



US00D692496S

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

(10) **Patent No.:** **US D692,496 S**
(45) **Date of Patent:** **** Oct. 29, 2013**

(54) **IN-STORE MARKETING SIGN**

FOREIGN PATENT DOCUMENTS

(75) Inventor: **Daniel G. Engelby**, Andover, MN (US)

FR 2870379 A1 11/2005

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

OTHER PUBLICATIONS

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

Application and prosecution documents associated with U.S. Appl. No. 29/380,755 including: The application entitled In-Store Marketing Sign, filed Dec. 10, 2010, pp. 1-3; Office Action dated Jun. 9, 2011, pp. 4-7.

(21) Appl. No.: **29/399,587**

(Continued)

(22) Filed: **Aug. 16, 2011**

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

Primary Examiner — Mary Ann Calabrese

(52) **U.S. Cl.**
USPC **D20/40**

(74) *Attorney, Agent, or Firm* — Leanne Taveggia Farrell; Westman, Champlin & Koehler, P.A.

(58) **Field of Classification Search**

USPC D20/10, 19, 22–28, 40–42, 99;
40/124.01–124.09, 124.11–124.19,
40/124.191, 299.01, 446, 538, 541, 564,
40/571, 573, 584, 594, 600, 616, 642.02,
40/661.03; D10/109.1, 109.2, 113.4;
206/451, 464; 283/56, 71, 81; 362/812

(57) **CLAIM**

The ornamental design for an in-store marketing sign, as shown and described.

See application file for complete search history.

DESCRIPTION

(56) **References Cited**

U.S. PATENT DOCUMENTS

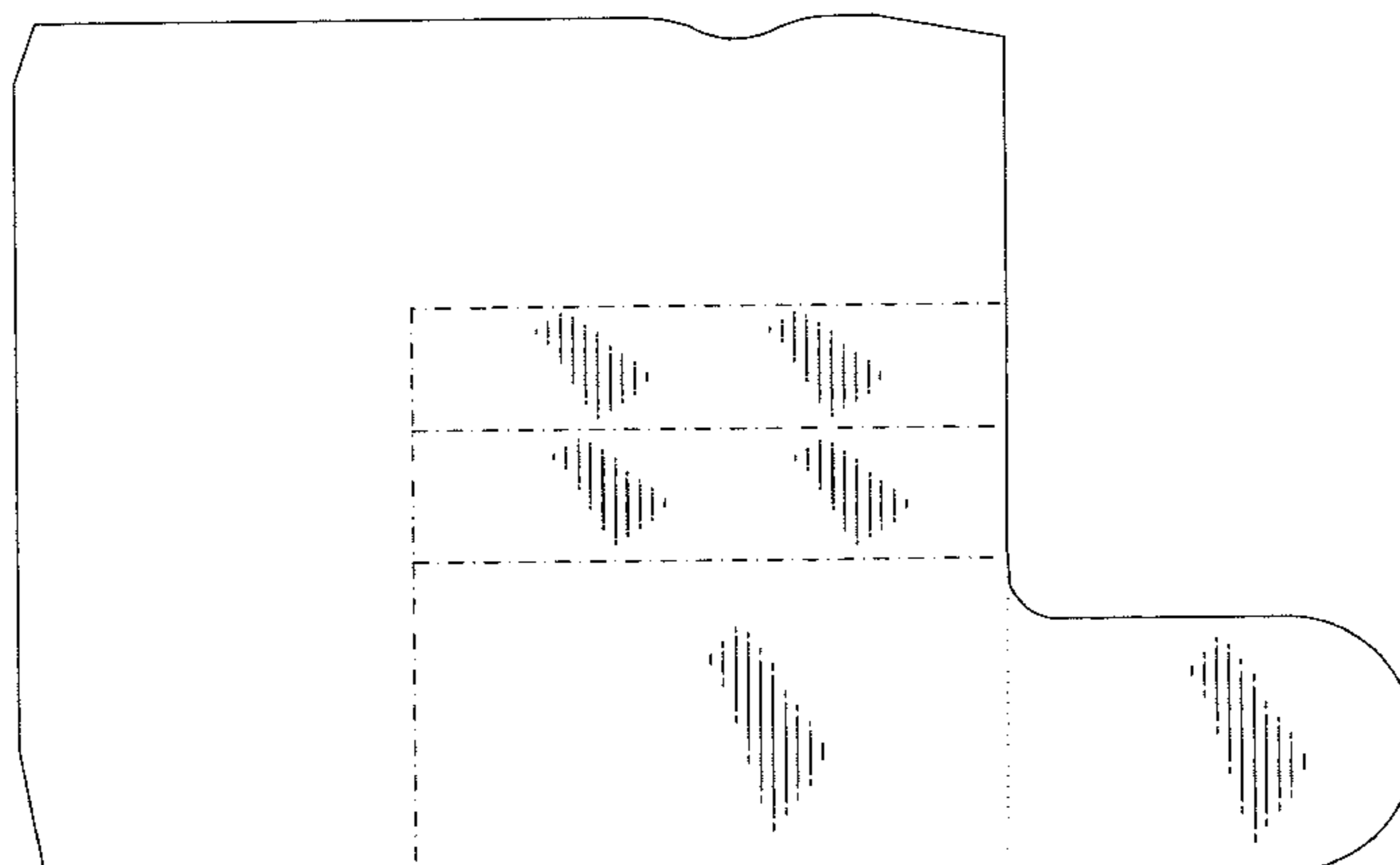
362,758 A	5/1887	Martin	
1,174,299 A	3/1916	Taylor	
1,407,464 A	2/1922	Garbe	
1,483,575 A *	2/1924	Fisher	206/451
1,608,294 A	11/1926	Beman	
2,108,343 A	2/1938	McAllister	
2,288,728 A	7/1942	Meredith	
2,297,888 A	10/1942	Heileman	
D134,298 S	11/1942	Eppenstein	
2,720,044 A	10/1955	Montalto	
2,833,074 A	5/1958	Jannes	
2,941,664 A *	6/1960	Palmer	206/464
2,984,031 A	5/1961	Giesecke	
3,077,686 A	2/1963	Montalto	
3,251,152 A	5/1966	Takefman	

FIG. 1 is a front view of an in-store marketing sign showing my new design;
FIG. 2 is a left side view thereof;
FIG. 3 is a right side view thereof;
FIG. 4 is a back view thereof;
FIG. 5 is a top view thereof;
FIG. 6 is a bottom view thereof;
FIG. 7 is a front view of a second embodiment thereof;
FIG. 8 is a left side view of FIG. 7;
FIG. 9 is a right side view of FIG. 7;
FIG. 10 is a back view of FIG. 7;
FIG. 11 is top view of FIG. 7; and,
FIG. 12 is a bottom view of FIG. 7.

The unevenly spaced broken lines are for purposes of illustrating portions of the in-store marketing sign and form no part of the claimed design, while the evenly spaced broken lines represent scores that do form part of the claimed design.

(Continued)

1 Claim, 4 Drawing Sheets



(56)

References Cited

U.S. PATENT DOCUMENTS

3,423,860 A 1/1969 Berry, Jr. et al.
 3,706,150 A 12/1972 Greenberger
 3,709,150 A 1/1973 Colombot
 3,711,977 A 1/1973 Blankenhorn
 3,774,328 A 11/1973 Tanney
 3,824,720 A 7/1974 Langwell
 D233,083 S 10/1974 Ross
 3,977,109 A 8/1976 Berry, Jr. et al.
 D241,718 S 10/1976 Hourahine
 4,141,529 A 2/1979 Casutt
 4,161,074 A 7/1979 DePinna
 4,167,073 A 9/1979 Tang
 4,179,138 A 12/1979 Bogdanovic
 4,306,366 A 12/1981 Taub
 4,338,739 A 7/1982 Greenberger
 4,471,544 A 9/1984 Nelles et al.
 4,572,380 A 2/1986 Langwell
 4,693,441 A 9/1987 Conway
 4,713,899 A 12/1987 Fast
 4,716,669 A 1/1988 Fast
 4,718,627 A 1/1988 Fast et al.
 4,798,014 A 1/1989 Stoerzinger et al.
 4,919,377 A 4/1990 Alexander et al.
 4,930,234 A 6/1990 Schmidt
 D338,241 S 8/1993 Landa
 5,682,698 A 11/1997 Bevins
 5,709,297 A 1/1998 Barndriff et al.
 5,848,698 A 12/1998 Stompe
 D415,206 S 10/1999 Gaines
 5,967,343 A 10/1999 Dufresne
 D427,526 S 7/2000 Correll
 6,145,232 A 11/2000 Bevins
 6,163,996 A 12/2000 Gebka
 6,193,457 B1 2/2001 Pacione
 6,283,278 B1 9/2001 Holztrager
 6,360,465 B1 3/2002 Simpson
 6,516,546 B1 2/2003 Bremick
 D480,754 S 10/2003 Berger
 6,701,653 B2 3/2004 Chess et al.
 D498,843 S 11/2004 Kielb et al.
 6,817,127 B2 11/2004 Gottlieb et al.
 D502,031 S 2/2005 Cassidy et al.
 D504,159 S 4/2005 Best et al.
 6,981,343 B2 1/2006 Rawlings et al.
 7,055,274 B2 6/2006 Fast et al.
 7,219,459 B2 5/2007 Valiulis et al.
 D554,921 S 11/2007 Gordon et al.

D556,265 S 11/2007 Cuzzocrea
 7,340,855 B2 3/2008 Wiltfang et al.
 D575,332 S 8/2008 Parker et al.
 7,578,088 B2 8/2009 Alves
 7,587,849 B2 9/2009 Robbins et al.
 D608,395 S 1/2010 Engelby et al.
 D623,235 S 9/2010 Engelby et al.
 D623,236 S 9/2010 Engelby et al.
 D630,126 S * 1/2011 Kim D11/200
 D630,257 S 1/2011 Engelby et al.
 D633,570 S 3/2011 Hilyard et al.
 7,975,416 B2 7/2011 Engelby et al.
 7,992,334 B1 8/2011 Engelby et al.
 D647,572 S * 10/2011 Engelby D20/40
 D650,018 S * 12/2011 Engelby D20/40
 8,302,338 B2 * 11/2012 Engelby et al. 40/661.03
 2002/0070266 A1 6/2002 Glenn et al.
 2003/0020274 A1 1/2003 Milliorn
 2004/0124629 A1 7/2004 Davis et al.
 2004/0211820 A1 10/2004 Berger
 2005/0155259 A1 7/2005 Virvo
 2006/0010742 A1 1/2006 Steininger
 2007/0241004 A1 10/2007 Squarzoni et al.
 2010/0205837 A1 * 8/2010 Engelby et al. 40/299.01
 2011/0232144 A1 * 9/2011 Engelby et al. 40/642.02
 2011/0283578 A1 * 11/2011 Engelby et al. 40/584
 2012/0144706 A1 * 6/2012 Engelby 40/584

OTHER PUBLICATIONS

Application and prosecution documents associated with U.S. Appl. No. 29/380,758 including: The application entitled In-Store Marketing Sign, filed Dec. 10, 2010, pp. 1-10; Office Action dated Jun. 10, 2011, pp. 11-14; Office Action dated Aug. 8, 2011, pp. 15-20.
 Application and prosecution documents associated with U.S. Appl. No. 29/380,762 including: The application entitled In-Store Marketing Sign, filed Dec. 10, 2010, pp. 1-10; Office Action dated Jun. 10, 2011, pp. 11-14; Notice of Allowance dated Aug. 10, 2011, pp. 15-20.
 Application and prosecution documents associated with U.S. Appl. No. 13/154,830 including: The application entitled In-Store Marketing Sign, filed Jun. 7, 2011, pp. 1-27; Office Action dated Aug. 8, 2011, pp. 28-38.
 Pending U.S. Appl. No. 13/155,149, filed Jun. 7, 2011, entitled In-Store Marketing Sign, pp. 1-29.
 Pending U.S. Appl. No. 13/210,846, filed Aug. 16, 2011, entitled In-Store Marketing Sign, pp. 1-64.
 Communication dated Mar. 9, 2012 in Canadian application No. 2,759,938, 3 pages.

* cited by examiner

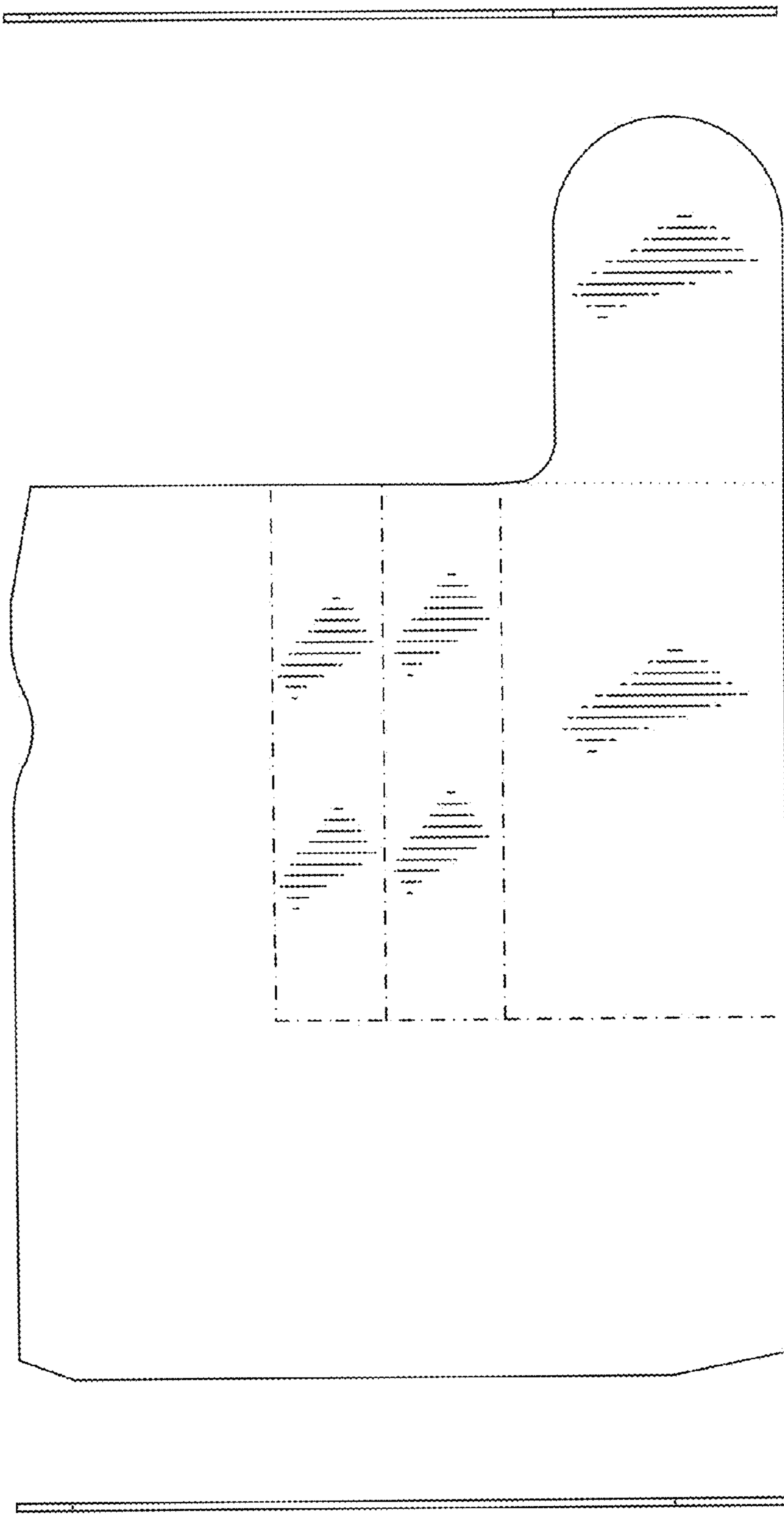
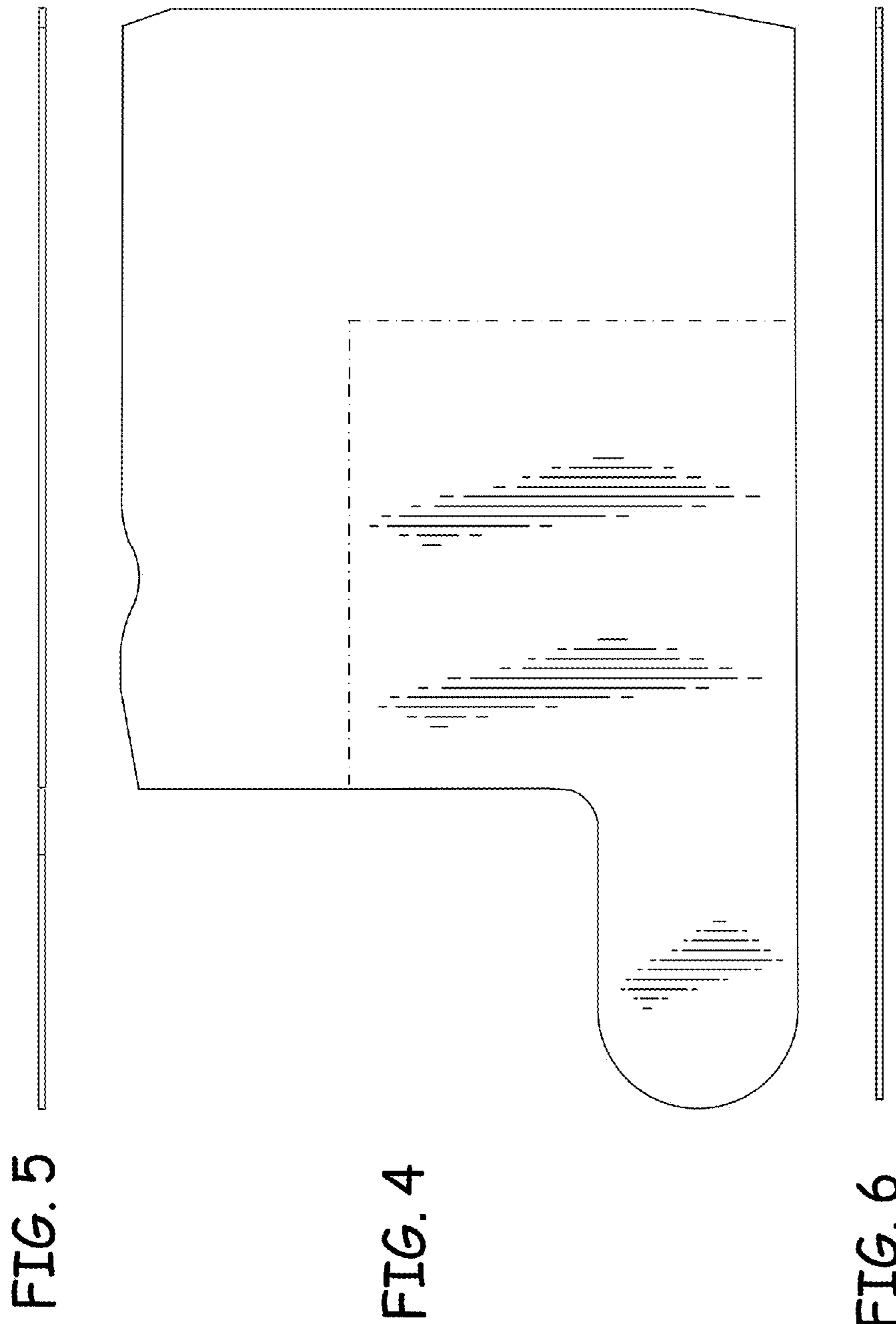


FIG. 3

FIG. 1

FIG. 2



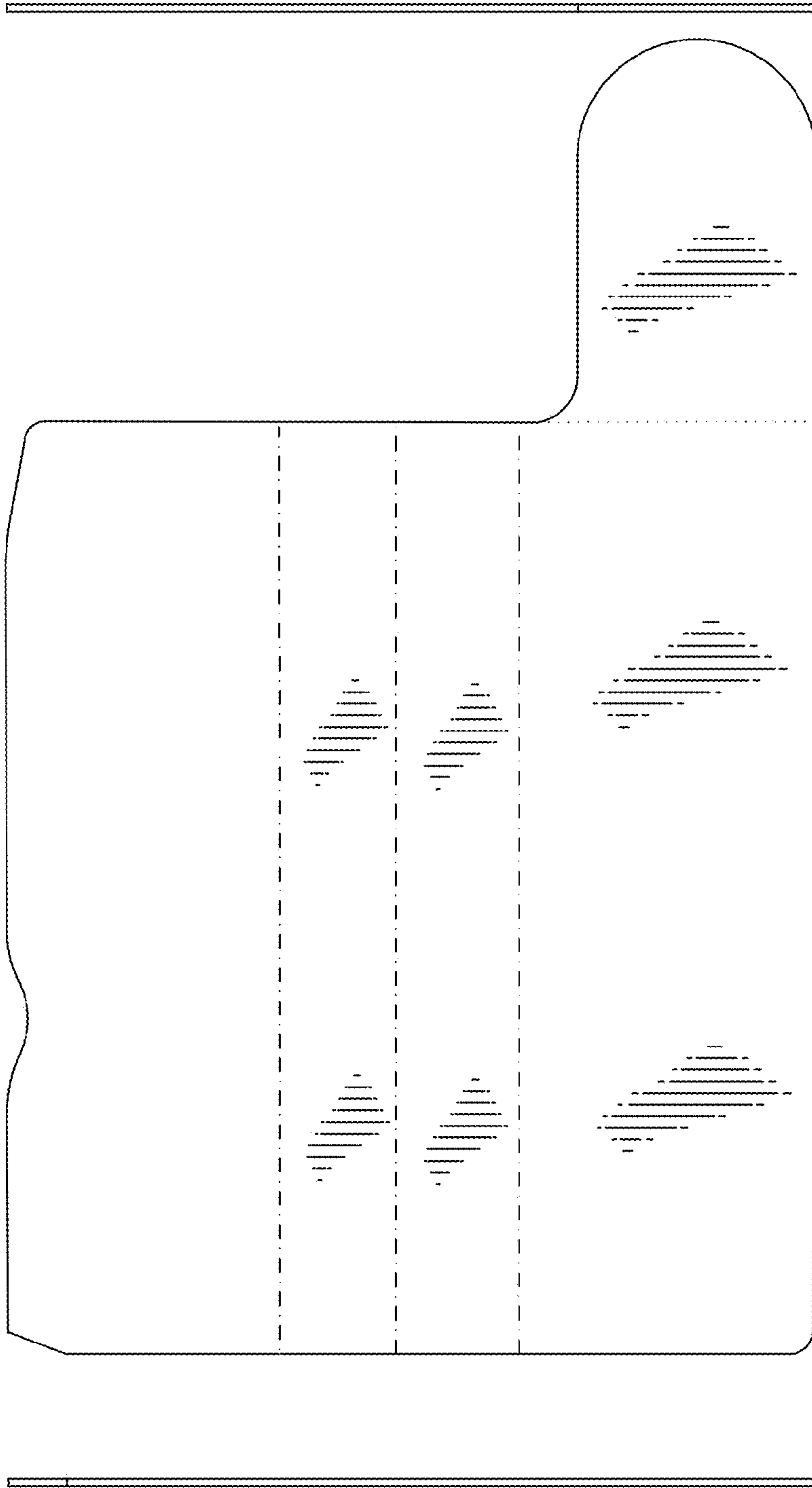


FIG. 8

FIG. 7

FIG. 9

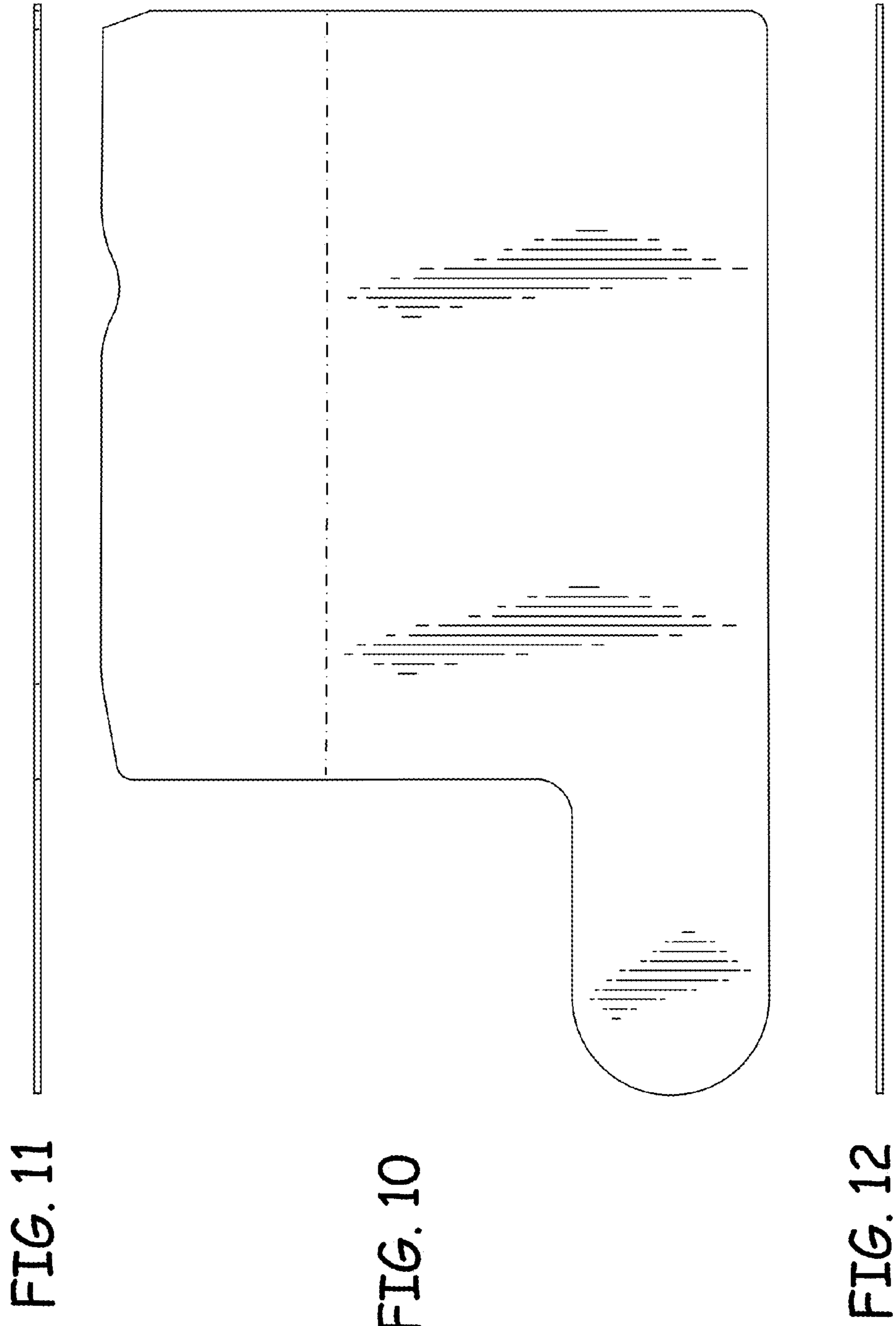


FIG. 11

FIG. 10

FIG. 12