



US00D614704S

(12) **United States Design Patent**  
**Ulrich et al.**

(10) **Patent No.:** **US D614,704 S**  
(45) **Date of Patent:** **\*\* \*Apr. 27, 2010**

(54) **DISPLAY SIGNAGE**

(75) Inventors: **Karen Jean Ulrich**, Eagan, MN (US);  
**Roxanne Margaret Gunderson**, Edina, MN (US)

(73) Assignee: **Target Brands, Inc.**, Minneapolis, MN (US)

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

(21) Appl. No.: **29/342,182**

(22) Filed: **Aug. 20, 2009**

(51) **LOC (9) Cl.** ..... **20-02**

(52) **U.S. Cl.** ..... **D20/42**

(58) **Field of Classification Search** ..... D20/10,  
D20/17, 19-21, 39-43, 99; 40/317, 436,  
40/473, 502, 538, 540-542, 584, 603, 606.12,  
40/606.19, 607.03, 610, 617; D10/109;  
D26/73, 85, 88; 52/39; 362/812  
See application file for complete search history.

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

D71,038 S *	9/1926	Underwood	.....	D20/17
D89,036 S *	1/1933	Chapman	.....	D20/17
D114,456 S *	4/1939	McCabe et al.	.....	D20/21
2,608,777 A	9/1952	Schuler		
D199,834 S *	12/1964	Smith	.....	D20/20
3,201,881 A *	8/1965	Dechar	.....	40/502
3,340,633 A *	9/1967	Silberman	.....	40/473
3,759,398 A	9/1973	Romeny		
3,854,591 A	12/1974	Schuessler		
4,001,959 A *	1/1977	Grendahl	.....	40/720
4,441,282 A *	4/1984	Thual	.....	52/39
4,446,973 A	5/1984	Fuller et al.		
4,454,671 A *	6/1984	Morgenstern	.....	40/606.12
4,896,779 A	1/1990	Jureckson		
5,062,534 A	11/1991	Neustat et al.		
D350,568 S	9/1994	Lucarelli		
5,617,661 A	4/1997	Mason		
5,647,485 A	7/1997	Verrangia		
5,649,379 A *	7/1997	Hoffman et al.	.....	40/617

5,832,644 A	11/1998	Mason		
5,924,367 A	7/1999	Henke et al.		
5,992,072 A	11/1999	Garfinkle		
6,082,687 A	7/2000	Kump et al.		
6,233,102 B1	5/2001	Hogan, Jr.		
6,269,570 B1 *	8/2001	Miles	.....	40/607.03
6,321,475 B1	11/2001	Glanz		

(Continued)

**OTHER PUBLICATIONS**

Display Fixture used publicly before Aug. 20, 2009.

*Primary Examiner*—Janice E Seeger  
*Assistant Examiner*—Mary Ann Calabrese  
(74) *Attorney, Agent, or Firm*—Fish & Richardson P.C.

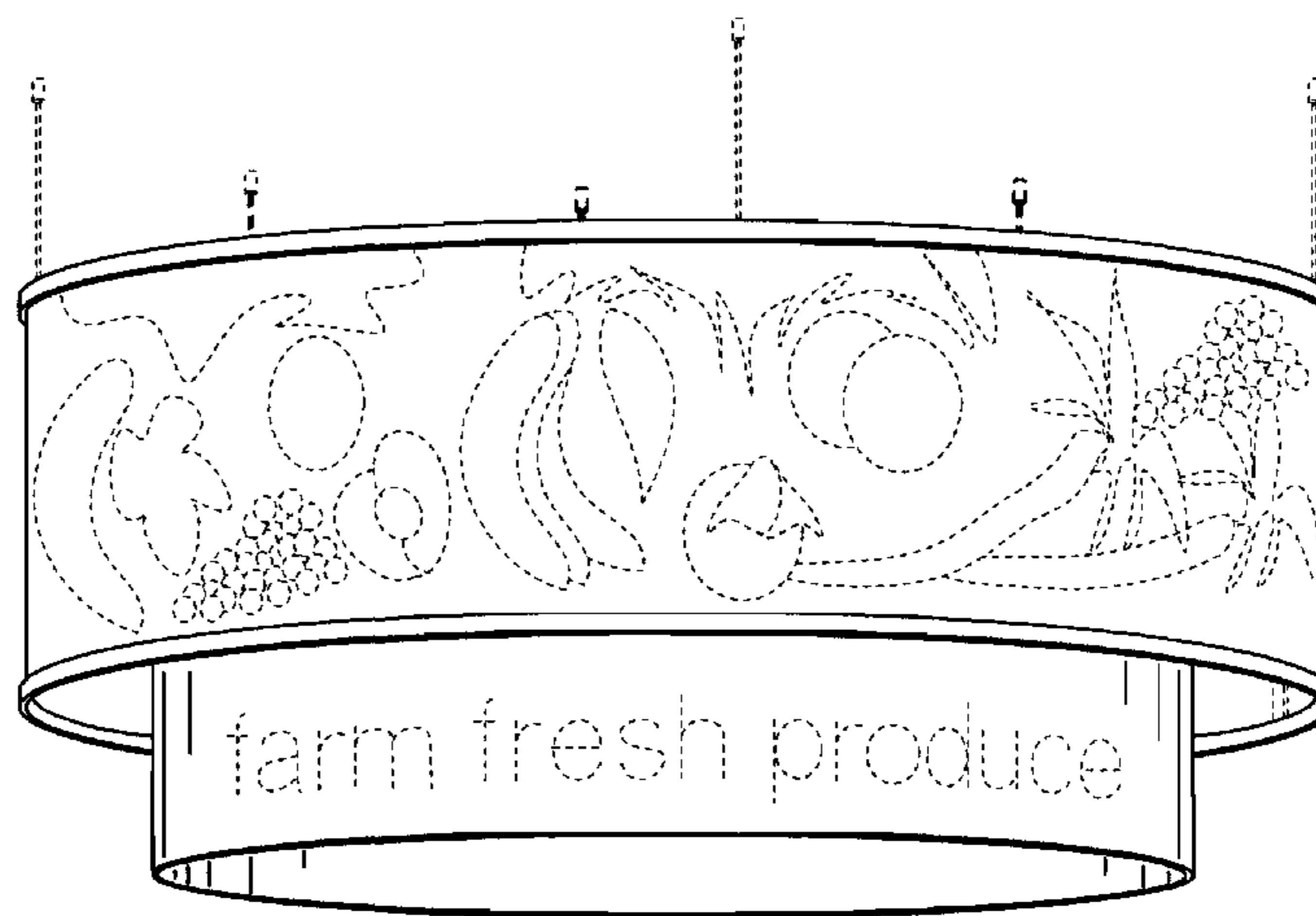
(57) **CLAIM**

The ornamental design for display signage, substantially as shown and described.

**DESCRIPTION**

FIG. 1 is a perspective view of display signage.  
FIG. 2 is a front elevation view of the display signage of FIG. 1.  
FIG. 3 is a rear elevation view of the display signage of FIG. 1.  
FIG. 4 is right elevation view of the display signage of FIG. 1.  
FIG. 5 is a left elevation view of the display signage of FIG. 1.  
FIG. 6 is a top plan view of the display signage of FIG. 1; and, FIG. 7 is a bottom plan view of the display signage of FIG. 1.  
In the drawings, the broken lines illustrate environment and form no part of the claimed design.

**1 Claim, 5 Drawing Sheets**



# US D614,704 S

Page 2

---

## U.S. PATENT DOCUMENTS

6,341,755	B1	1/2002	Kump	6,644,606	B1	11/2003	Seidel
6,349,863	B1	2/2002	Frye	D488,837	S	4/2004	Dion
D457,364	S	5/2002	Shea	D580,585	S	* 11/2008	Otero ..... D26/88
6,634,125	B2	10/2003	Abramson et al.	2008/0093317	A1	4/2008	Alves et al.
				2008/0282592	A1	11/2008	Brinkman et al.

\* cited by examiner

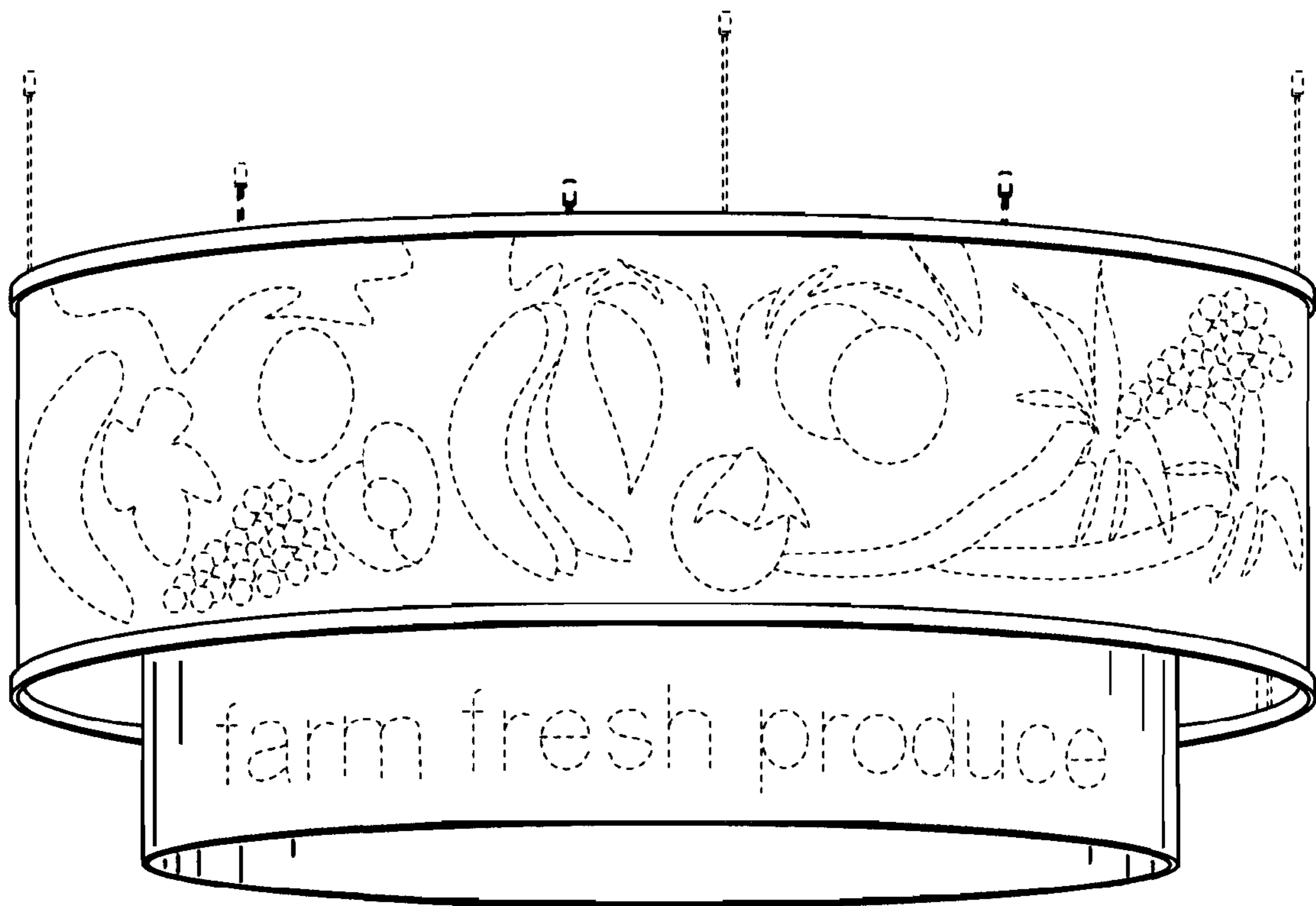


FIG. 1

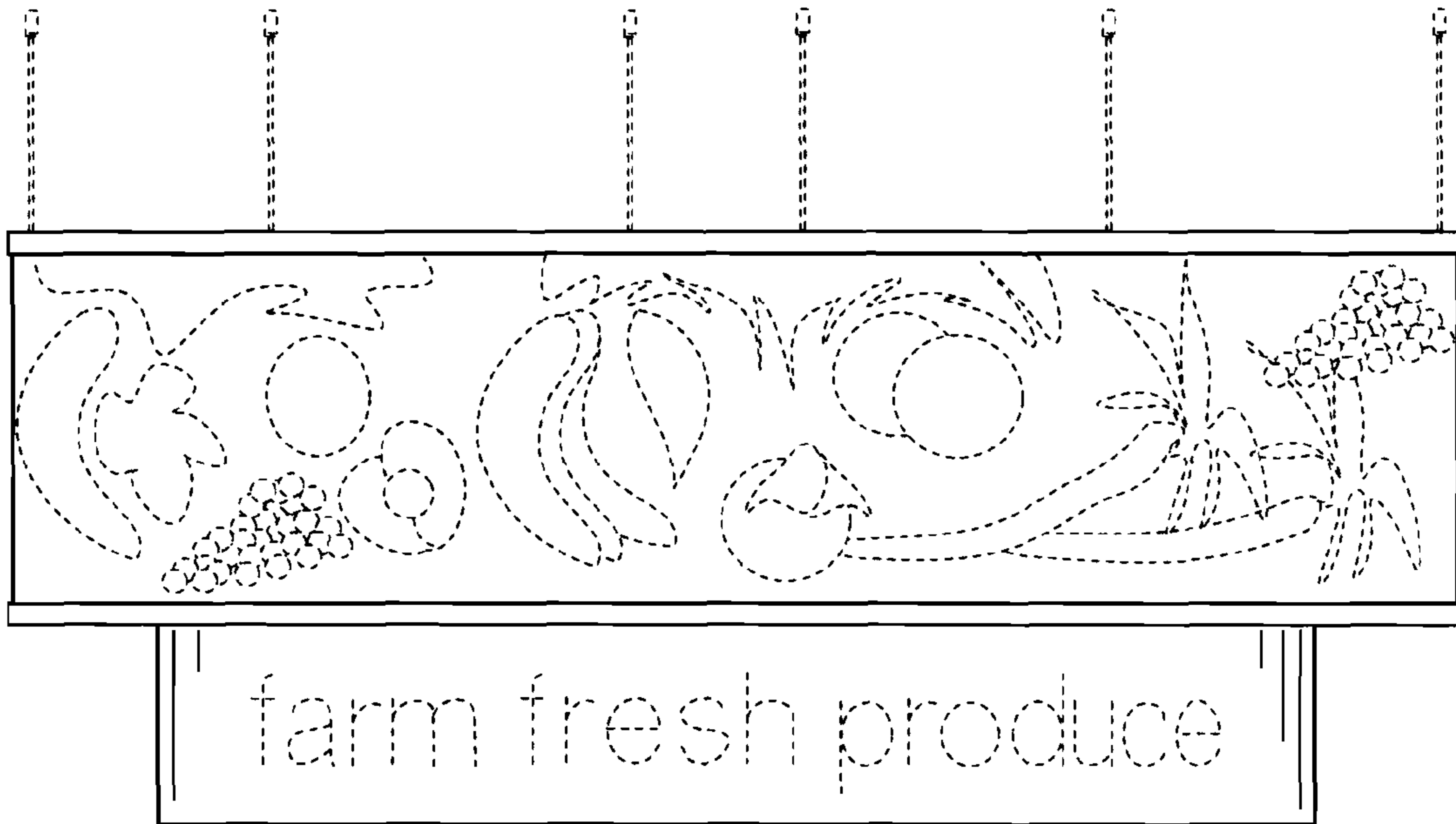


FIG. 2

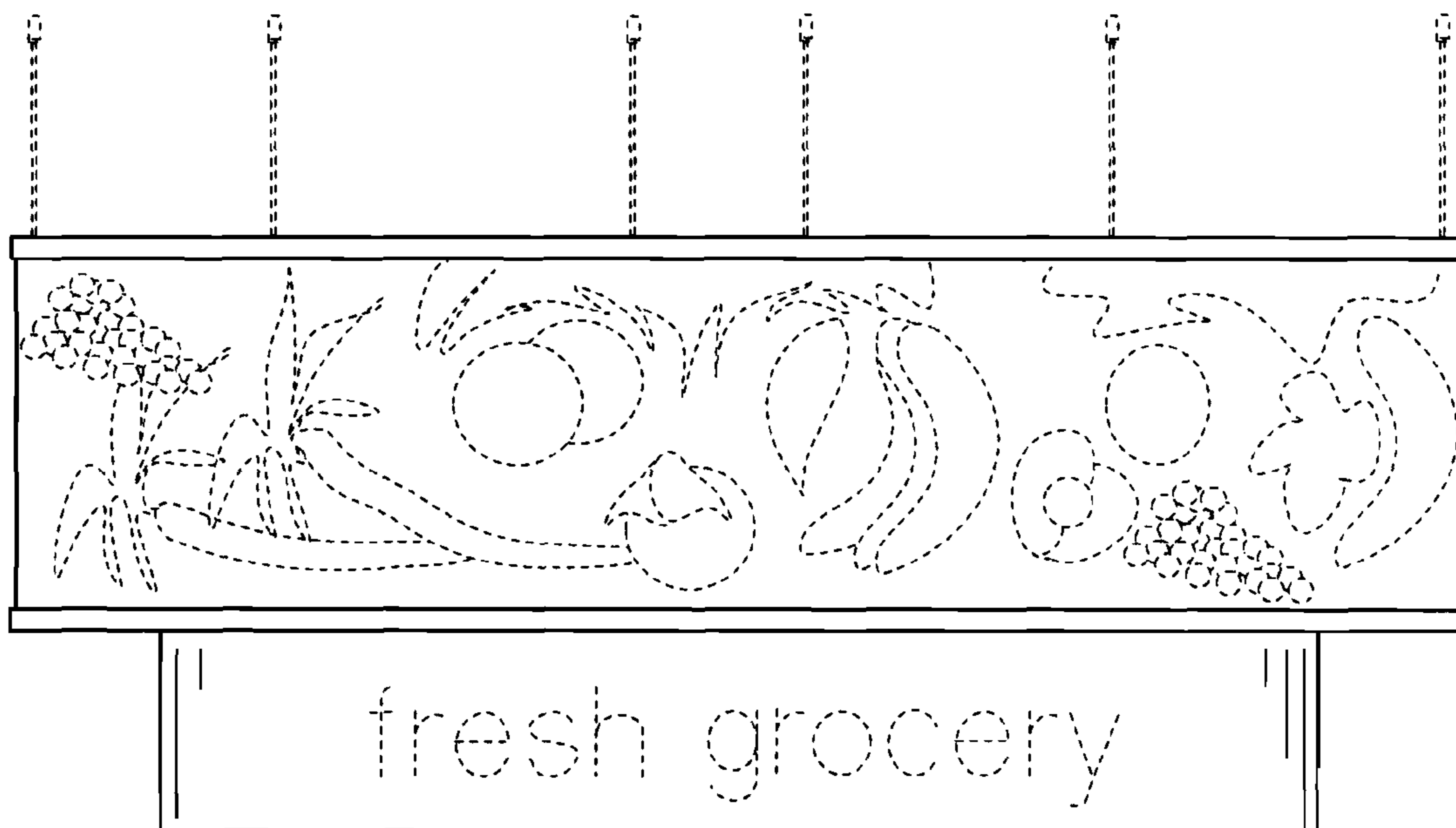


FIG. 3

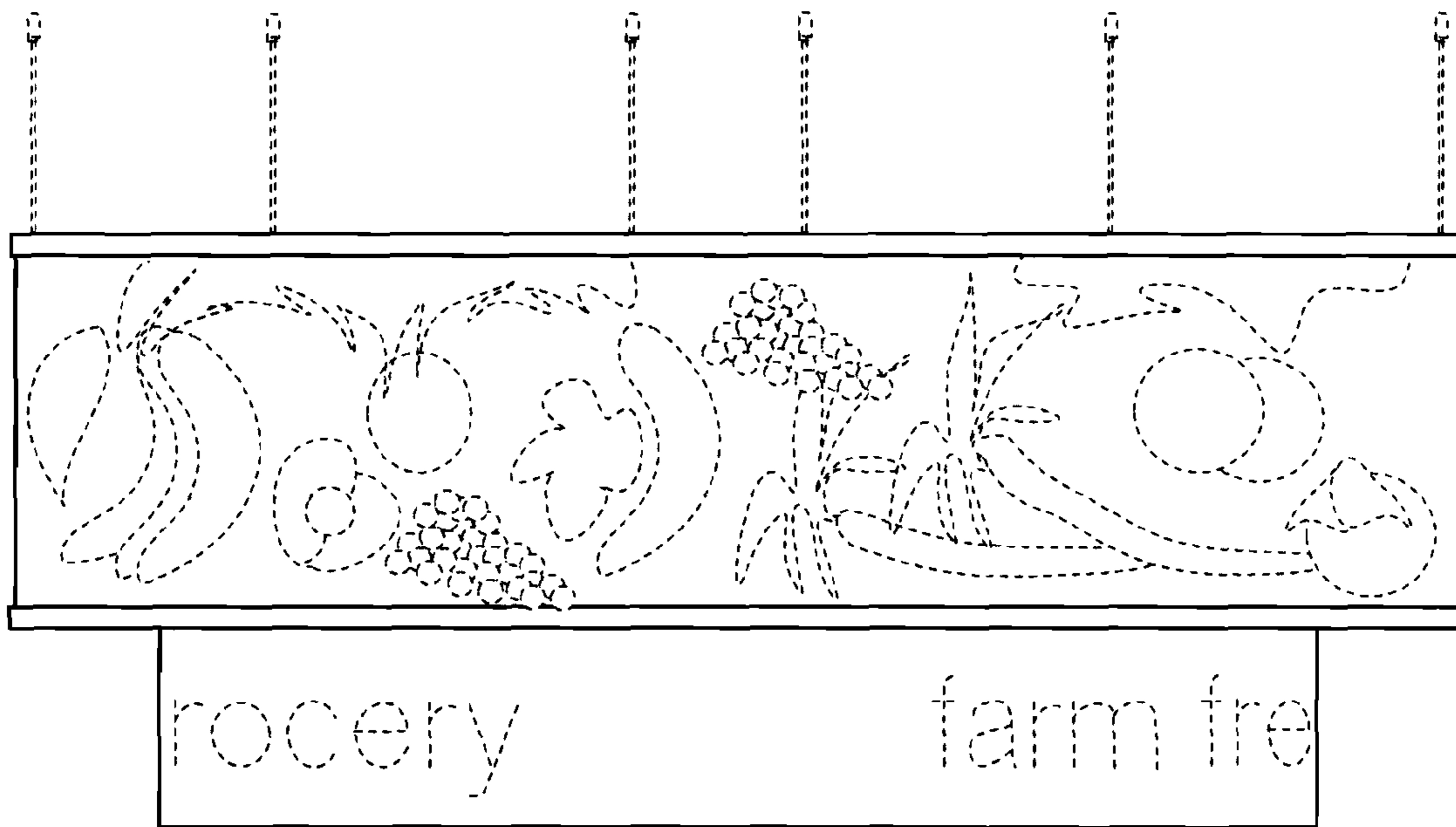


FIG. 4

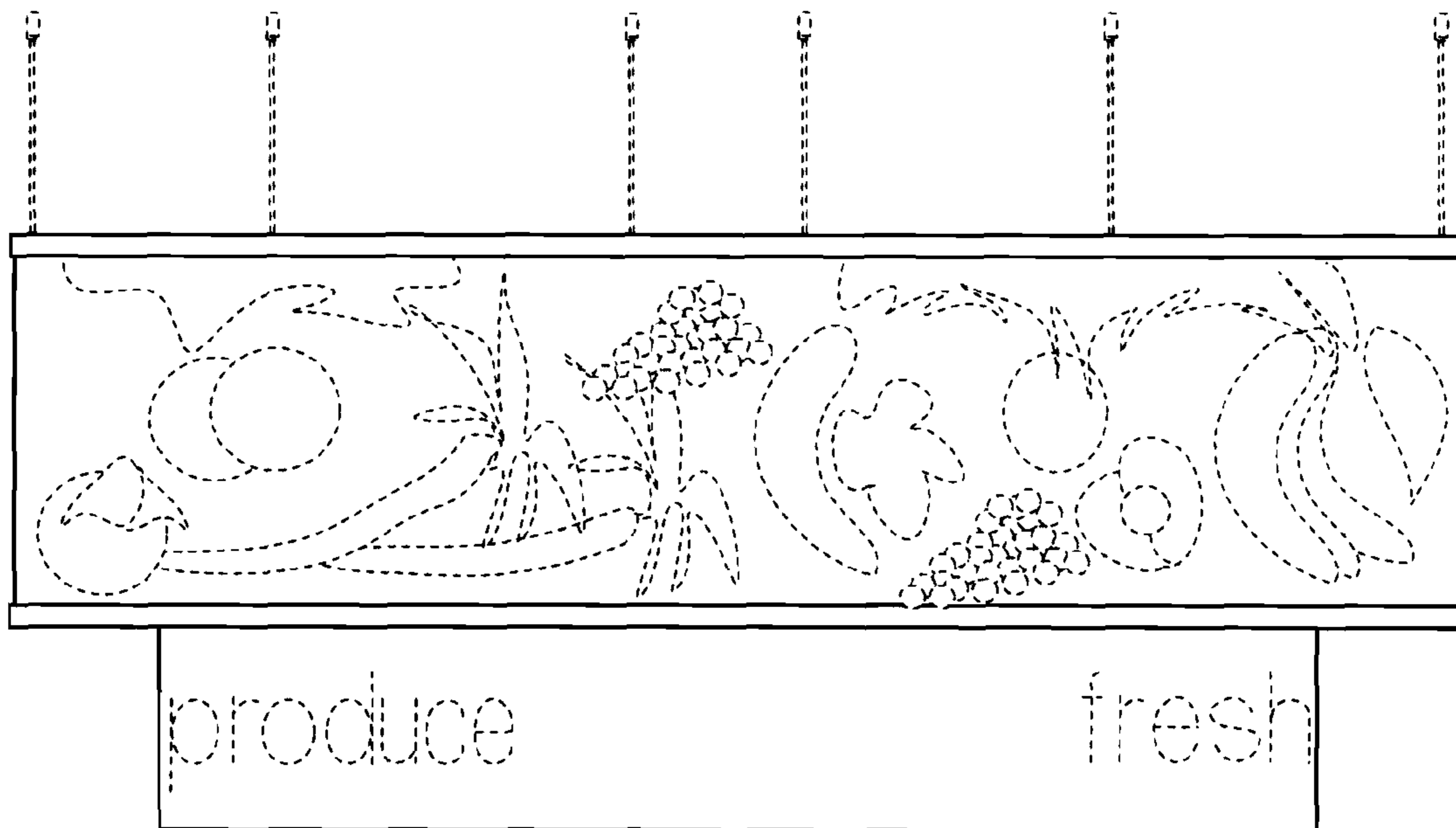


FIG. 5

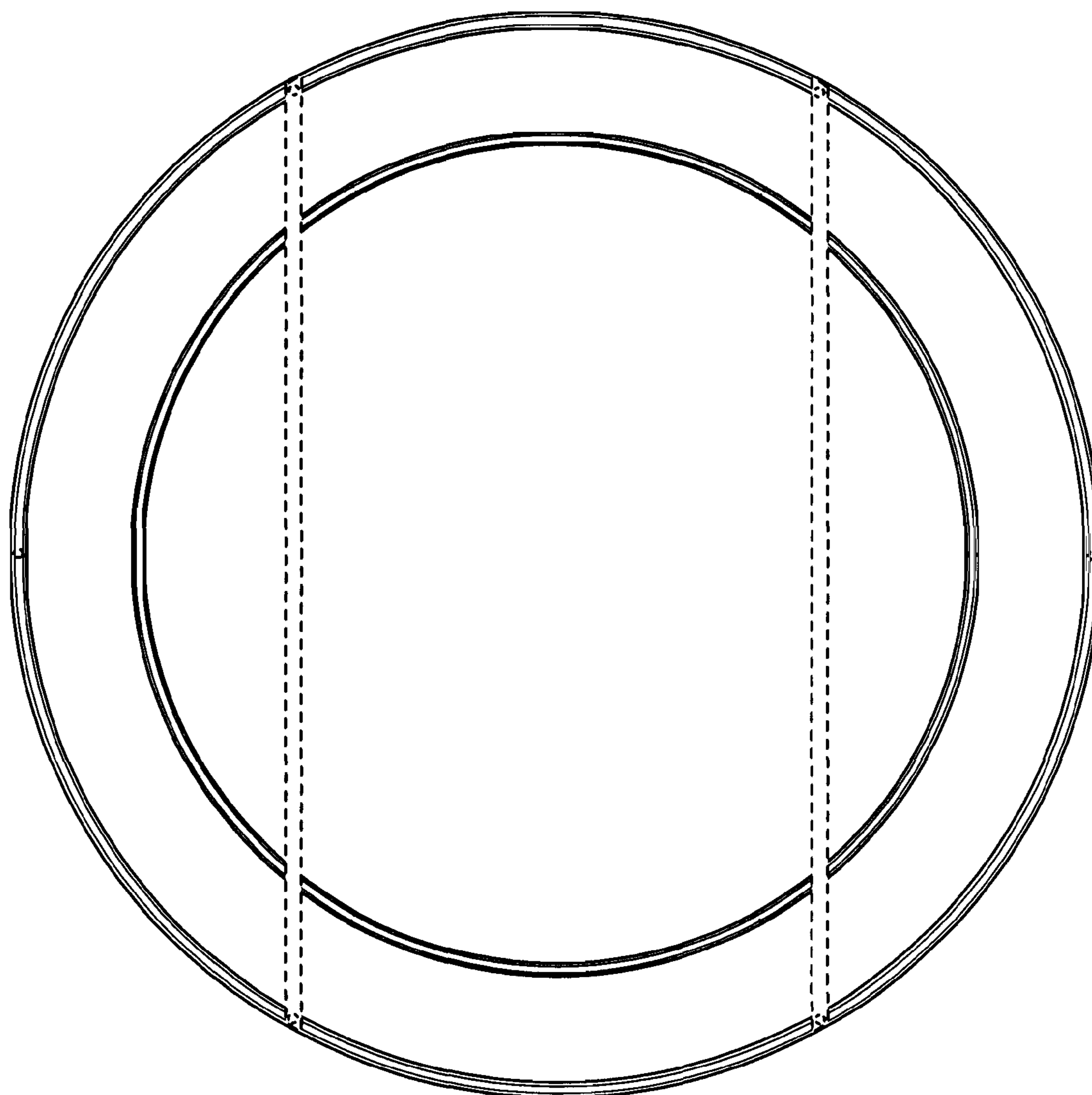


FIG. 6

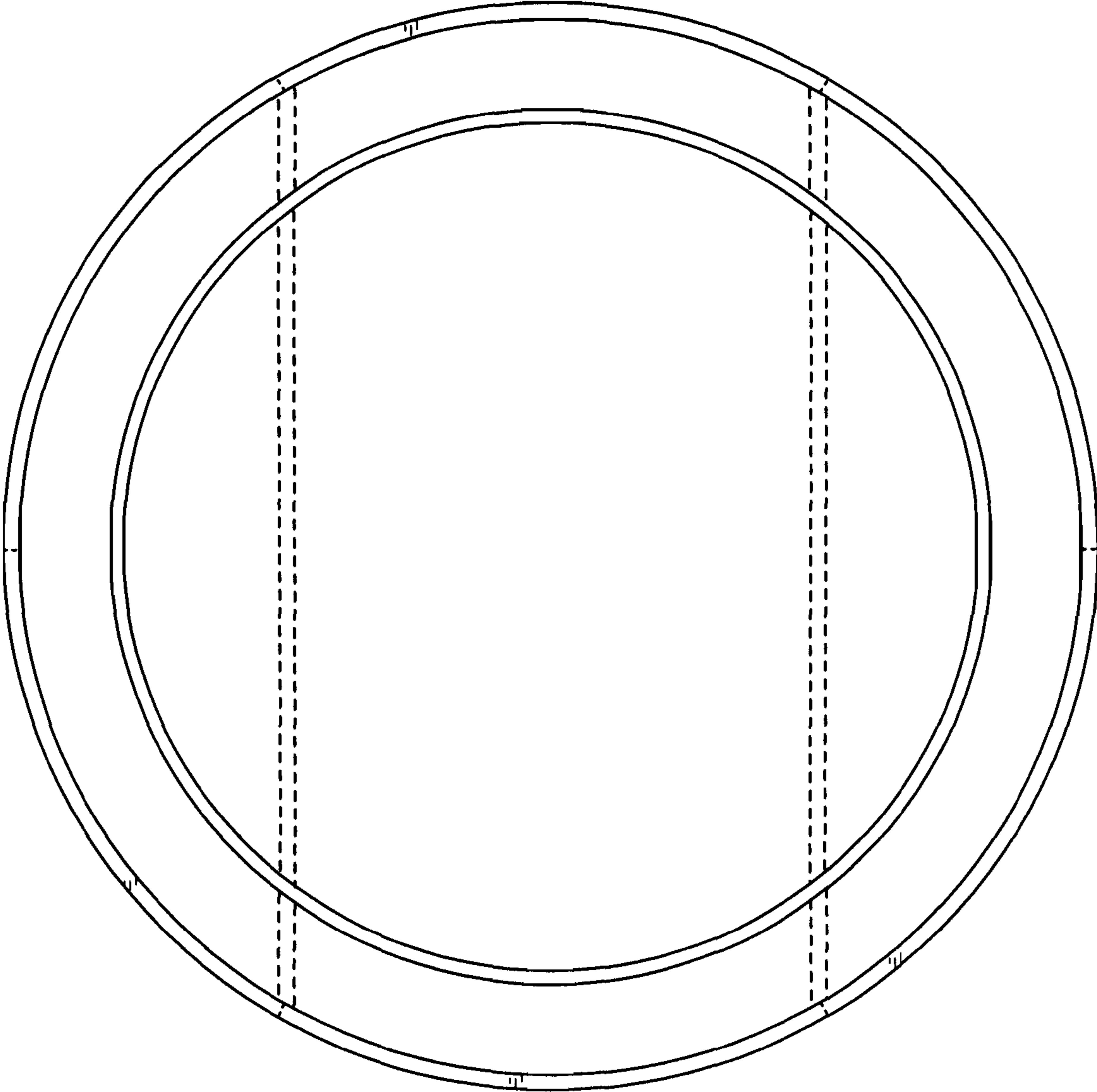


FIG. 7