stations can also provide beverages, food, and other items of convenience for customers.

FIG. 1 is a perspective view of a Service Station Main Identification Goalpost 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; the right side view thereof being a mirror image and symmetrical to the left view thereof;

FIG. 4 is a top plan view thereof;

FIG. 5 is a bottom view thereof;

FIG. 6 is a perspective view of a second embodiment of the Service Station Main Identification Goalpost Signage;

FIG. 7 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;

FIG. 8 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;

FIG. 9 is a top plan view thereof;

FIG. 10 is a bottom view thereof;

FIG. 11 is a perspective view of a third embodiment of the Service Station Main Identification Goalpost Signage;

FIG. 12 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;

FIG. 13 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;

(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

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- Existing Amoco Station, Landor, Nov. 18, 1999.
- BP Oil Europe Mobile Network Reimaging Level of Treatment, M1/1R, 12/96.
- BP Oil Europe Mobil Network Reimaging Level Of Treatment, M5, 12/96.
- 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

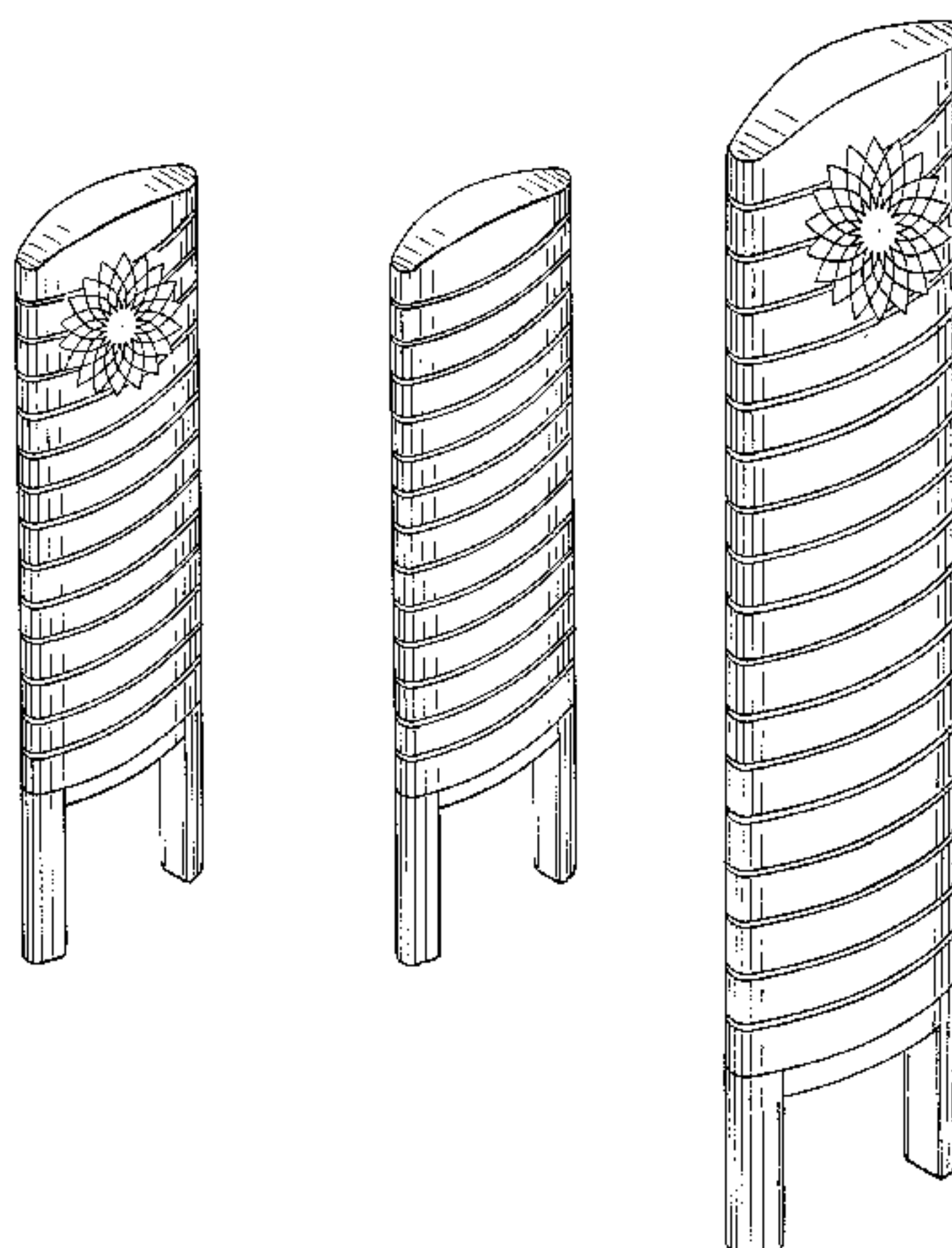


FIG. 14 is a top plan view thereof;  
FIG. 15 is a bottom view thereof;  
FIG. 16 is a perspective view of a fourth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 17 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;  
FIG. 18 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 19 is a top plan view thereof;  
FIG. 20 is a bottom view thereof;  
FIG. 21 is a perspective view of a fifth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 22 is a front view thereof; the back view thereof being a mirror image and symmetrical to the left front view thereof;  
FIG. 23 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 24 is a top plan view thereof;  
FIG. 25 is a bottom view thereof;  
FIG. 26 is a perspective view of a sixth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 27 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;  
FIG. 28 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 29 is a top plan view thereof;  
FIG. 30 is a bottom view thereof;  
FIG. 31 is a perspective view of a seventh embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 32 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;

FIG. 33 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 34 is a top plan view thereof;  
FIG. 35 is a bottom view thereof;  
FIG. 36 is a perspective view of an eighth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 37 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;  
FIG. 38 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 39 is a top plan view thereof;  
FIG. 40 is a bottom view thereof;  
FIG. 41 is a perspective view of a ninth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 42 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;  
FIG. 43 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 44 is a top plan view thereof;  
FIG. 45 is a bottom view thereof;  
FIG. 46 is a perspective view of a tenth embodiment of the Service Station Main Identification Goalpost Signage;  
FIG. 47 is a front view thereof; the back view thereof being a mirror image and symmetrical to the front view thereof;  
FIG. 48 is a left side view thereof; the right side view thereof being a mirror image and symmetrical to the left view thereof;  
FIG. 49 is a top plan view thereof; and,  
FIG. 50 is a bottom view thereof.

**1 Claim, 18 Drawing Sheets**



FIG. 4

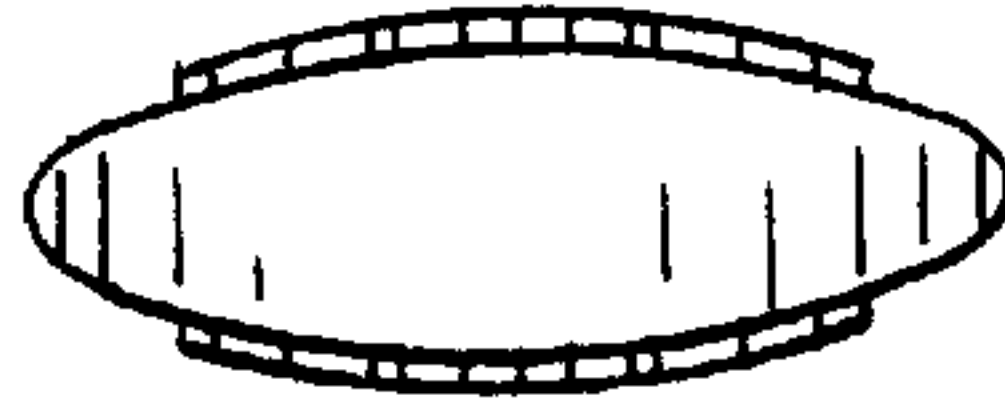


FIG. 1

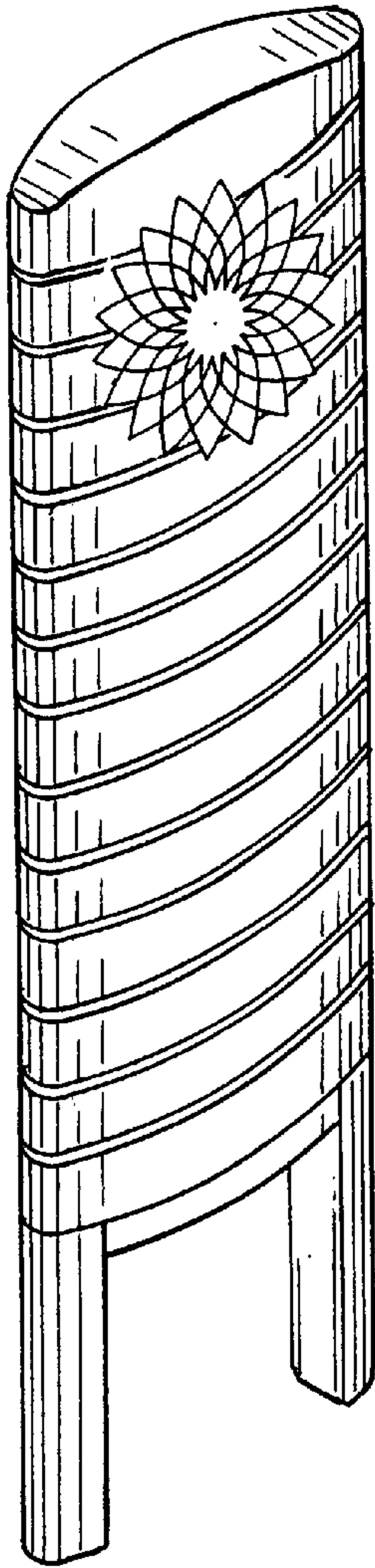


FIG. 2

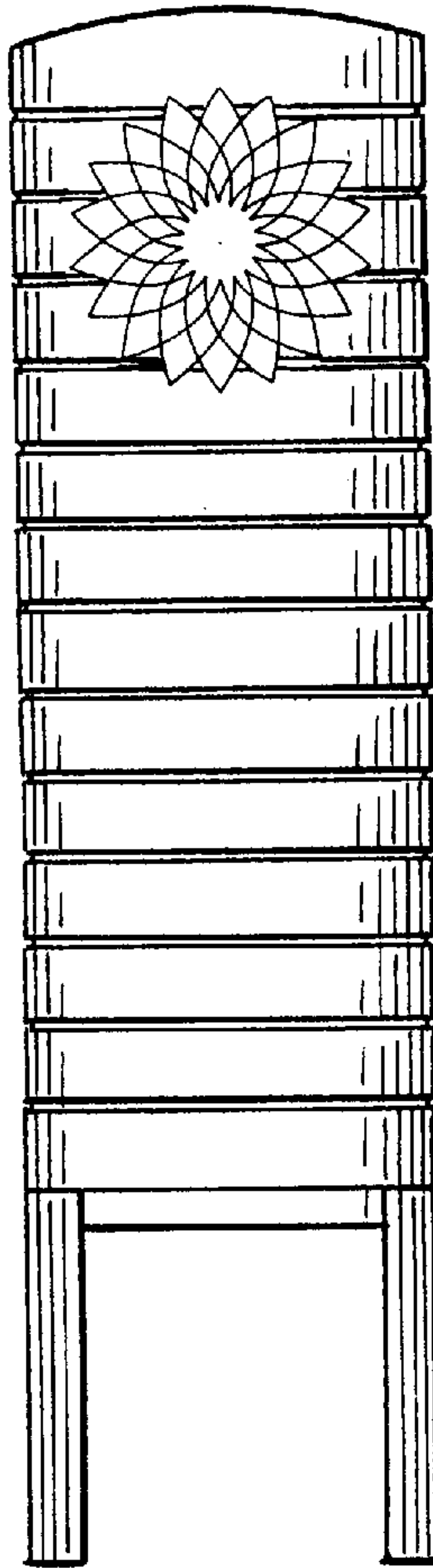


FIG. 3



FIG. 5

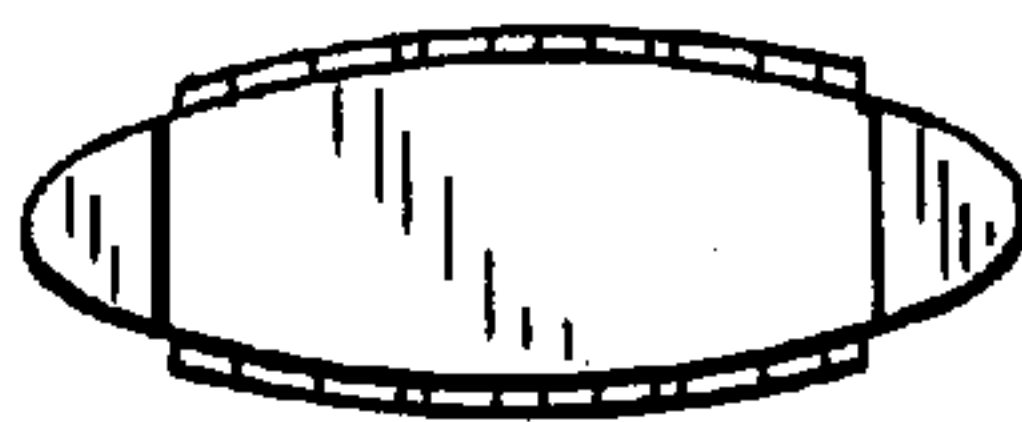


FIG. 9



FIG. 6

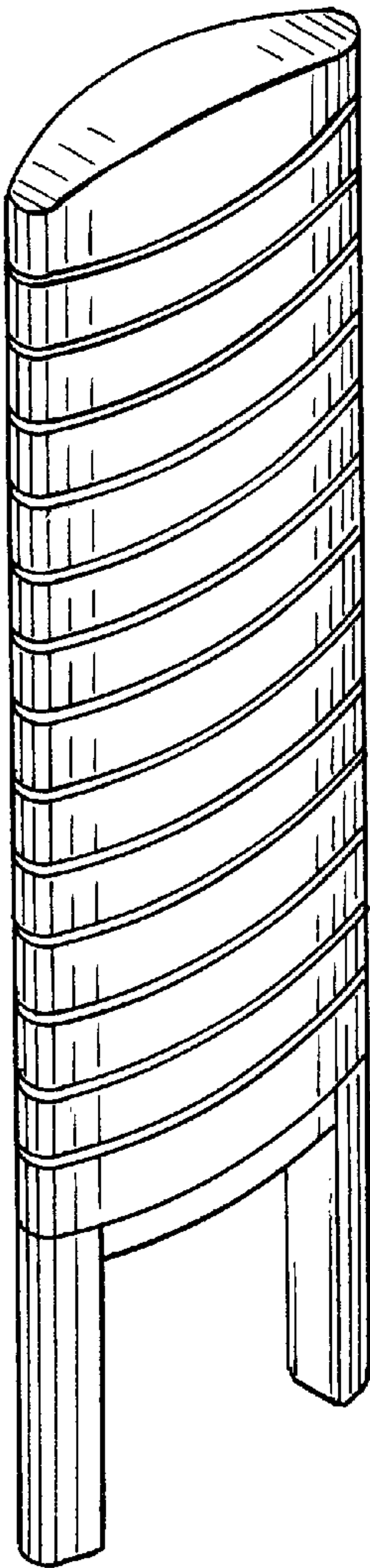


FIG. 7

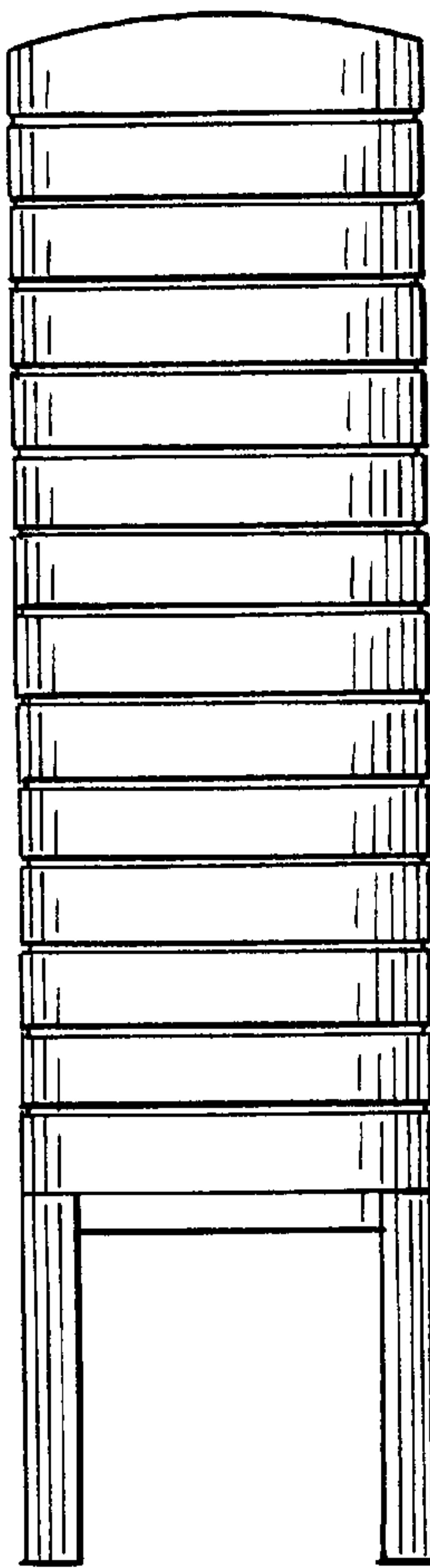


FIG. 8



FIG. 10



FIG. II

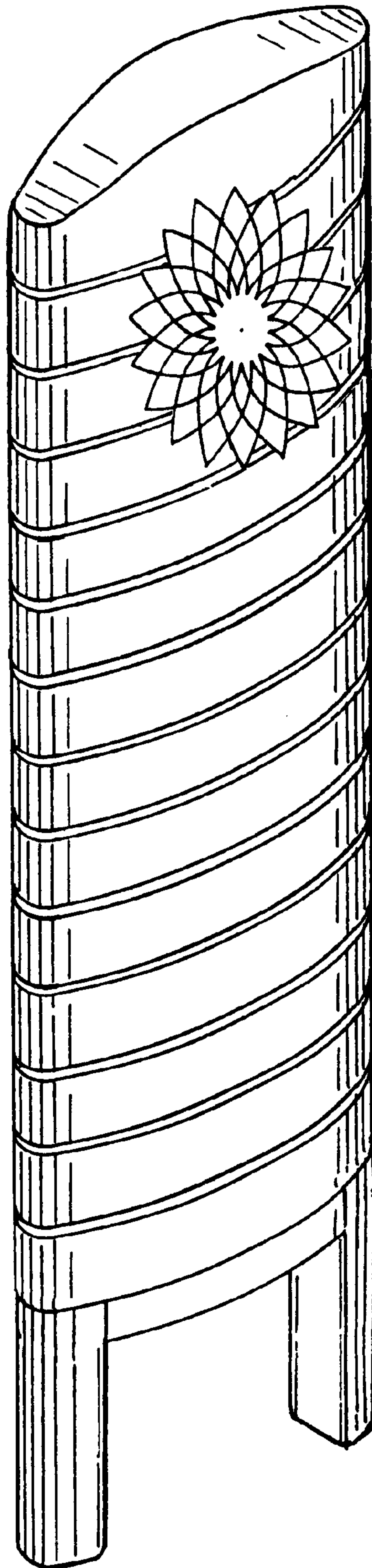


FIG.14

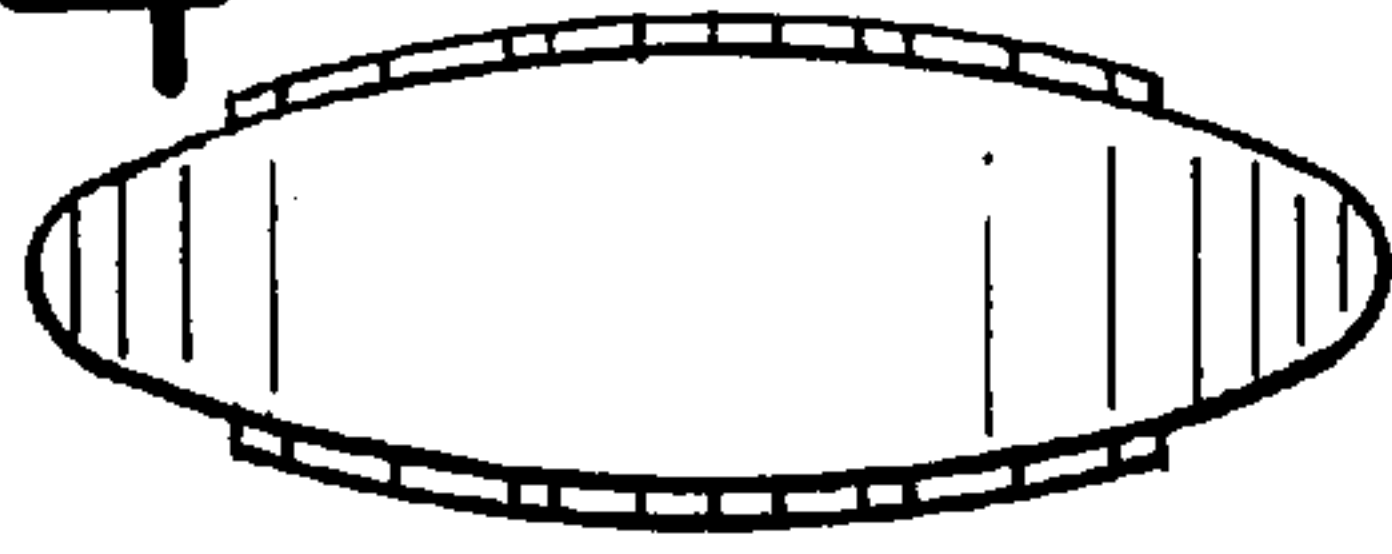


FIG.12

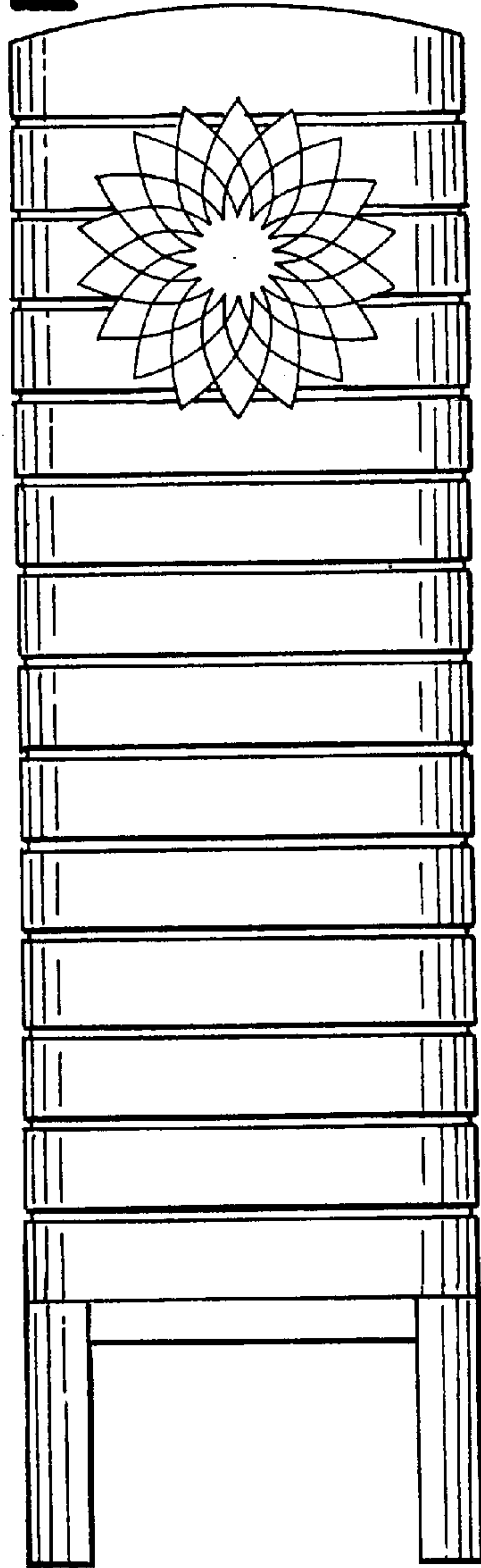


FIG.13

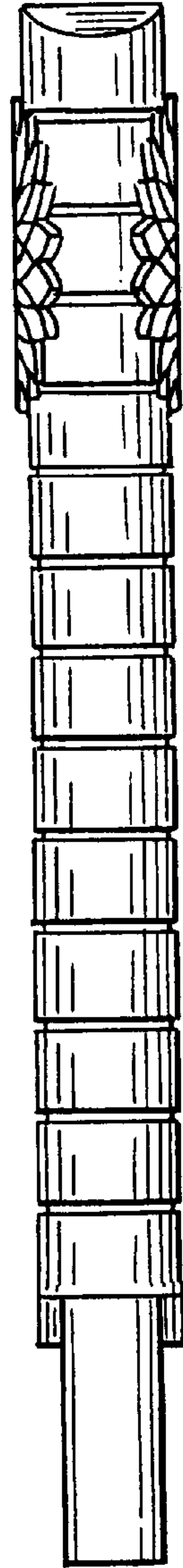
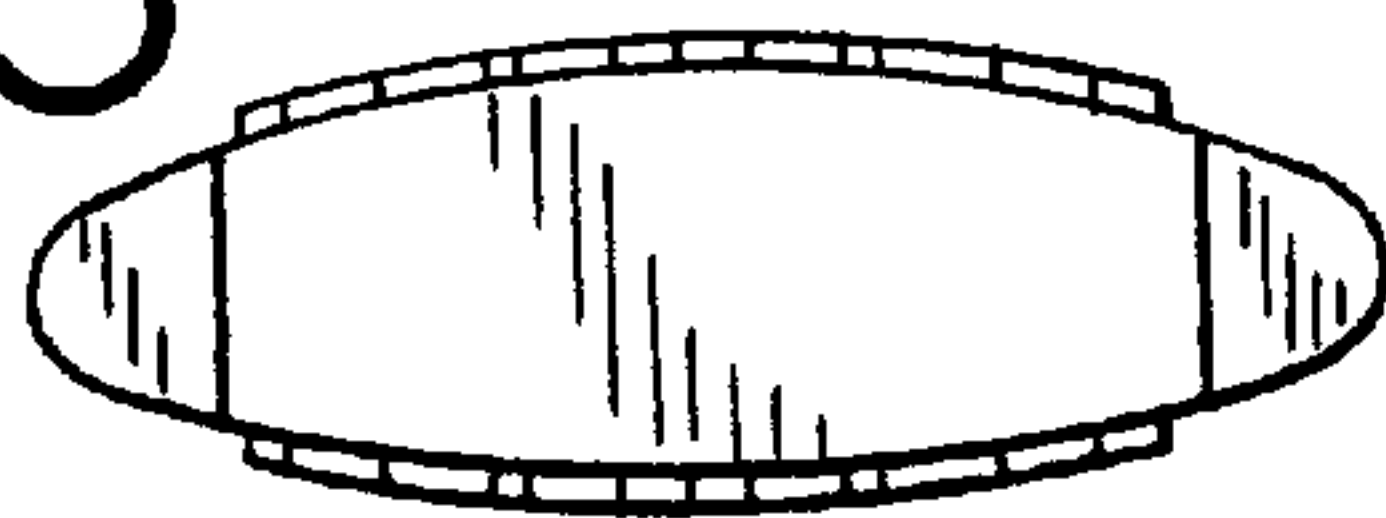


FIG.15



# FIG. 16

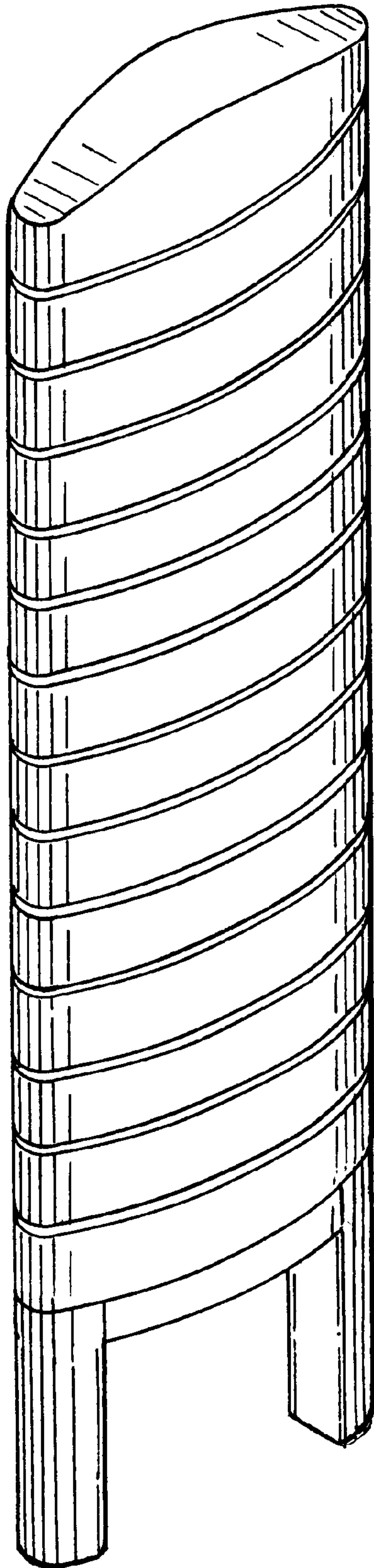


FIG. 19

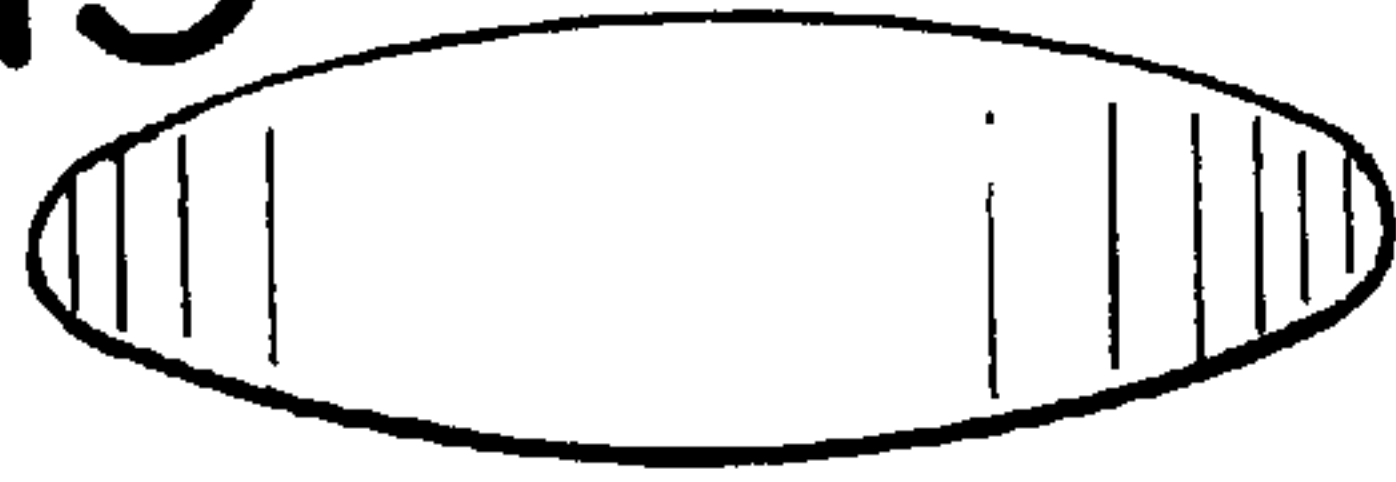


FIG. 17

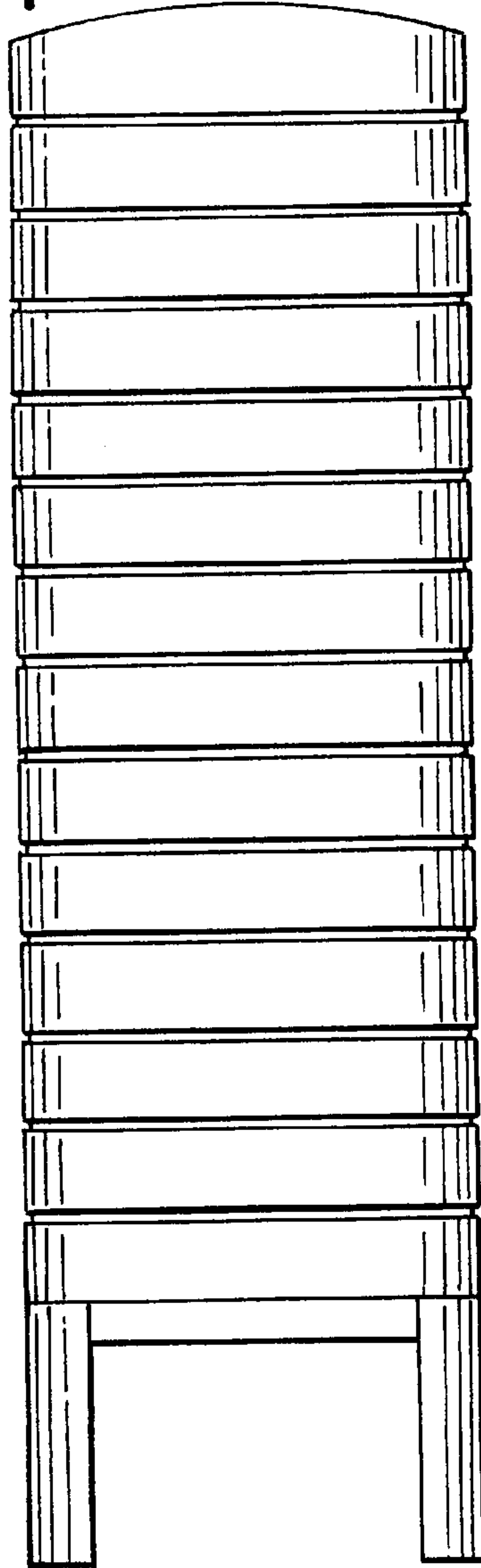


FIG. 18

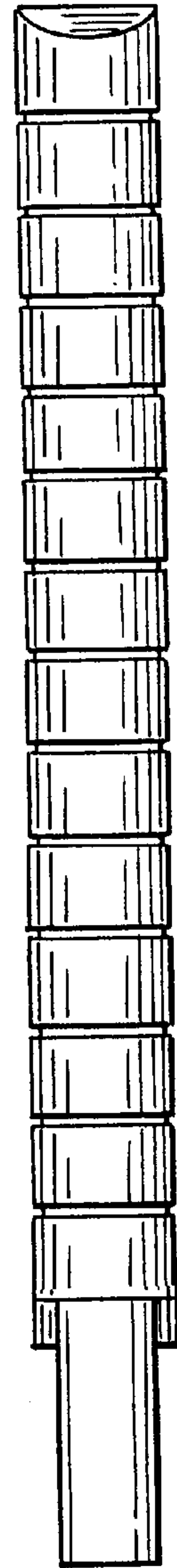


FIG. 20

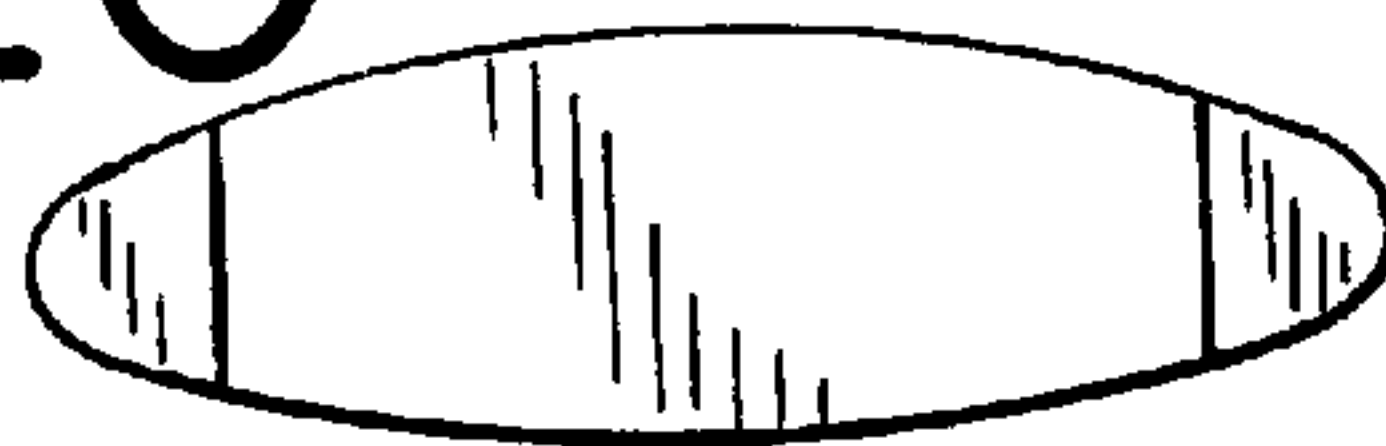




FIG. 21

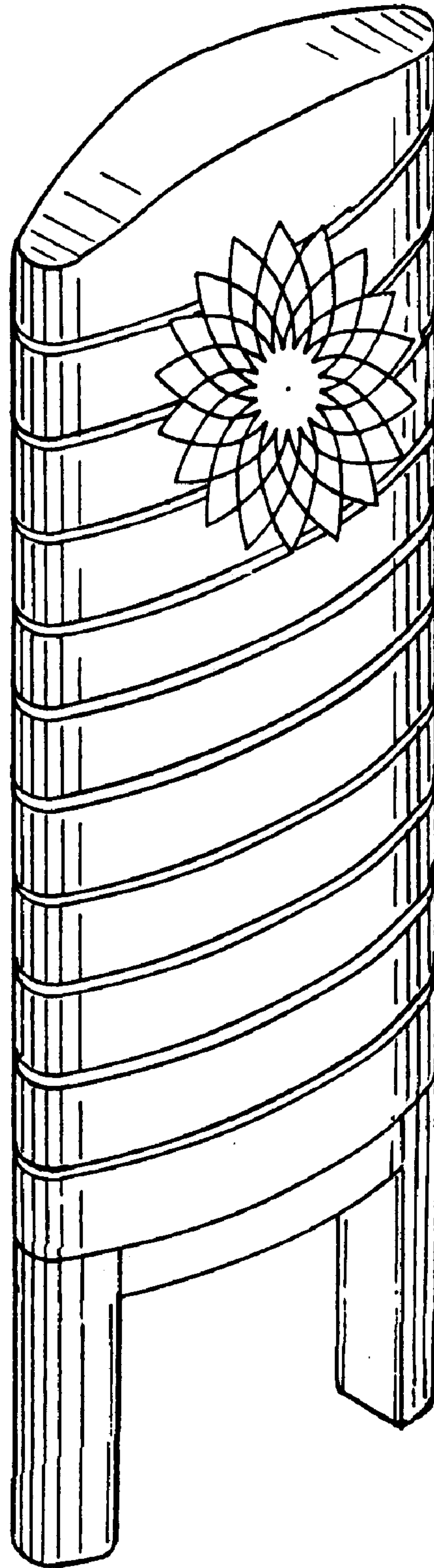


FIG.24

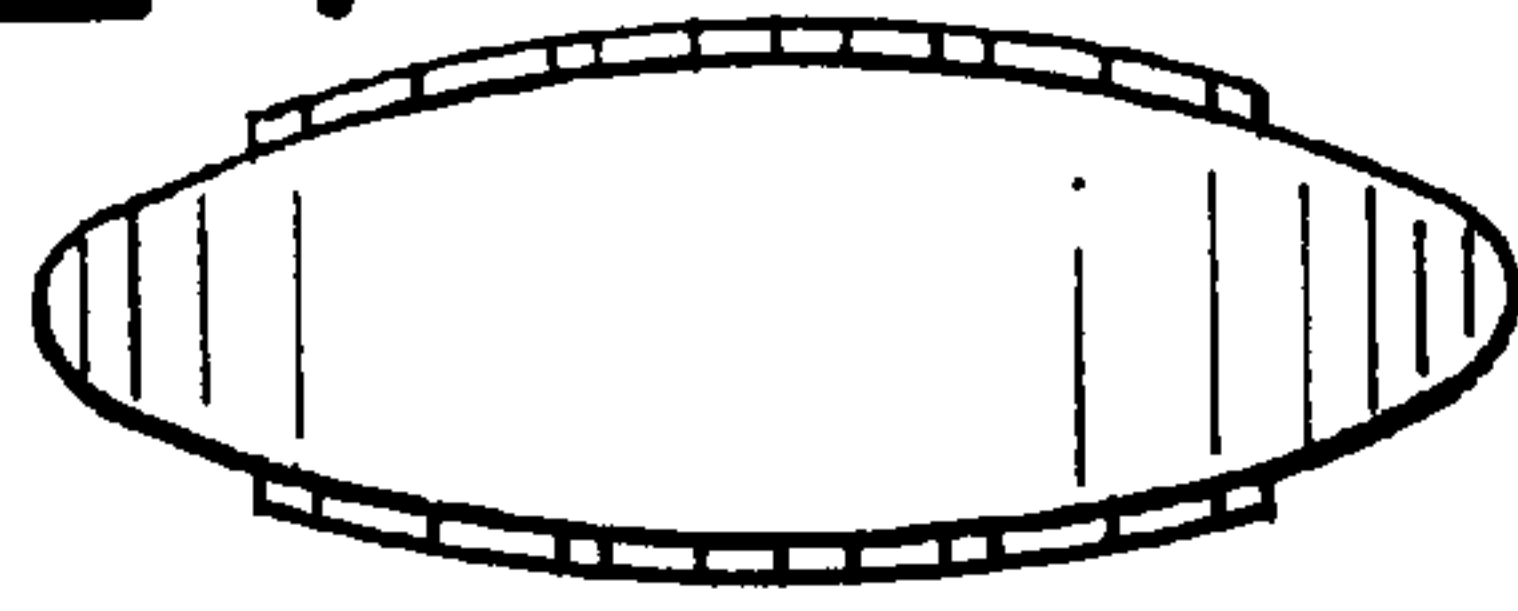


FIG.22

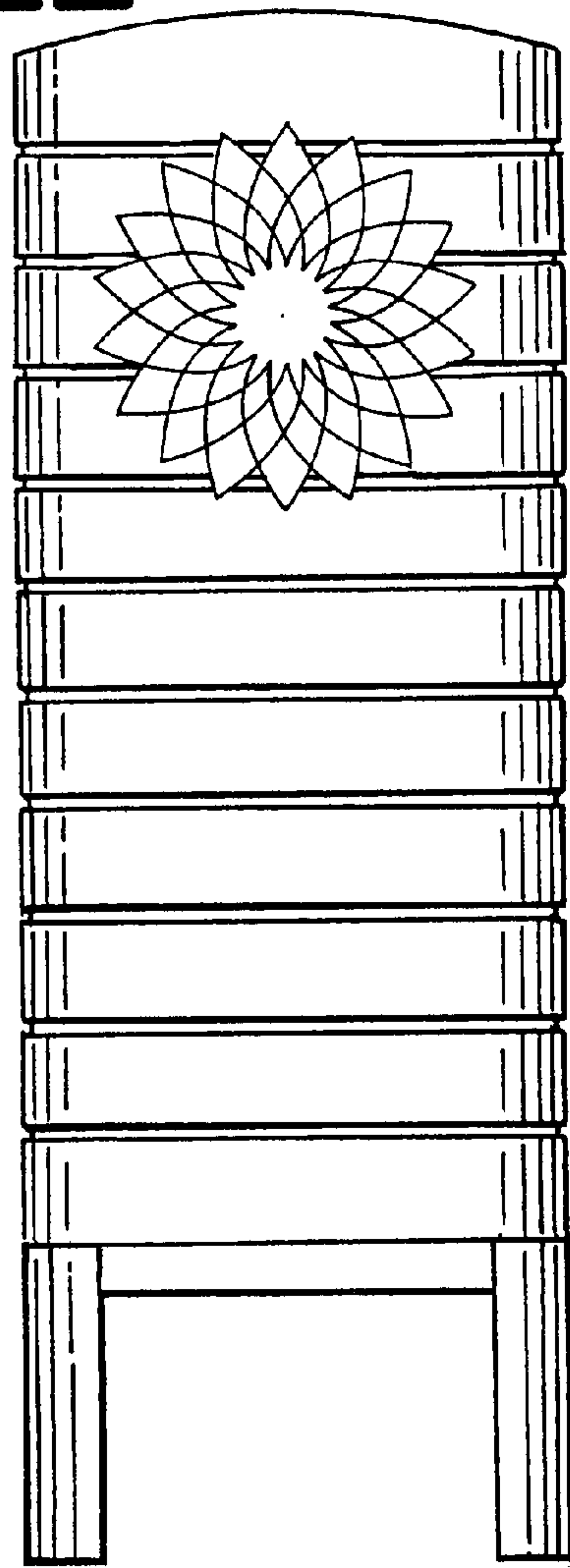


FIG.23

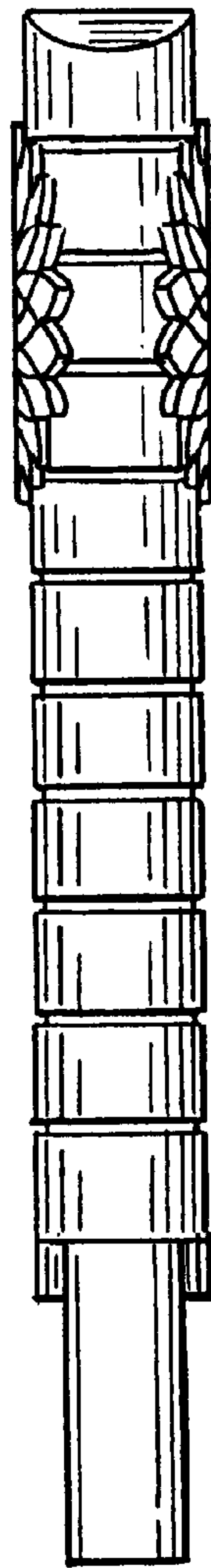
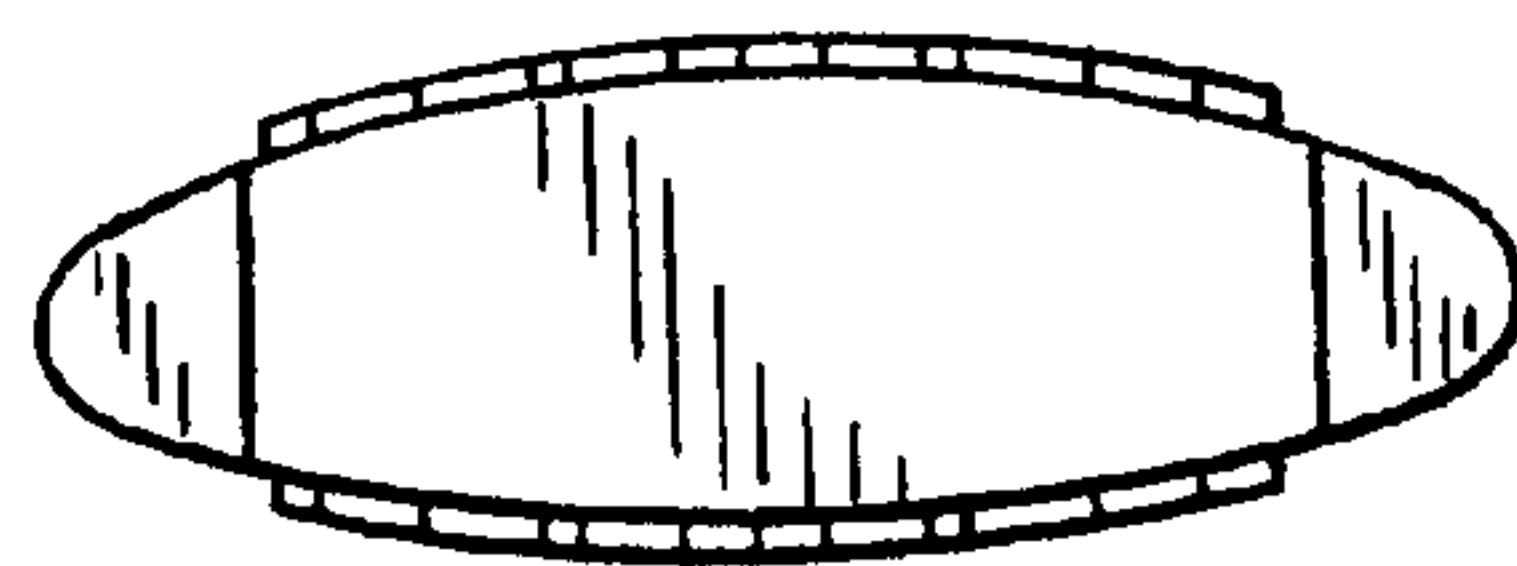


FIG. 25



# FIG. 26

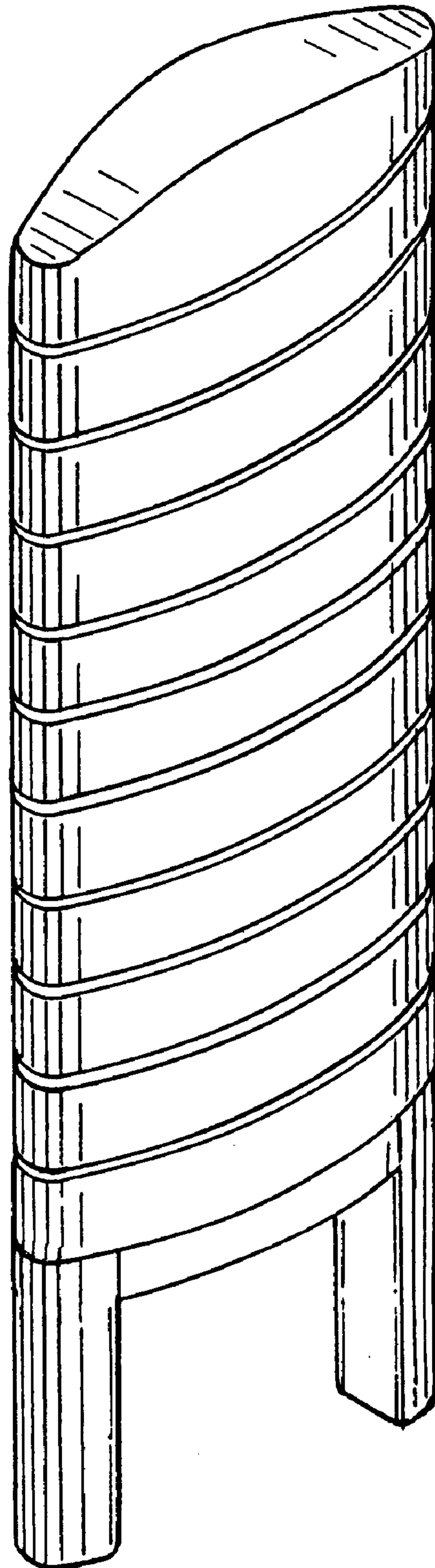


FIG.29

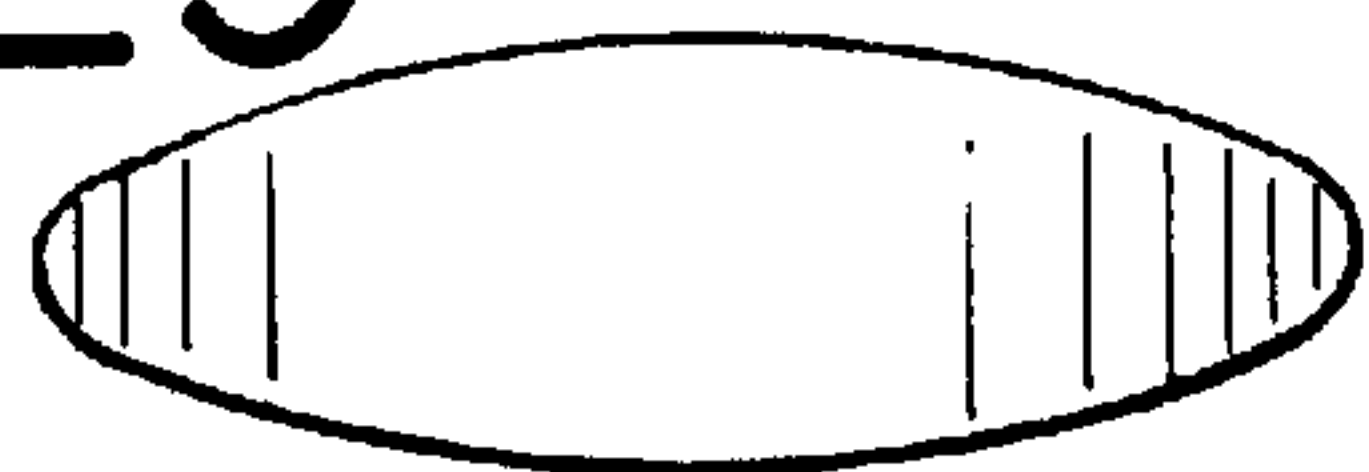


FIG. 27

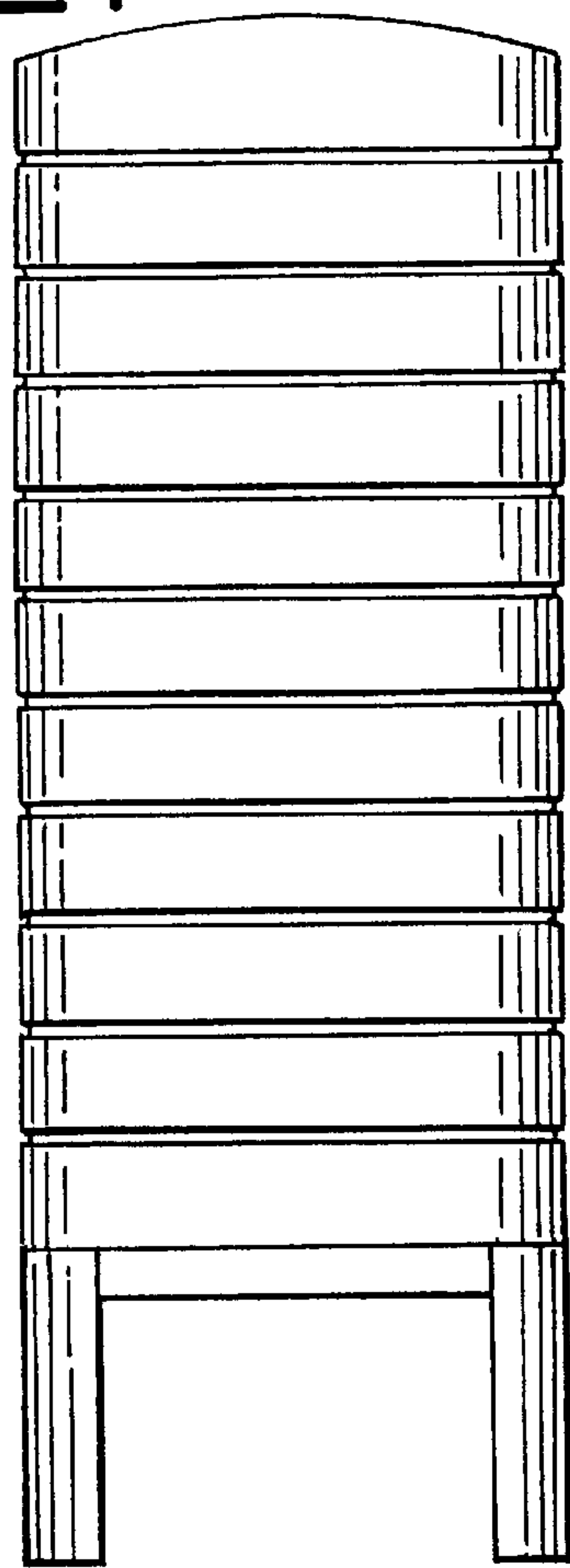


FIG.28

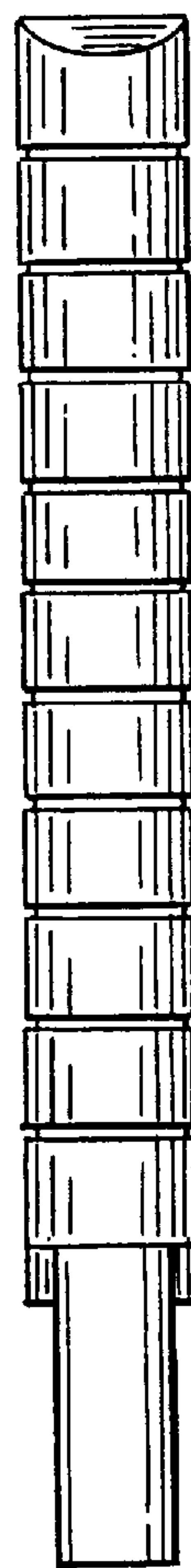


FIG.30





FIG. 31

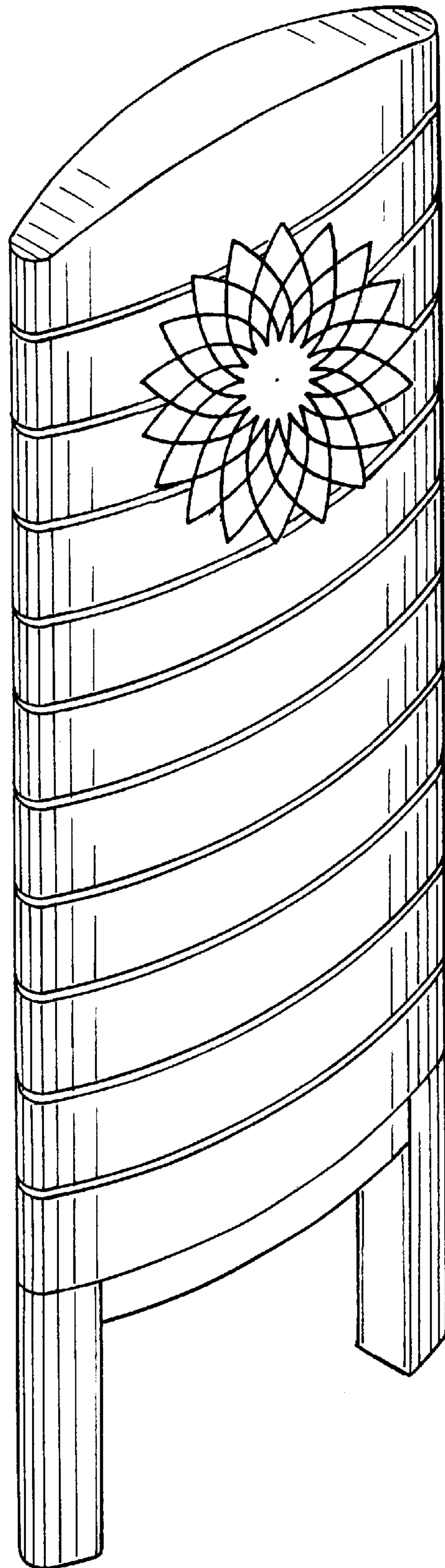


FIG. 34

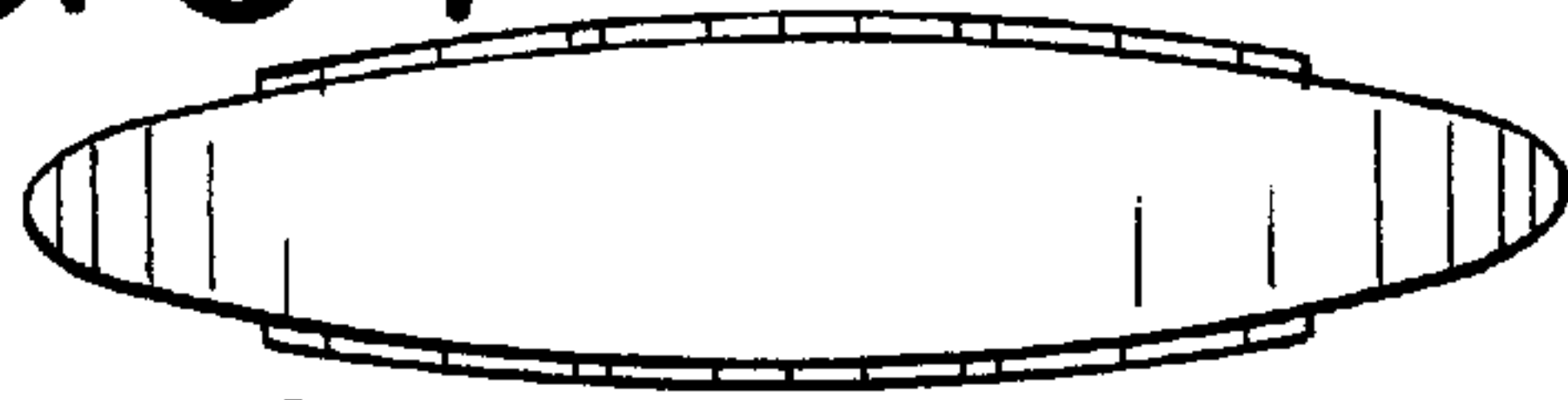


FIG. 32

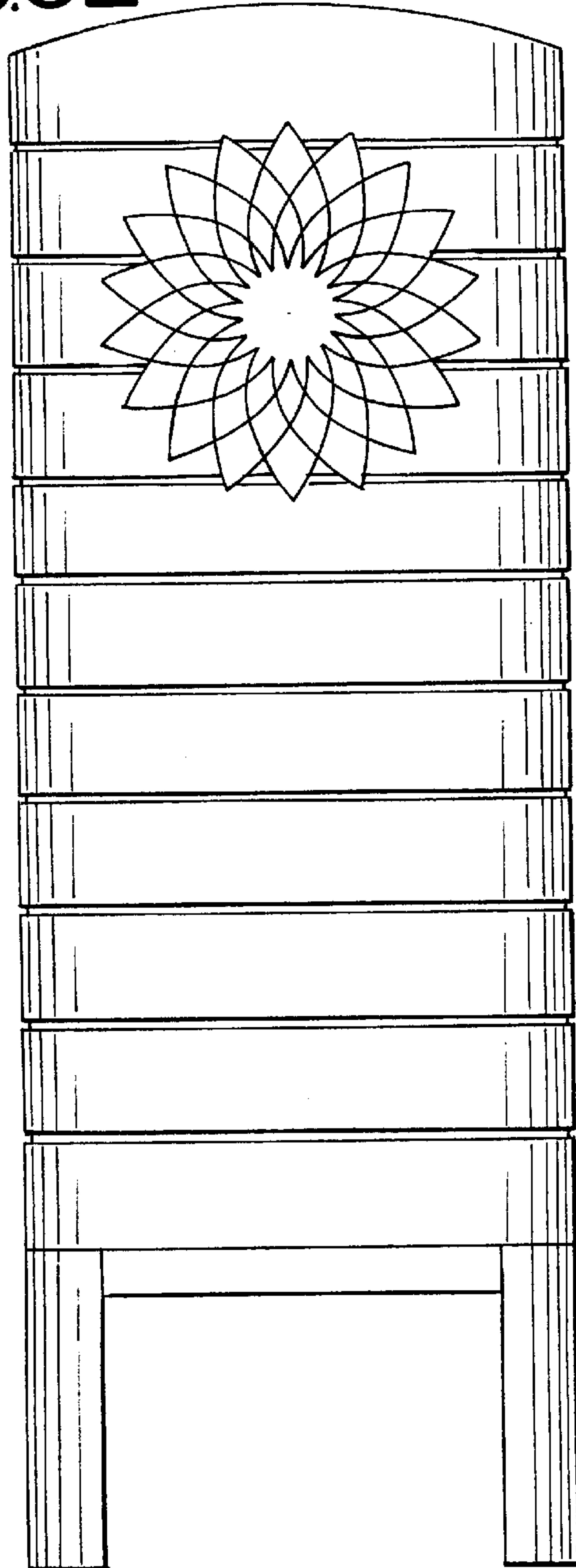


FIG. 33

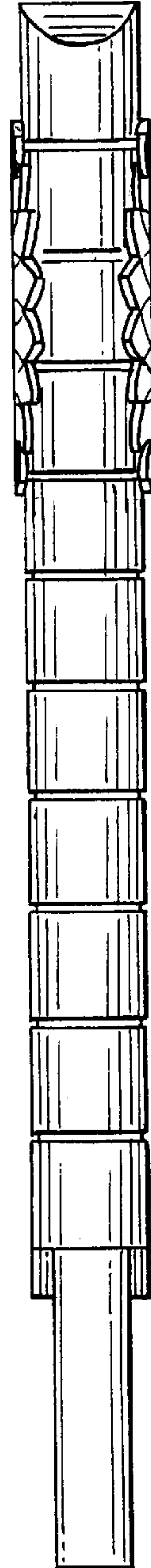


FIG. 35



FIG. 36

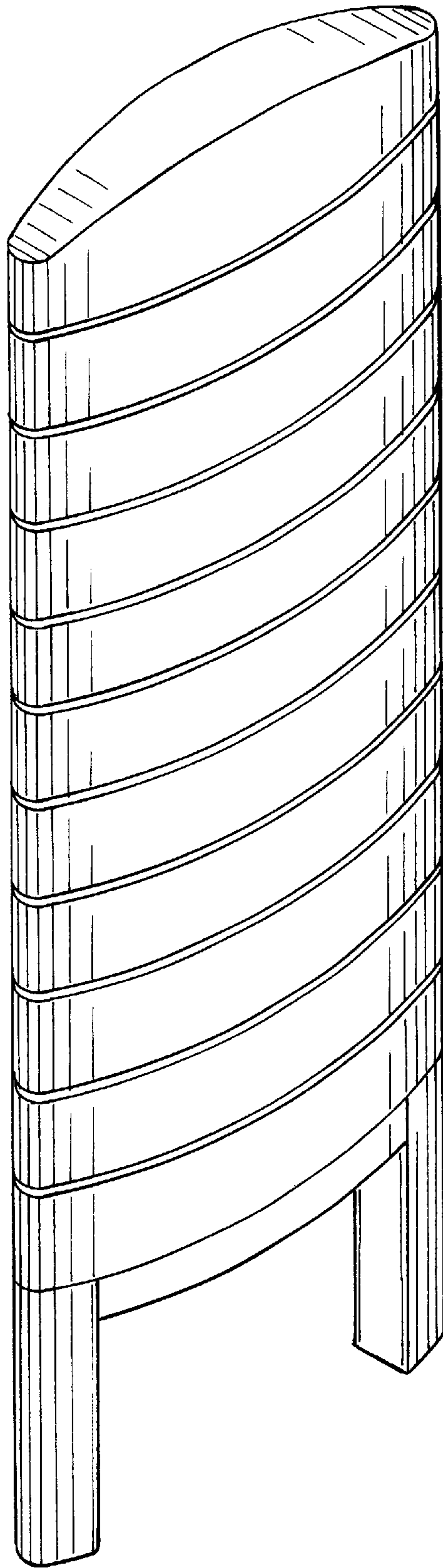


FIG. 39

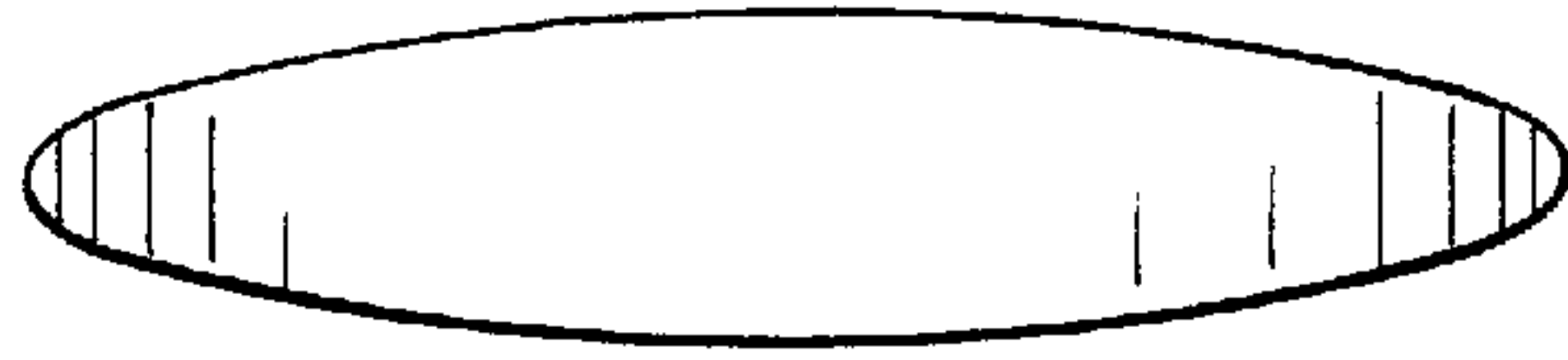


FIG. 37

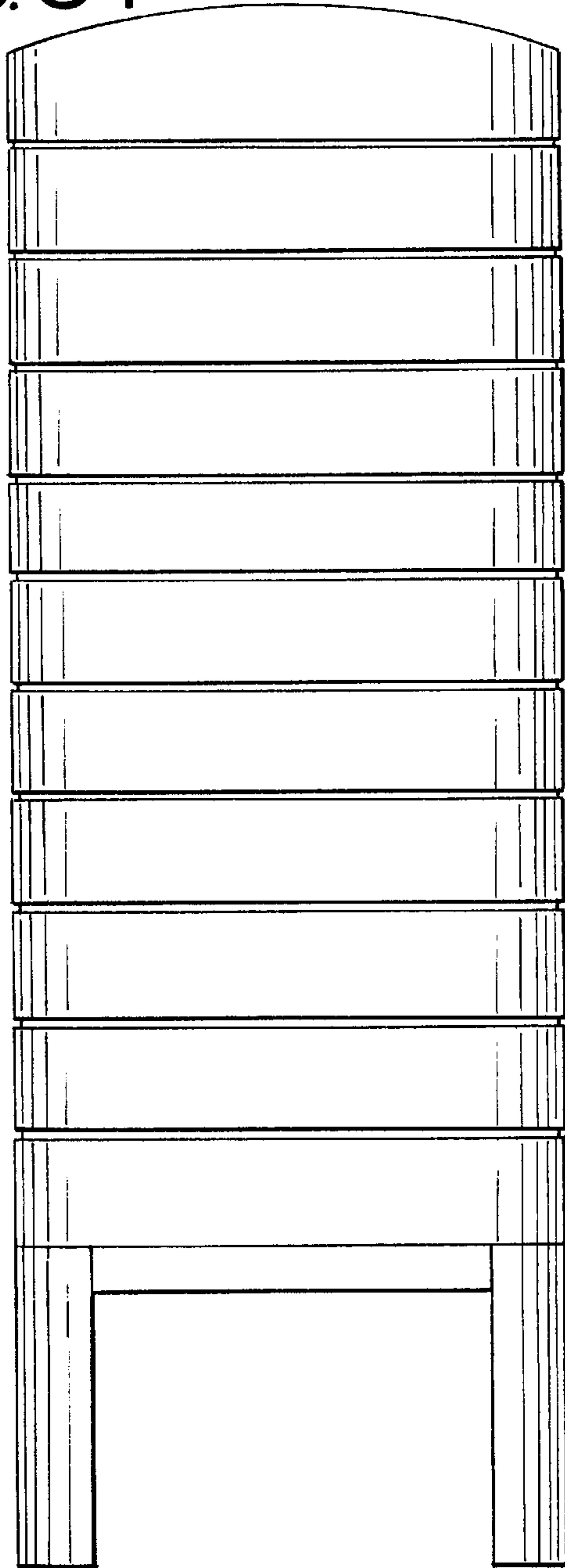


FIG. 38

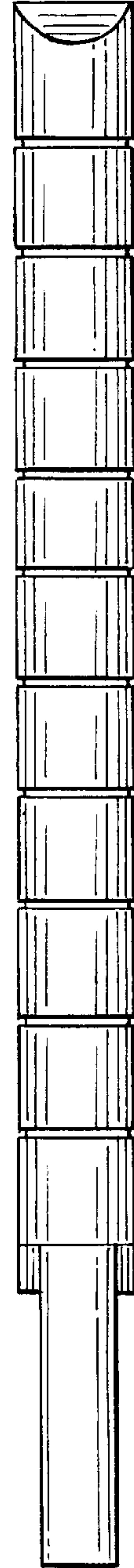


FIG. 40





FIG. 41

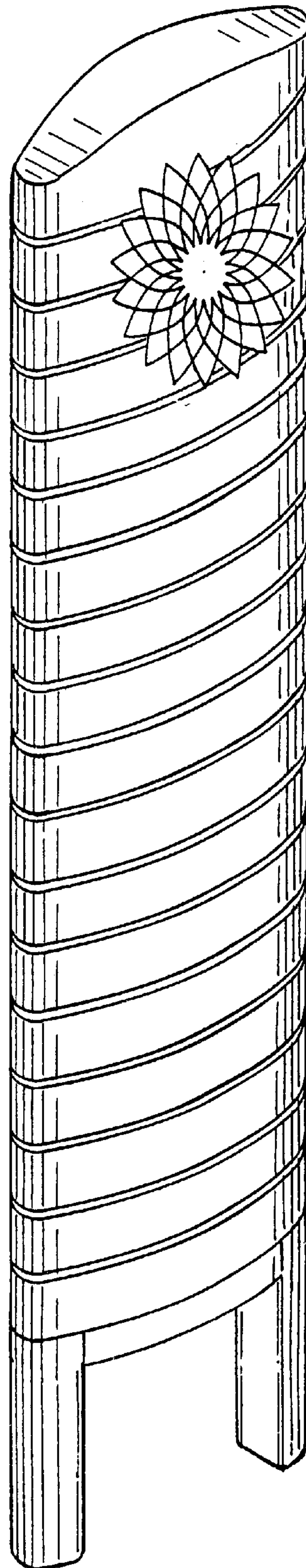


FIG.44

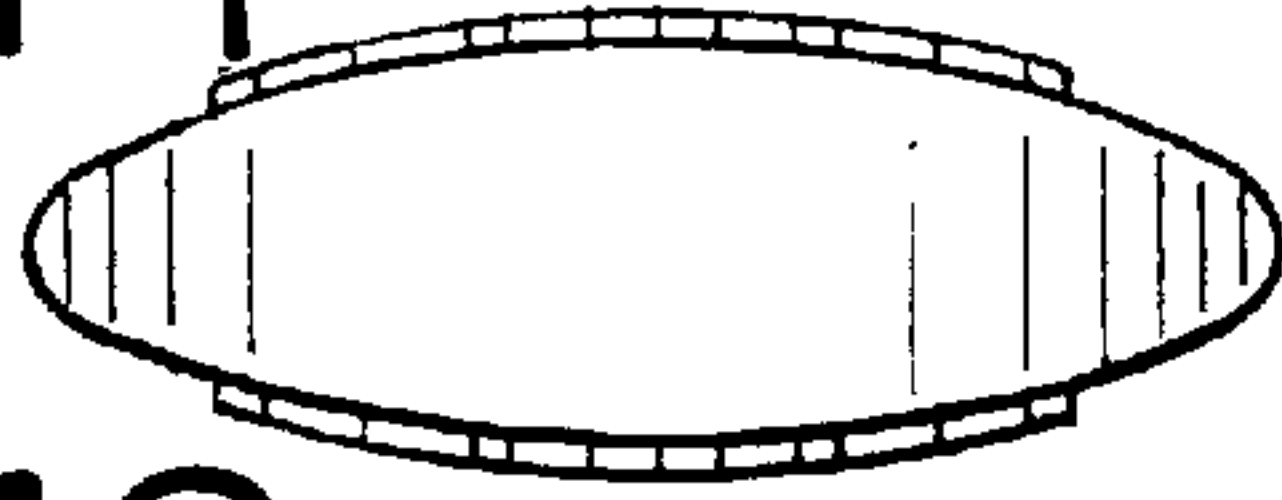


FIG.42

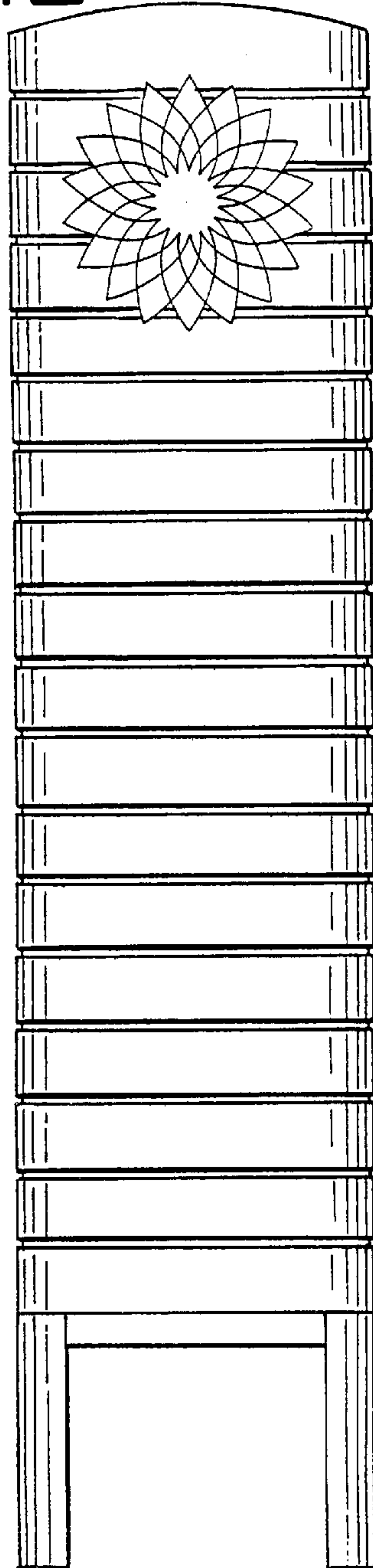


FIG. 43



FIG.45

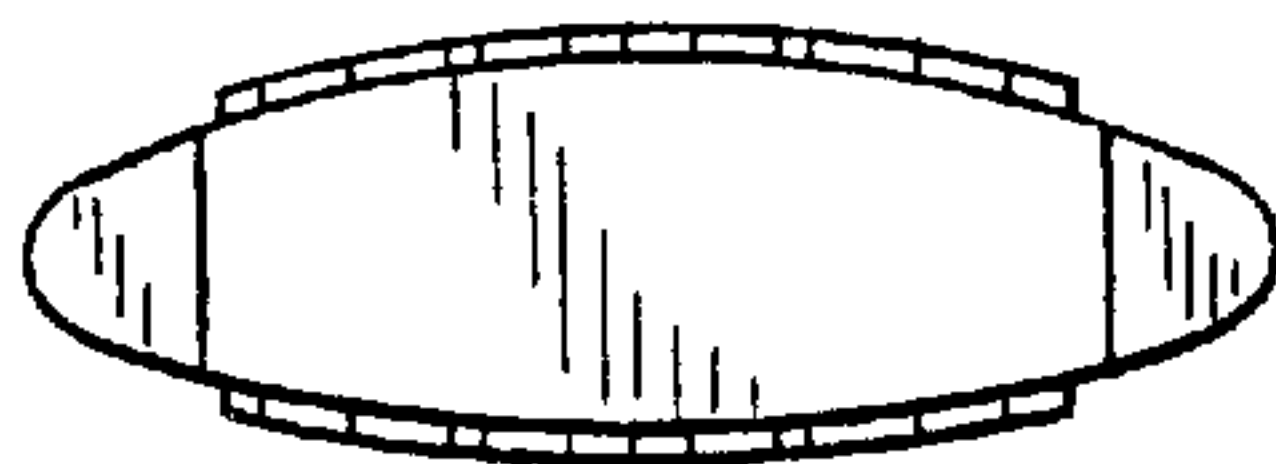


FIG. 46

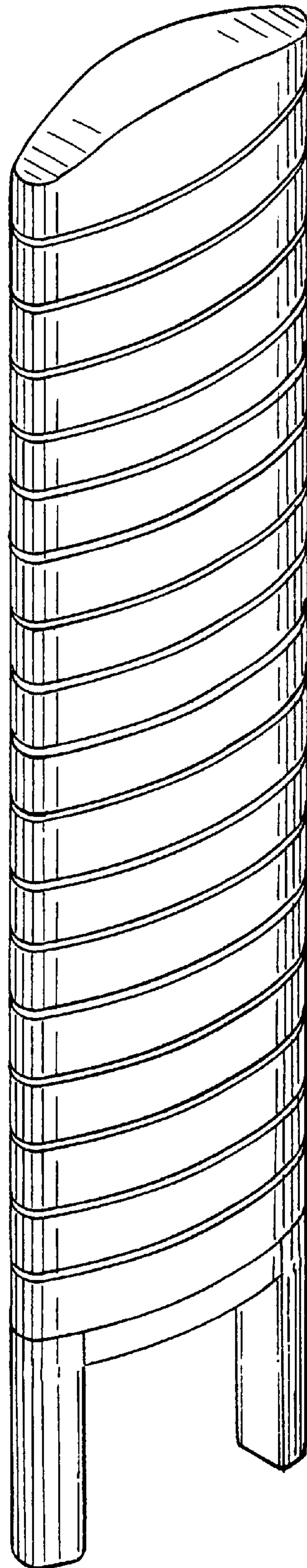


FIG.49

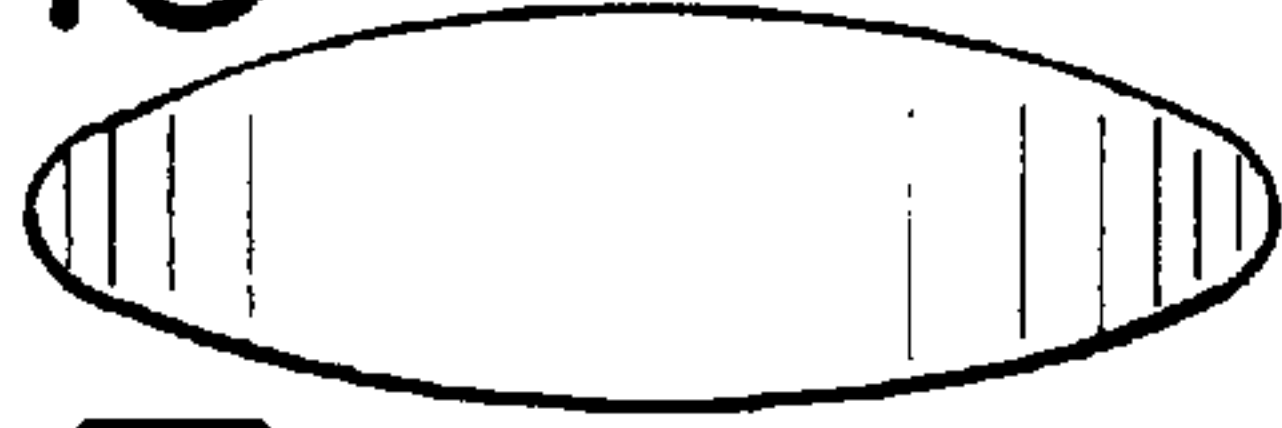


FIG.47

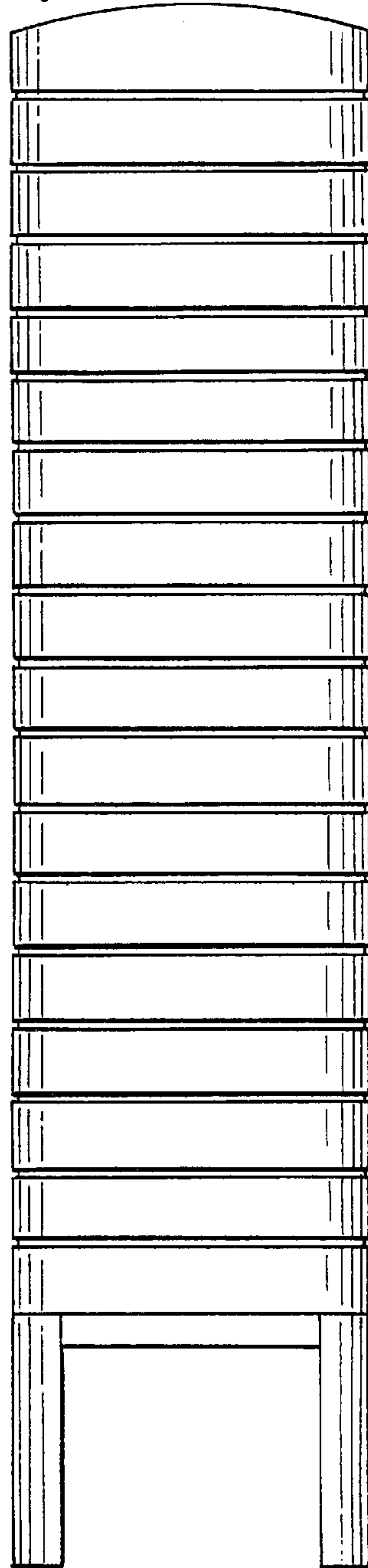


FIG.48

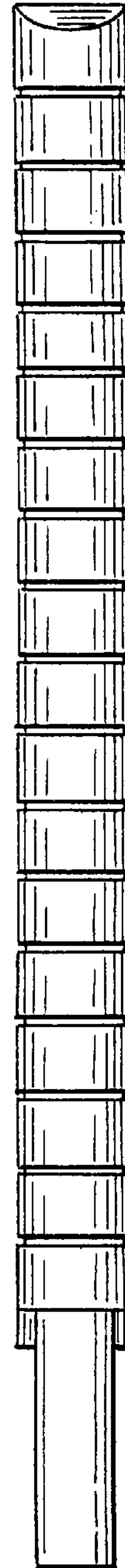


FIG.50

