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

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(54) **ELECTRONIC SHELF LABEL**  
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(\*\*) Term: **15 Years**

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(52) **U.S. Cl.**  
USPC ..... **D20/27**; D20/42  
(58) **Field of Classification Search**  
USPC ..... D10/113.4; D14/125, 126, 371; D20/10, D20/19, 22, 27, 39, 41, 42, 99  
CPC ..... G09F 7/00; G09F 7/02; G09F 7/16; G09F 9/00; G09F 9/3026; G09F 9/33; G09F 9/35; G09F 13/00; G09F 13/22; G09F 15/00; G09F 15/0056; G09F 15/0068; G06F 3/14; H01R 13/514  
See application file for complete search history.

(57) **CLAIM**

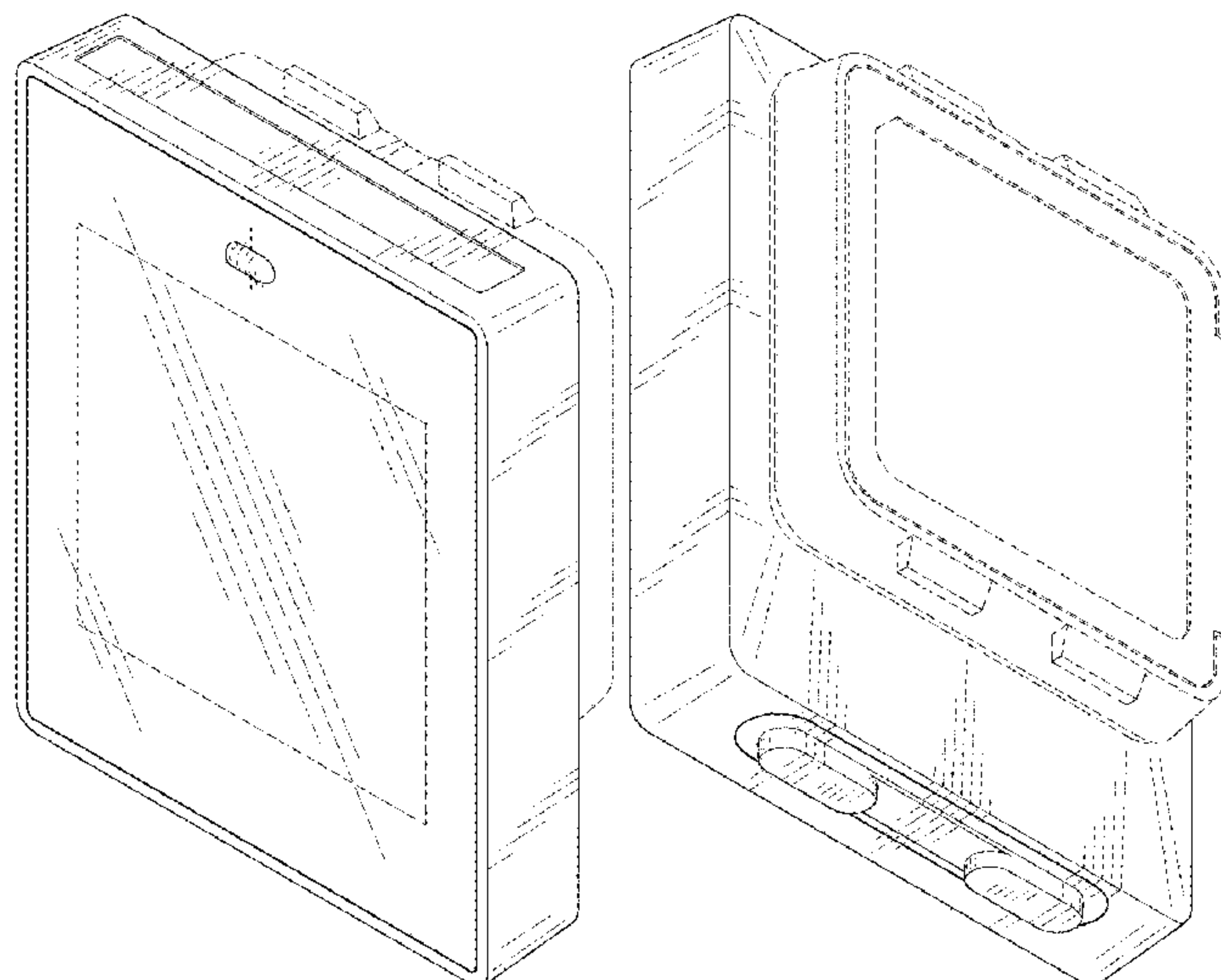
The ornamental design for an electronic shelf label, as shown and described.

**DESCRIPTION**

FIG. 1 is a front perspective view of an electronic shelf label showing the new design;  
FIG. 2 is a rear perspective view thereof;  
FIG. 3 is a front view thereof;  
FIG. 4 is a rear view thereof;  
FIG. 5 is a left side view thereof;  
FIG. 6 is a right side view thereof;  
FIG. 7 is a top view thereof; and,  
FIG. 8 is a bottom view thereof.  
The broken lines in the drawings illustrate unclaimed subject matter and form no part of the claimed design.

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**1 Claim, 6 Drawing Sheets**



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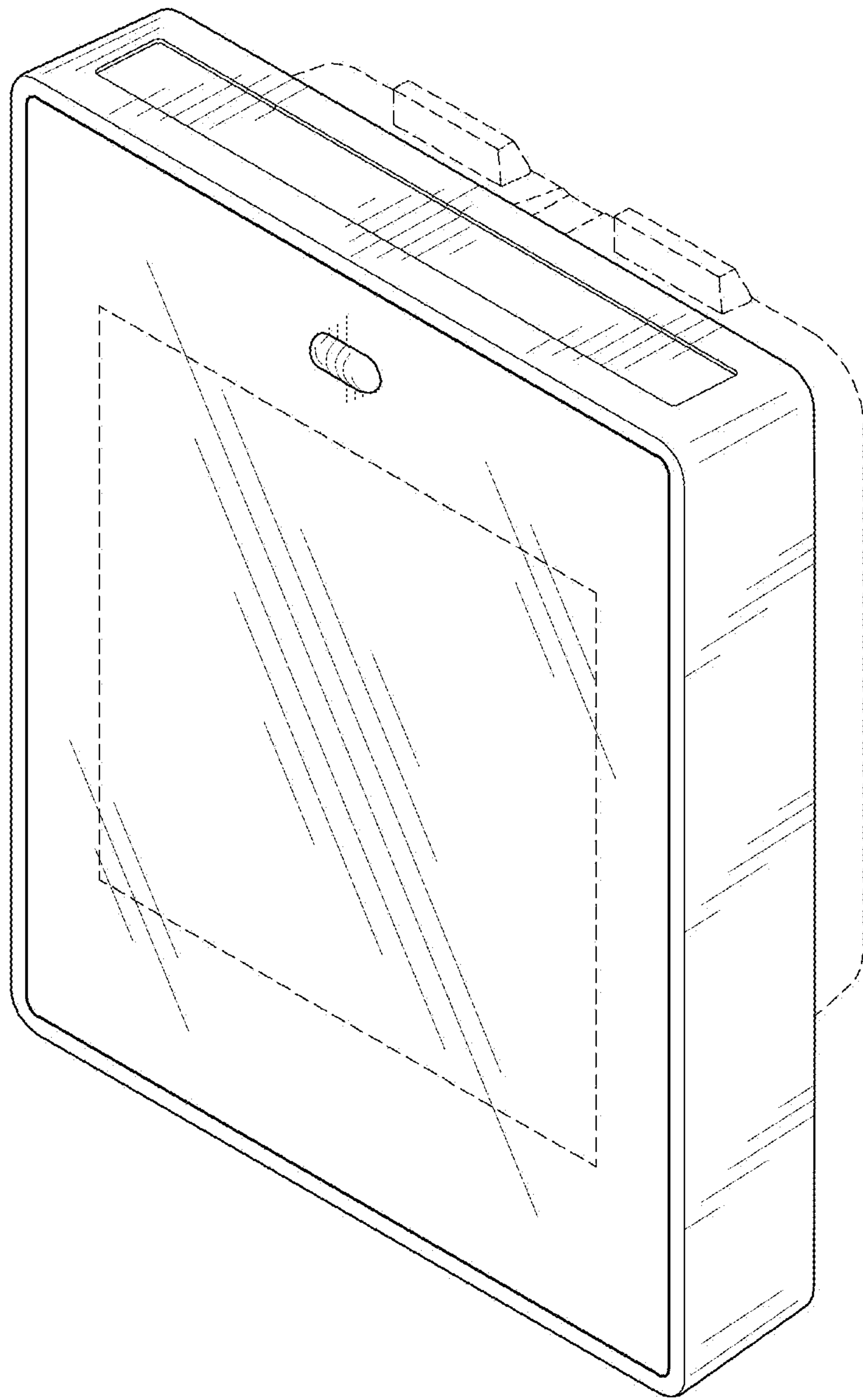


FIG. 1

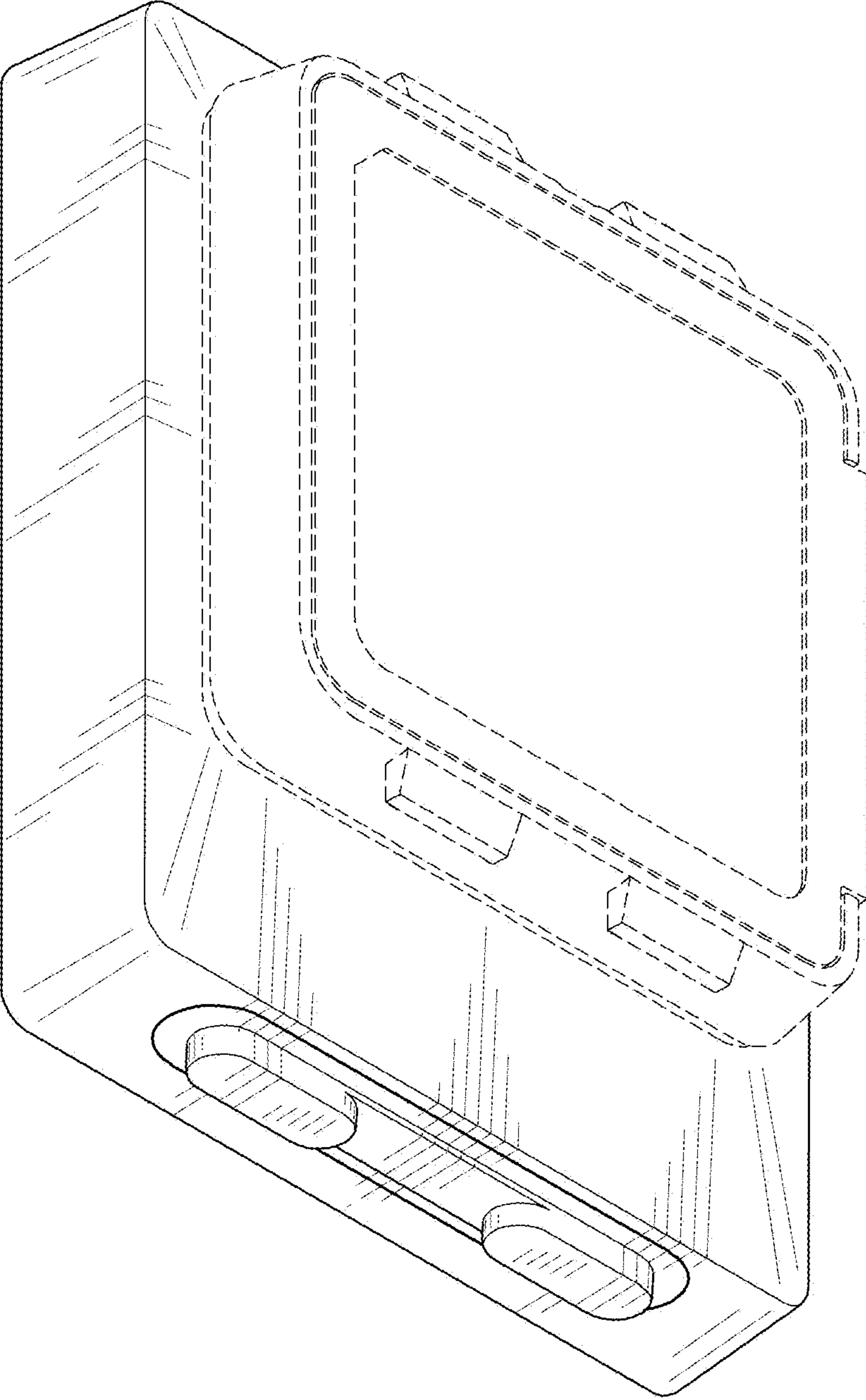


FIG. 2



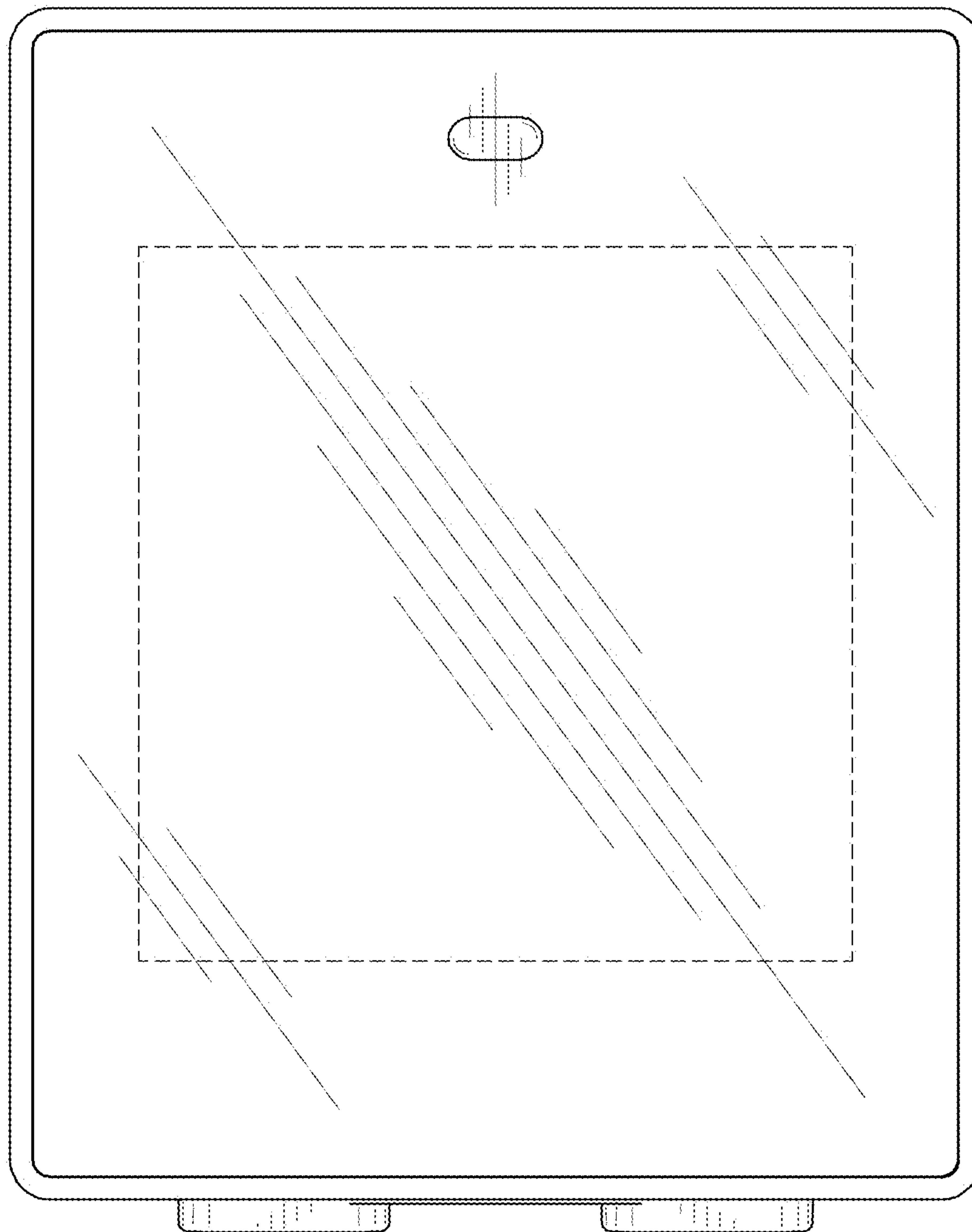


FIG. 3

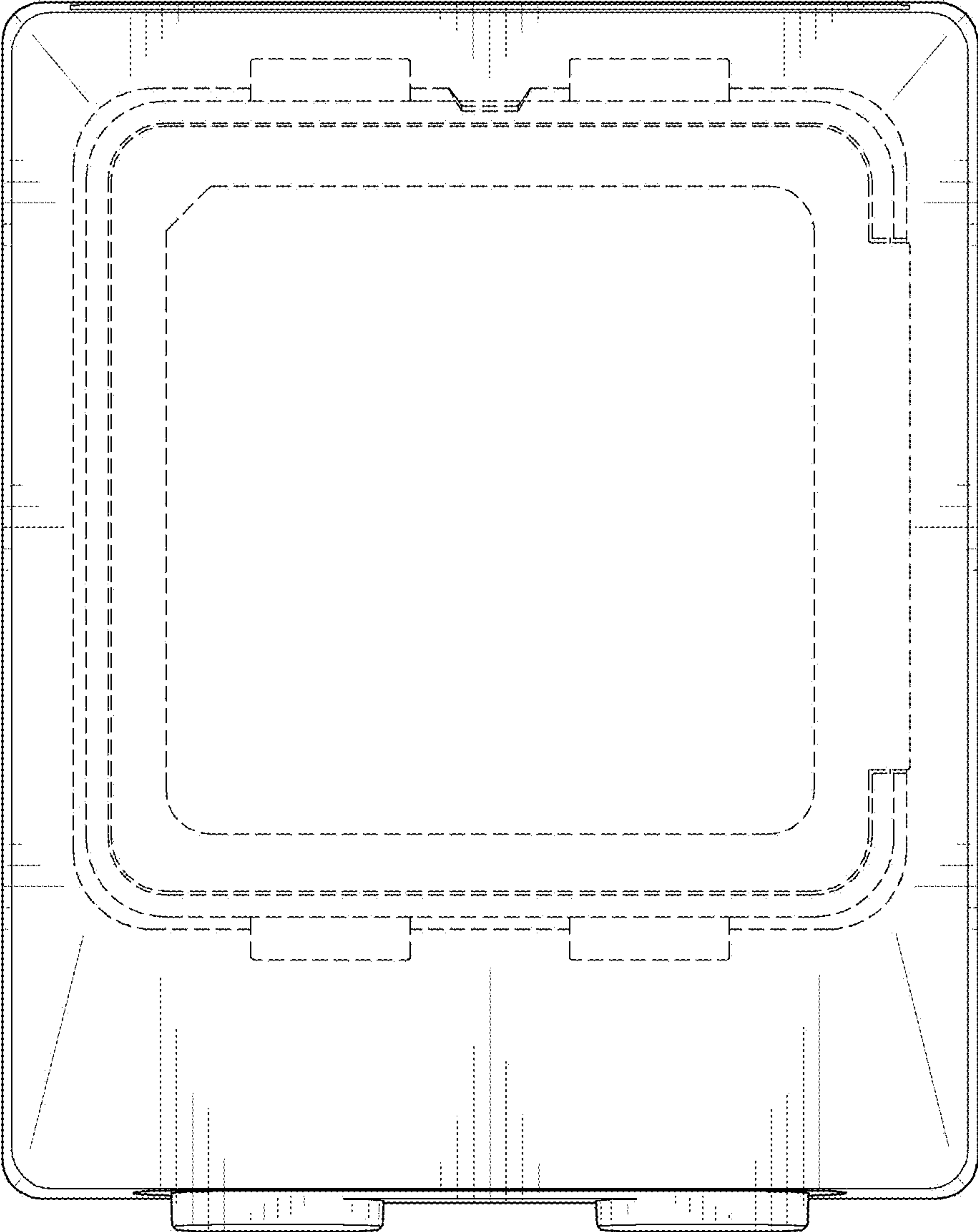


FIG. 4

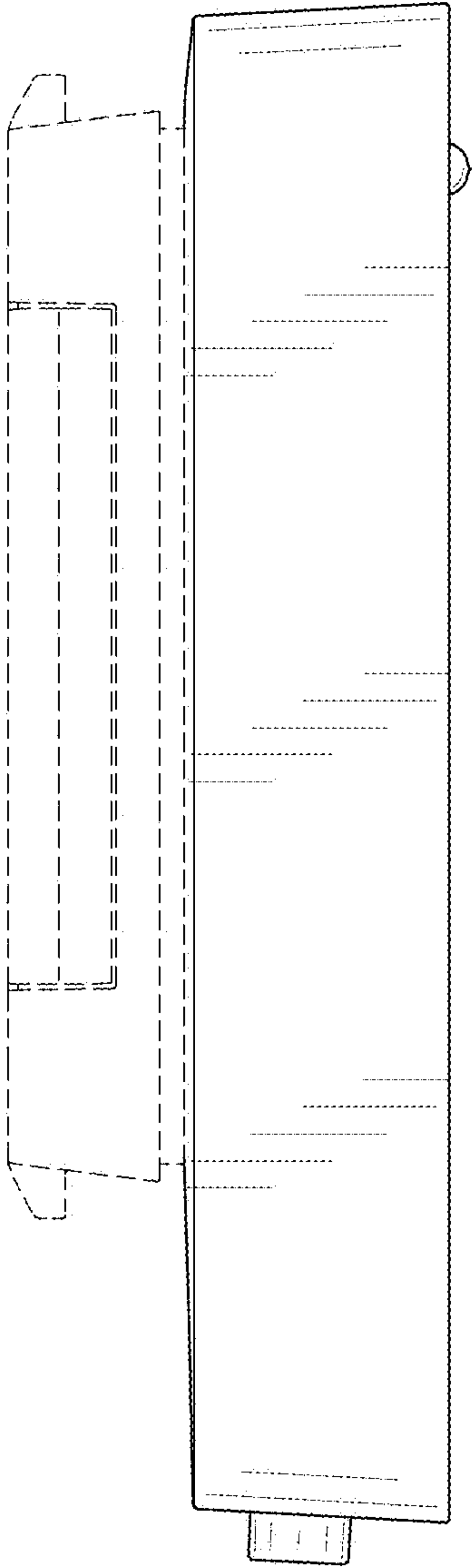


FIG. 5

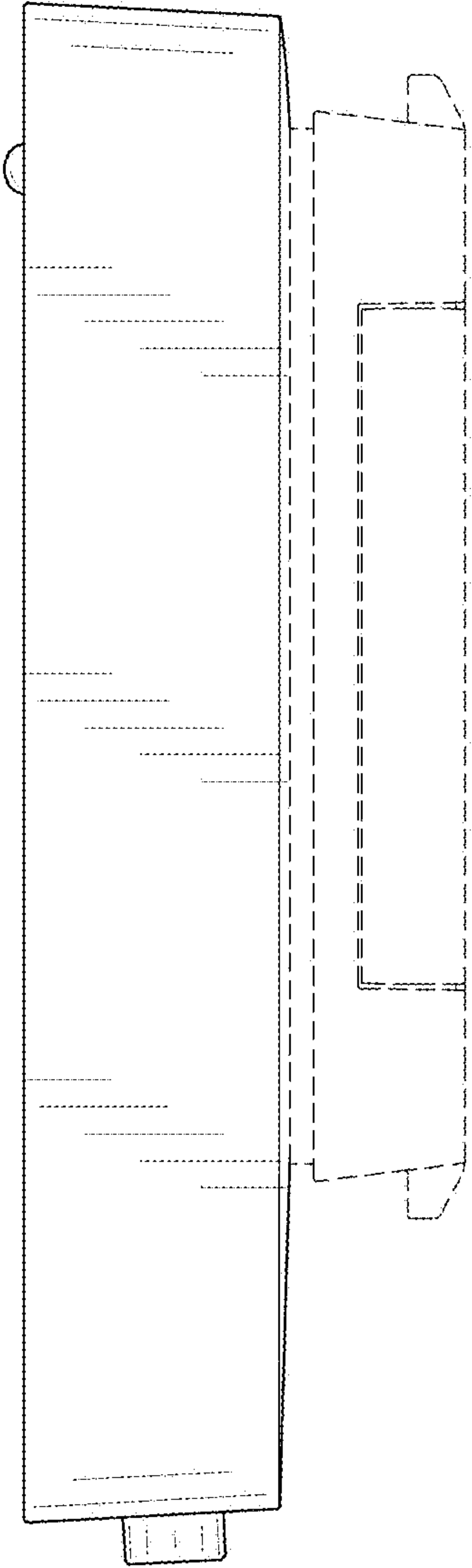


FIG. 6

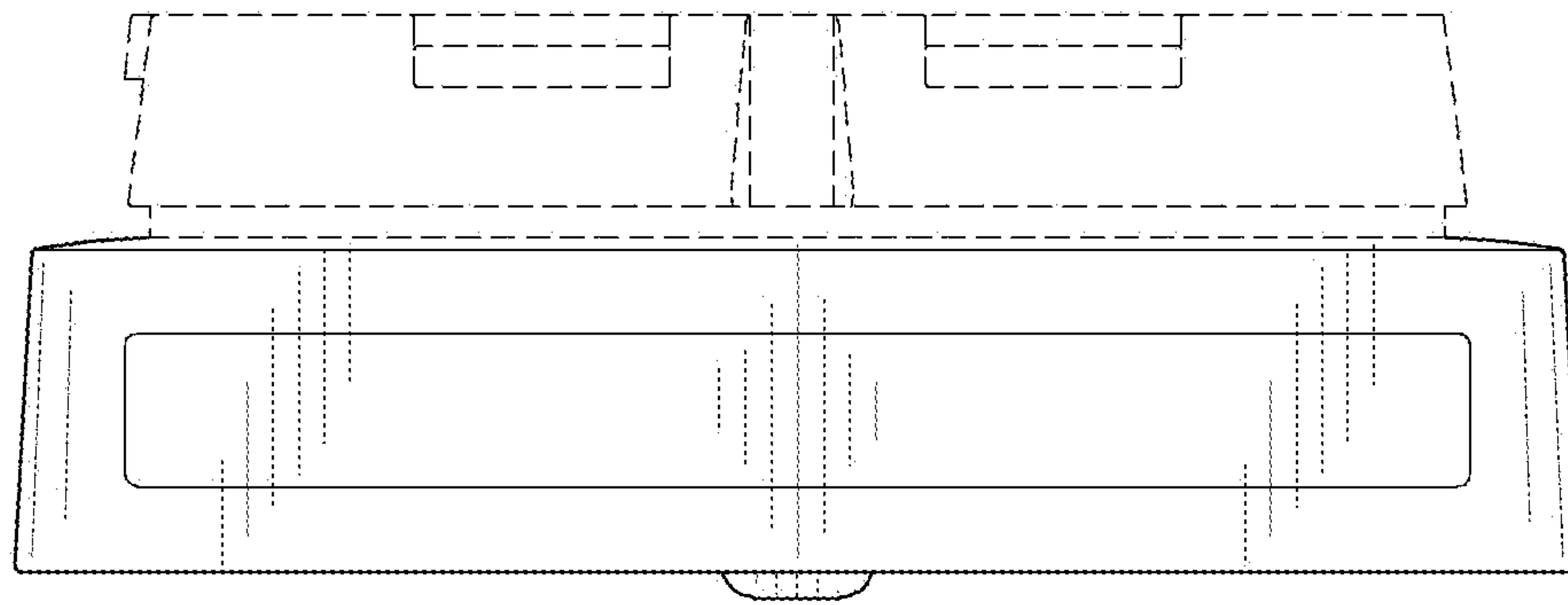


FIG. 7

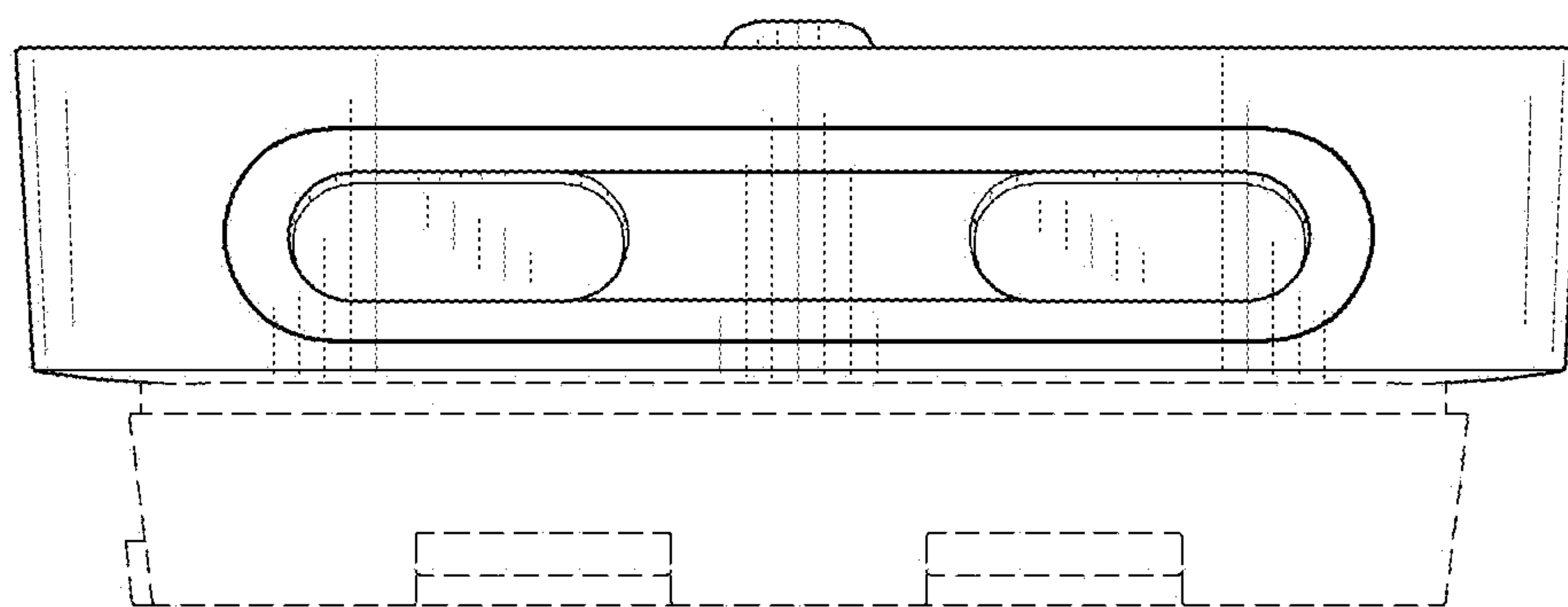


FIG. 8