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

(10) **Patent No.:** **US D774,800 S**

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- (54) **MERCHANDISE DISPLAY TRAY**
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- (73) Assignee: **ATA Retail Services, Inc.**, Pleasanton, CA (US)

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

(21) Appl. No.: **29/504,334**

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(51) **LOC (10) Cl.** **06-04**

(52) **U.S. Cl.**
USPC **D6/553**

(58) **Field of Classification Search**
 USPC D6/553, 513, 552, 566, 574, 449, 635,
 D6/672, 684; D3/304, 306, 309; D9/432,
 D9/433, 456; 108/51.3, 102, 108;
 206/784; 211/86.01, 88.01, 90.01, 90.02,
 211/119.003, 153, 119.002, 126.1, 126.6,
 211/132.11, 133.3, 133.4, 175, 207, 208
 CPC A47F 1/04; A47F 1/14
 See application file for complete search history.

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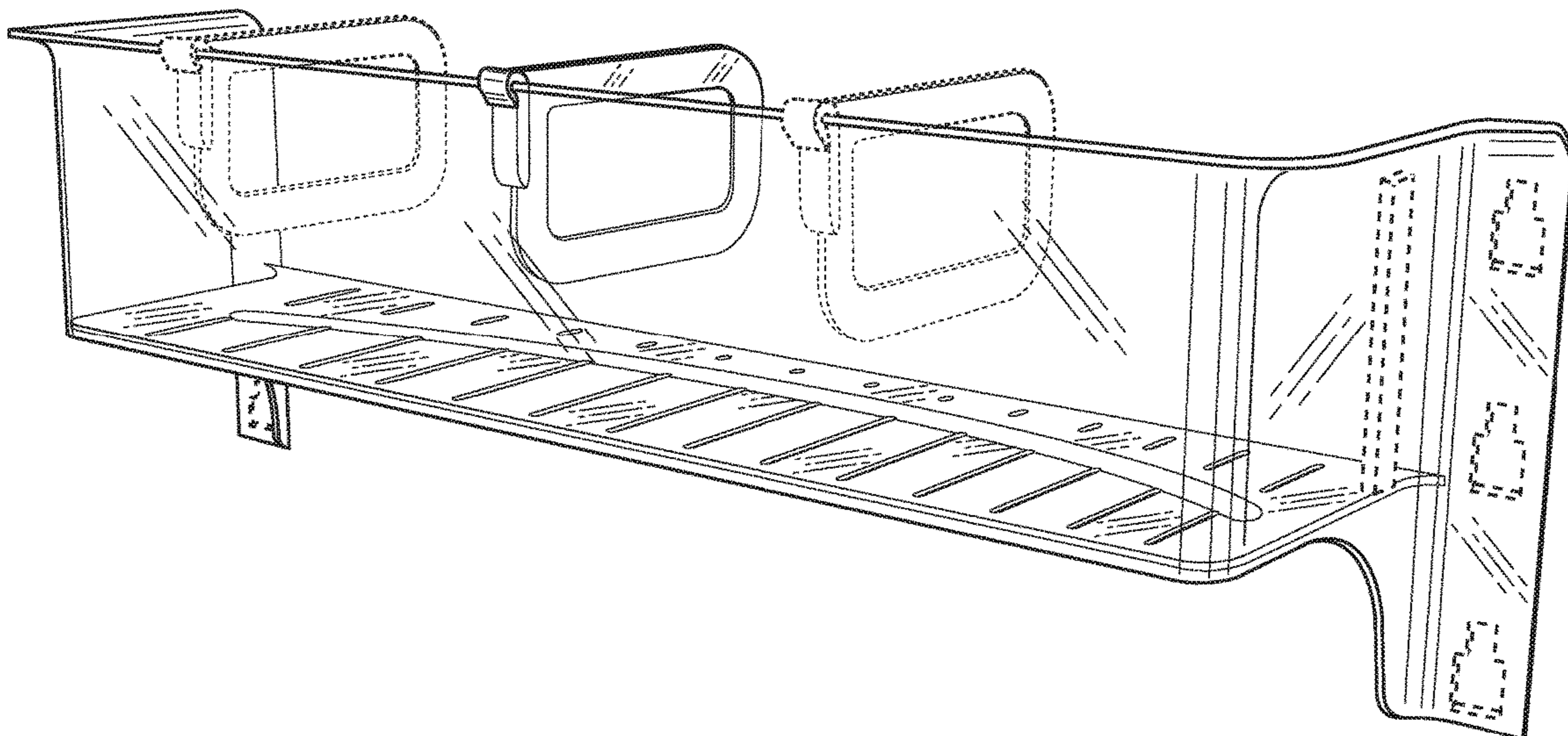
(57) **CLAIM**

The ornamental design for a merchandise display tray, as shown and described.

DESCRIPTION

FIG. 1 is a front perspective view of a merchandise display tray showing our new design;
 FIG. 2 is an exploded front perspective view thereof;
 FIG. 3 is a front view thereof;
 FIG. 4 is a left side view thereof, the right side being a mirror image;
 FIG. 5 is a rear view thereof;
 FIG. 6 is a top plan view thereof;
 FIG. 7 is a bottom plan view thereof; and,
 FIG. 8 is a front perspective view of an alternate embodiment thereof showing multiple dividers.
 The broken lines shown in FIGS. 1-8 represent optional dividers, fastener apertures, and reinforcement beads on the lateral walls of the tray, that form no part of the claimed design.

1 Claim, 6 Drawing Sheets



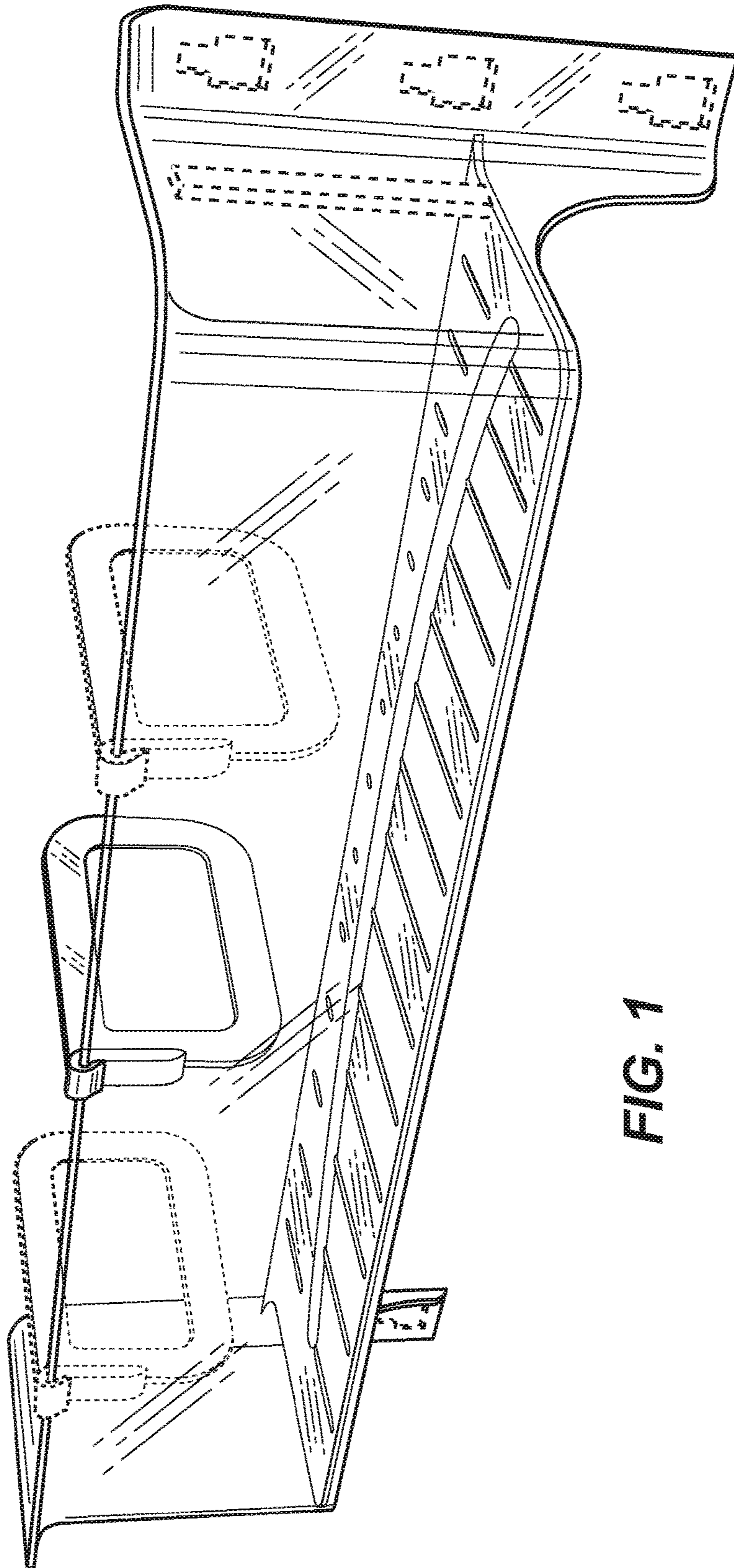
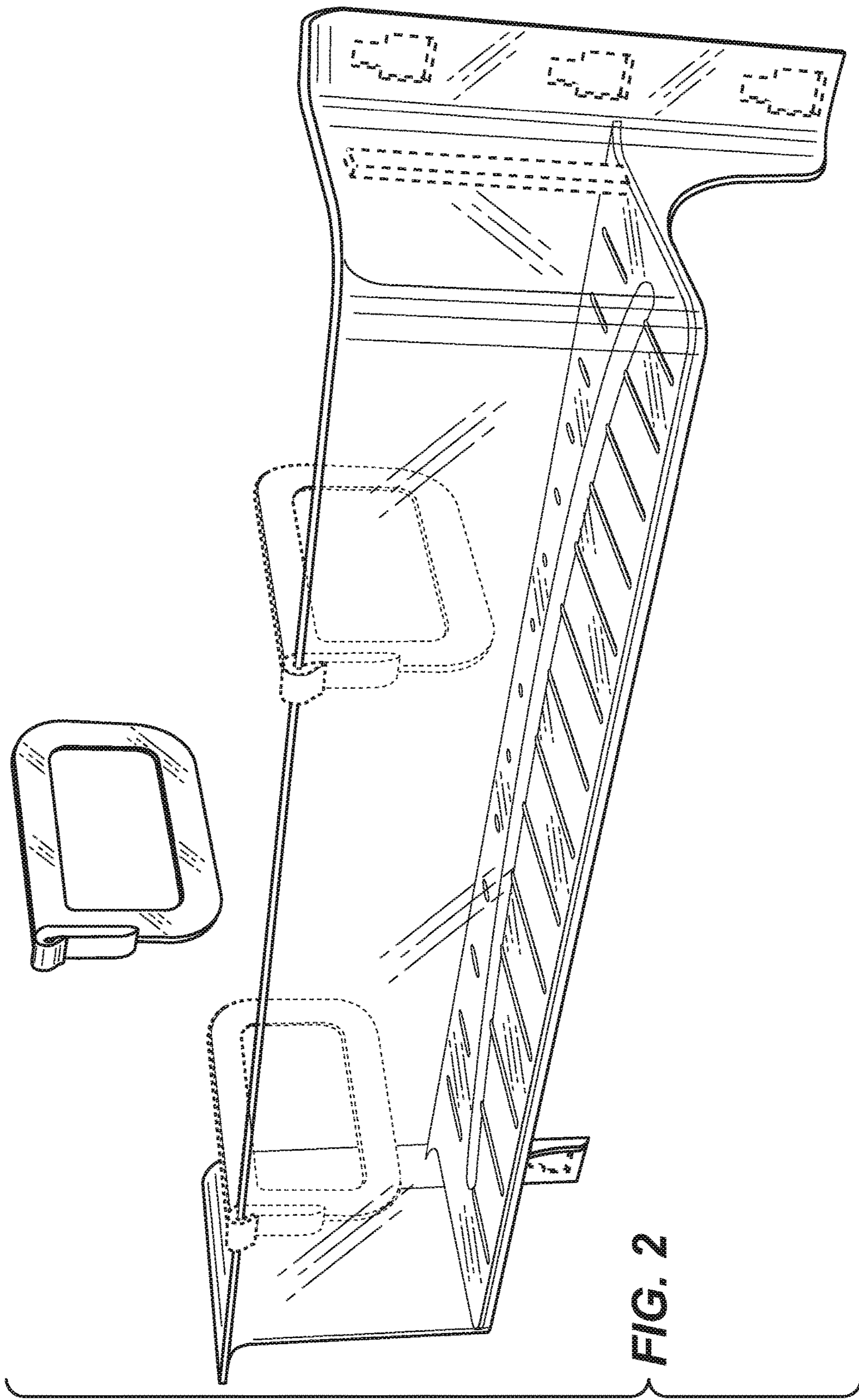


FIG. 1



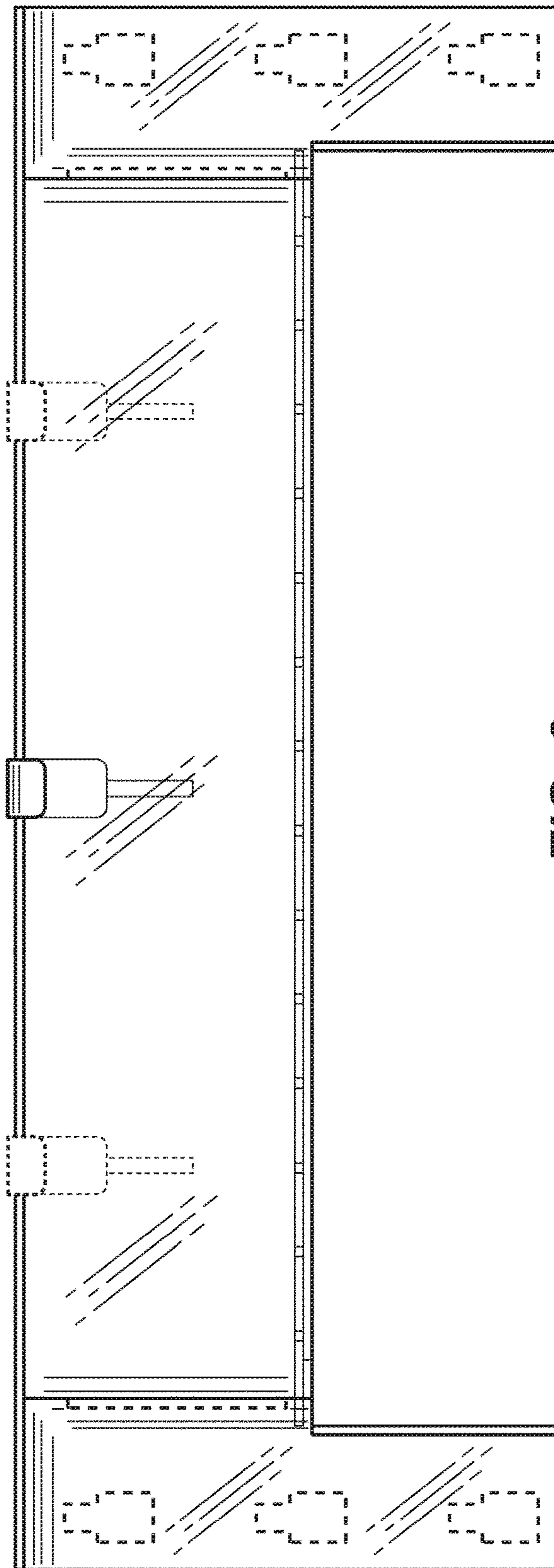


FIG. 3

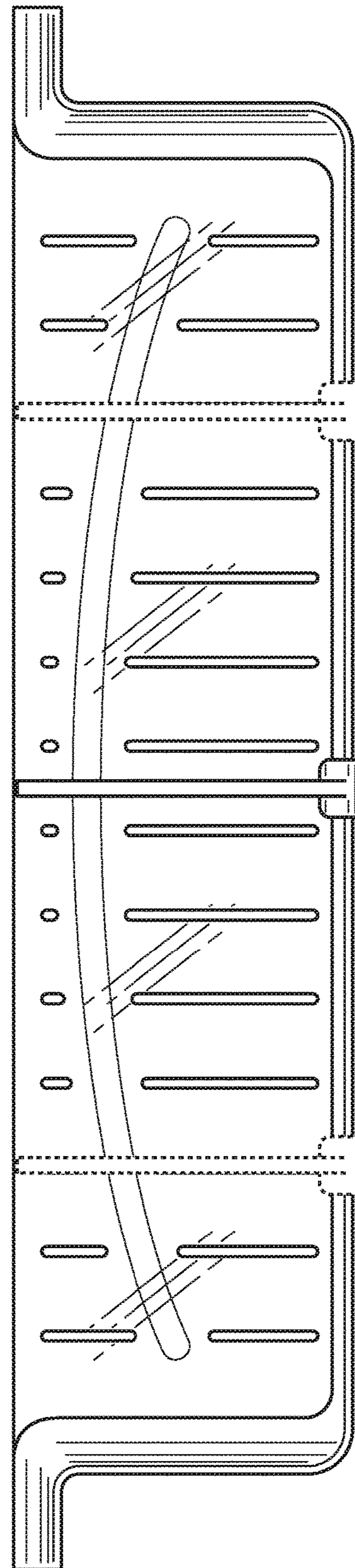


FIG. 6

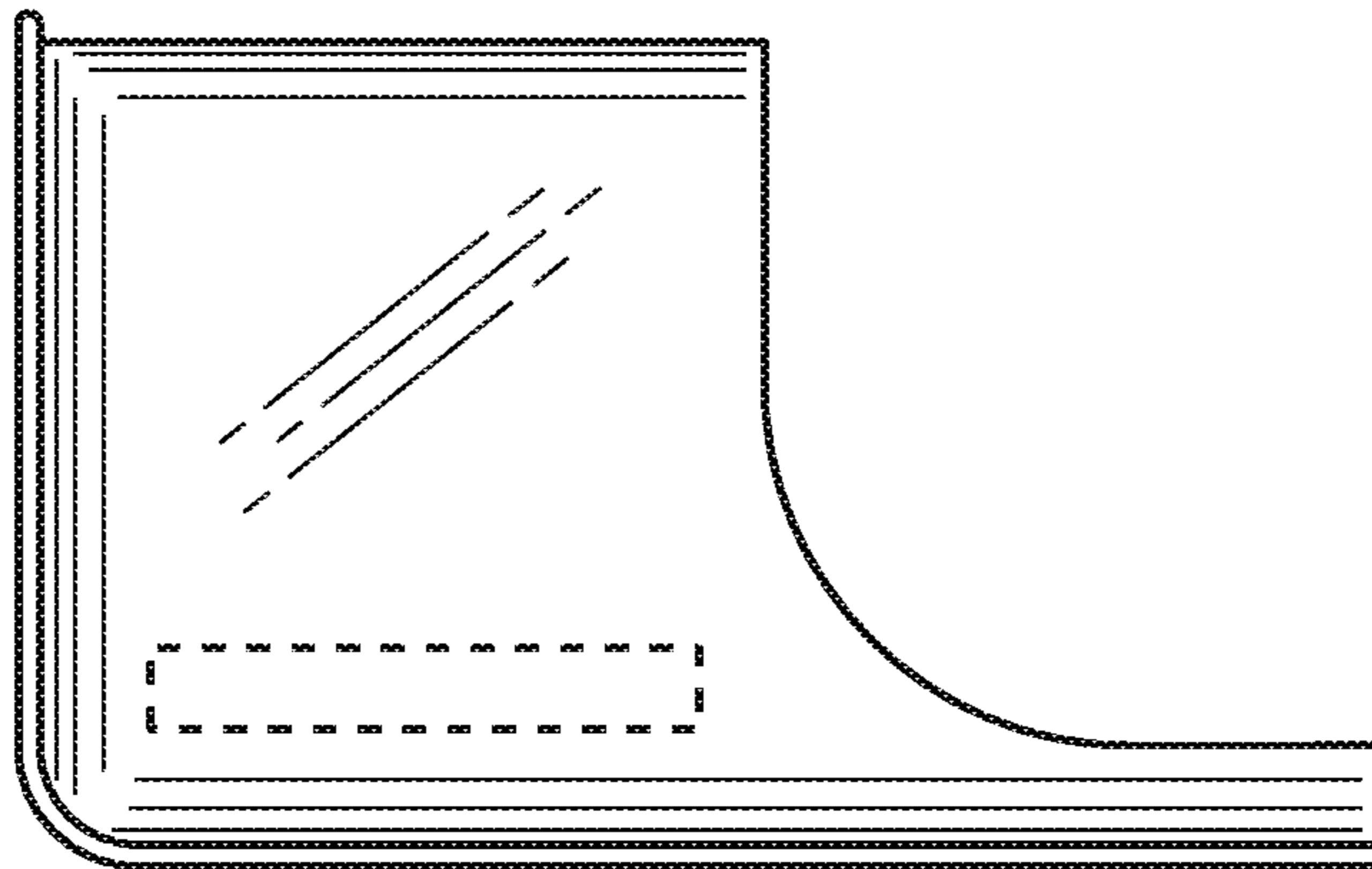


FIG. 4

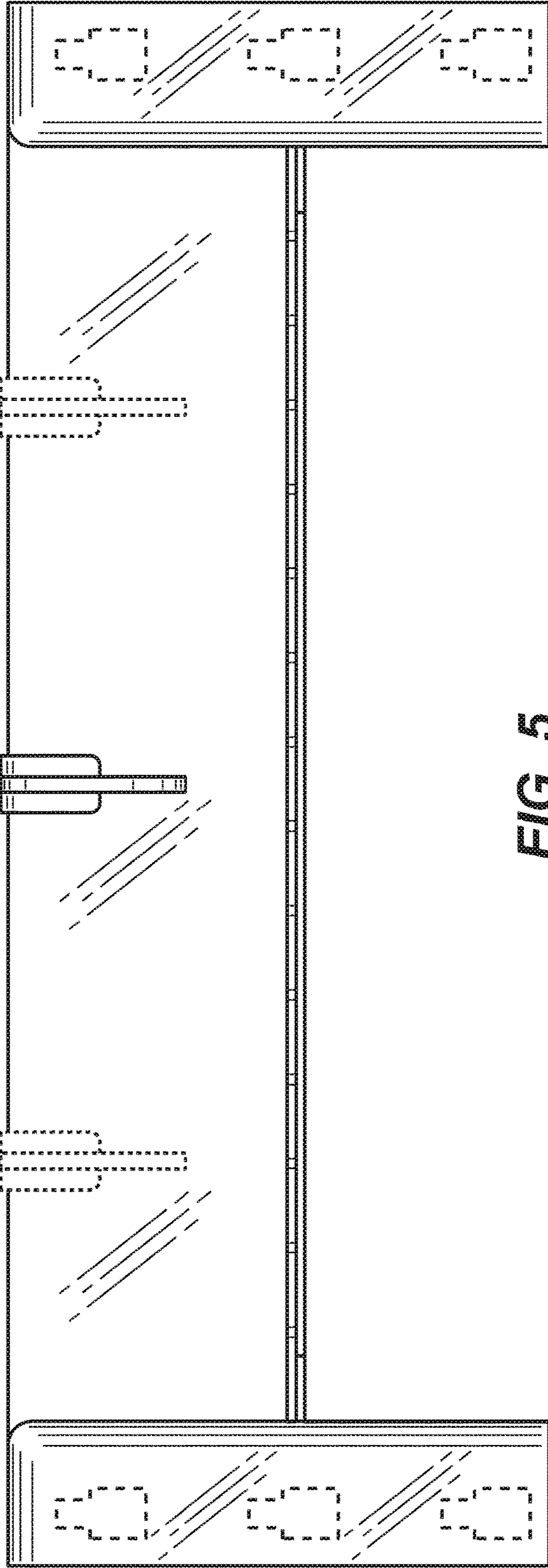


FIG. 5

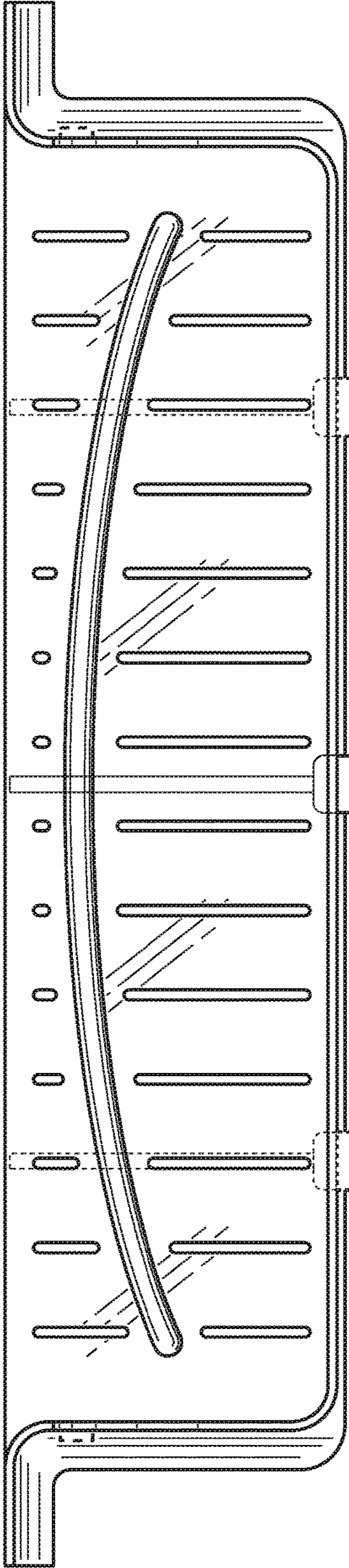


FIG. 7

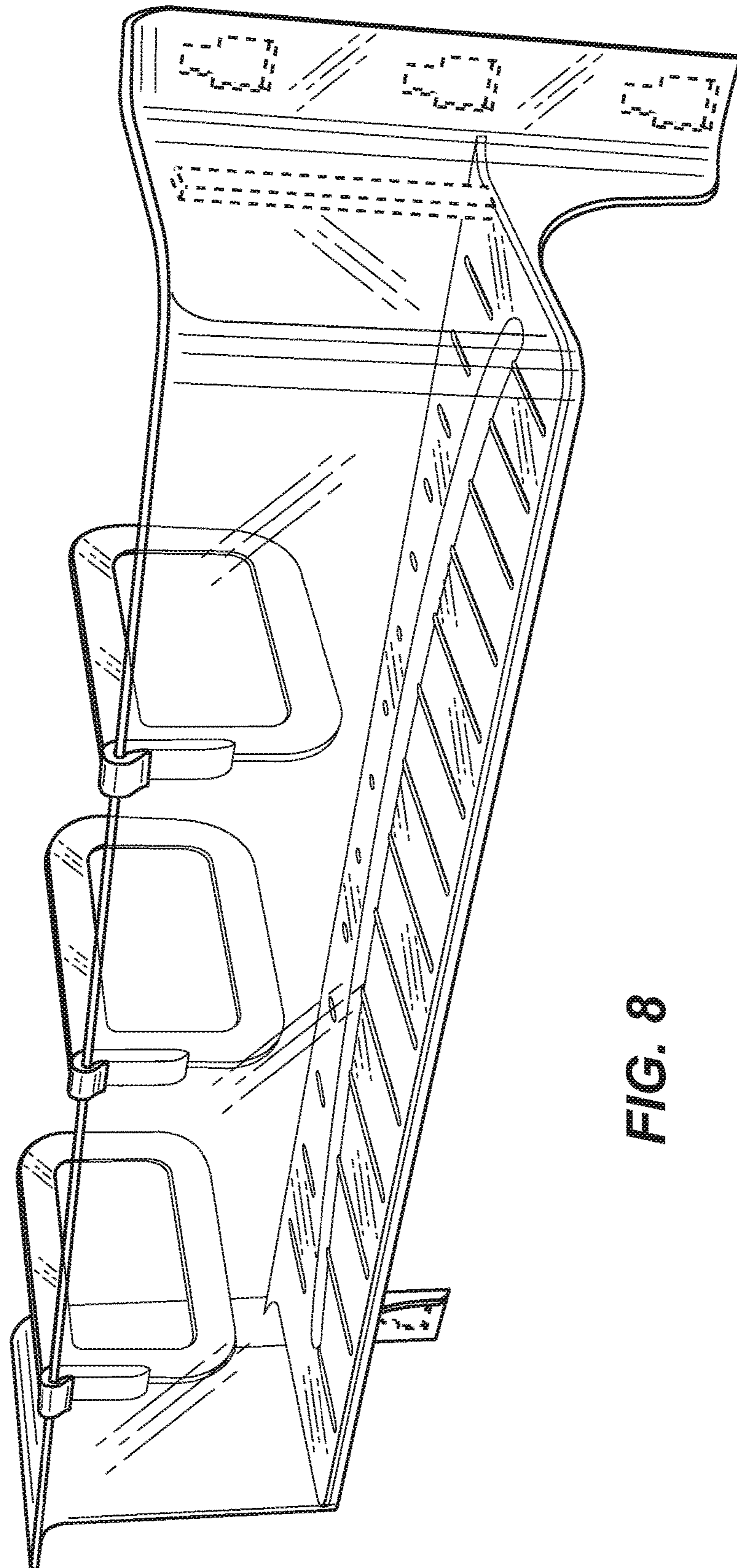


FIG. 8