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(54) **PRODUCT DISPLAY**

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(57) **ABSTRACT**

A product display apparatus for use with a slotted wall for the display of a shoe, the apparatus is defined by having a mounting bracket with an end fitted to the slotted wall and a second end secured to the back of a shelf portion. The shelf portion includes a front section and side sections connecting the front to the back. The shelf portion has a rim extending inwardly around an interior defined by the back, front, and sides. An interchangeable shelf platform is removably secured to the rim of the shelf portion. The shelf platform has an upper surface to showcase an outer sole defined by the shoe. The apparatus further has a frame removably secured to the shelf platform. The frame has a base and sides extending therefrom and a top connecting the pair of sides. The top having a slot for receiving a removable informational card.

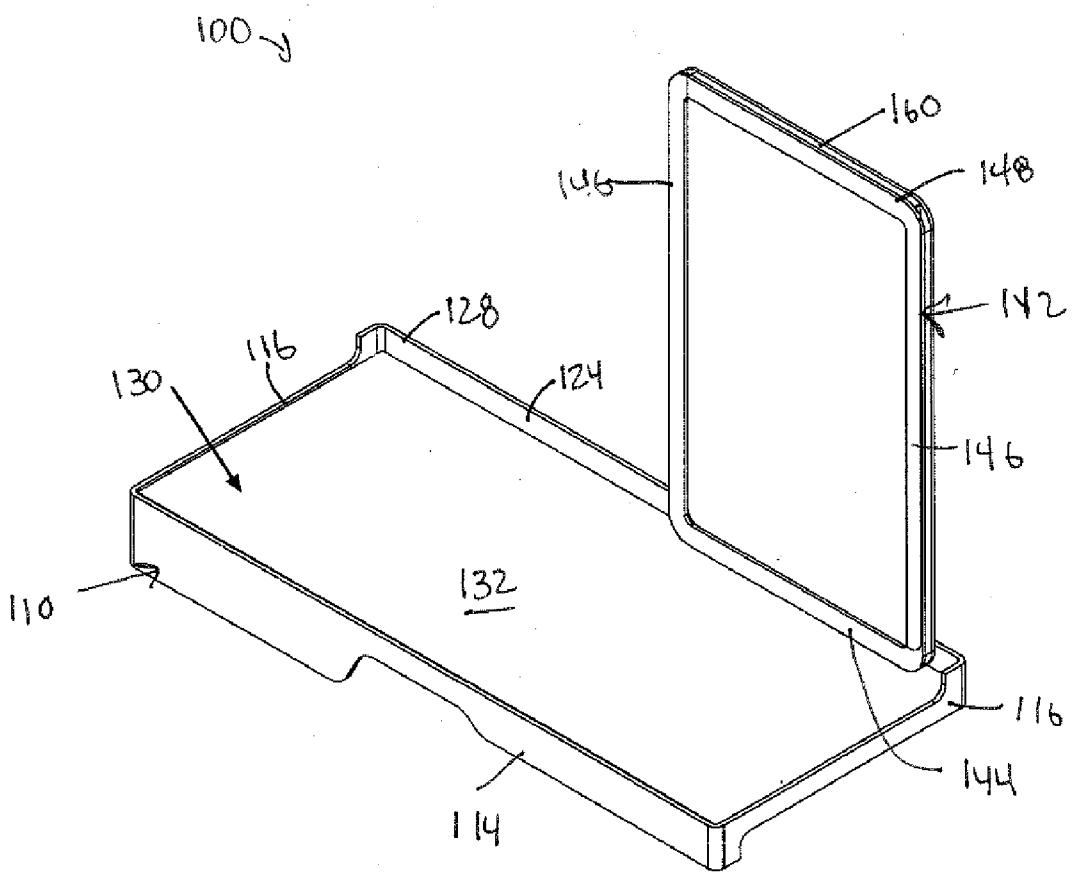


Figure 1

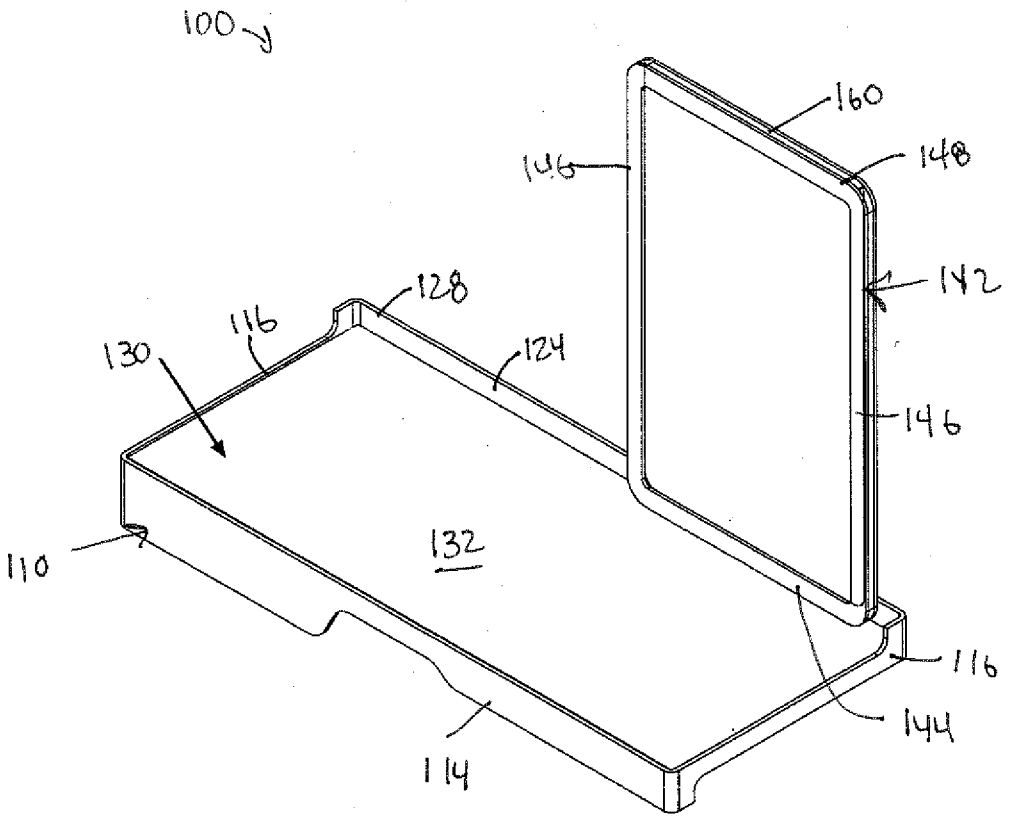


Figure 2

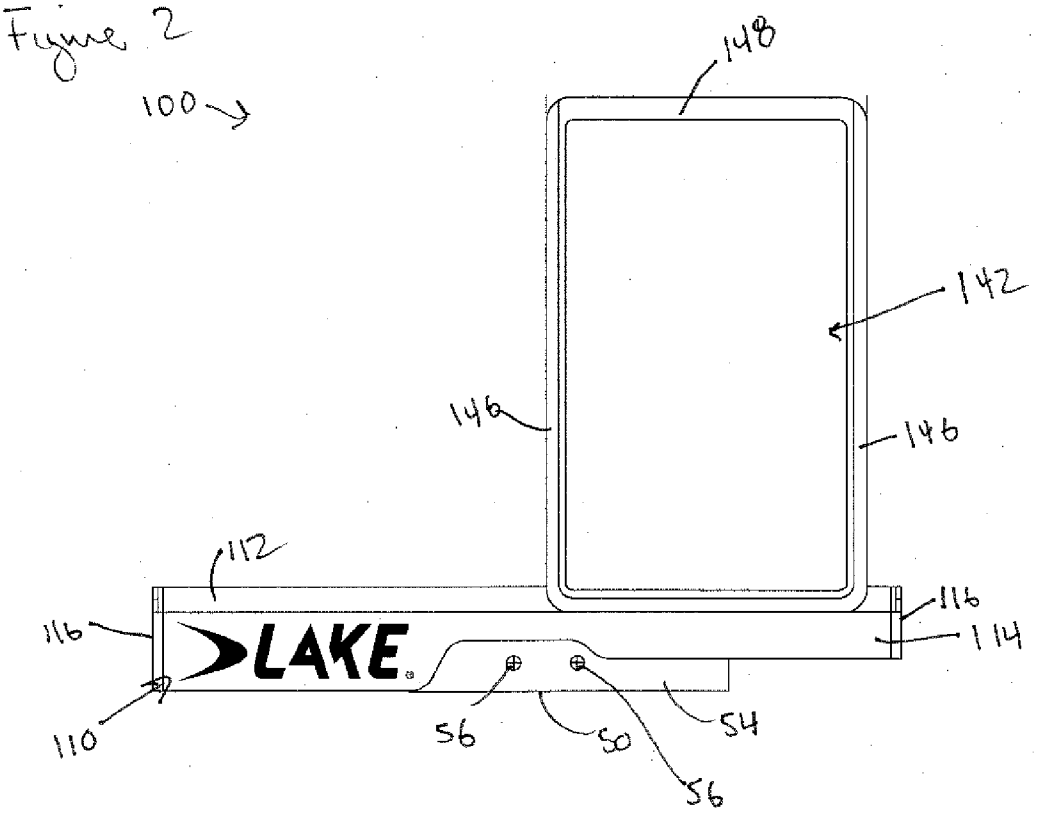


Figure 3

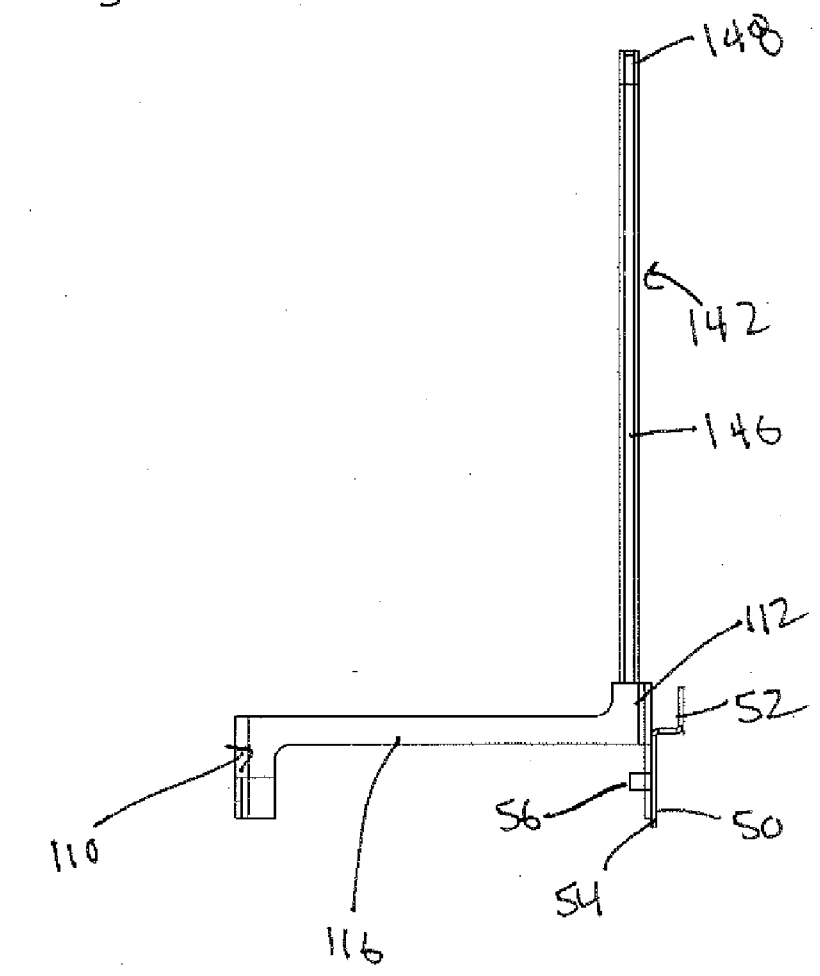


Figure 4

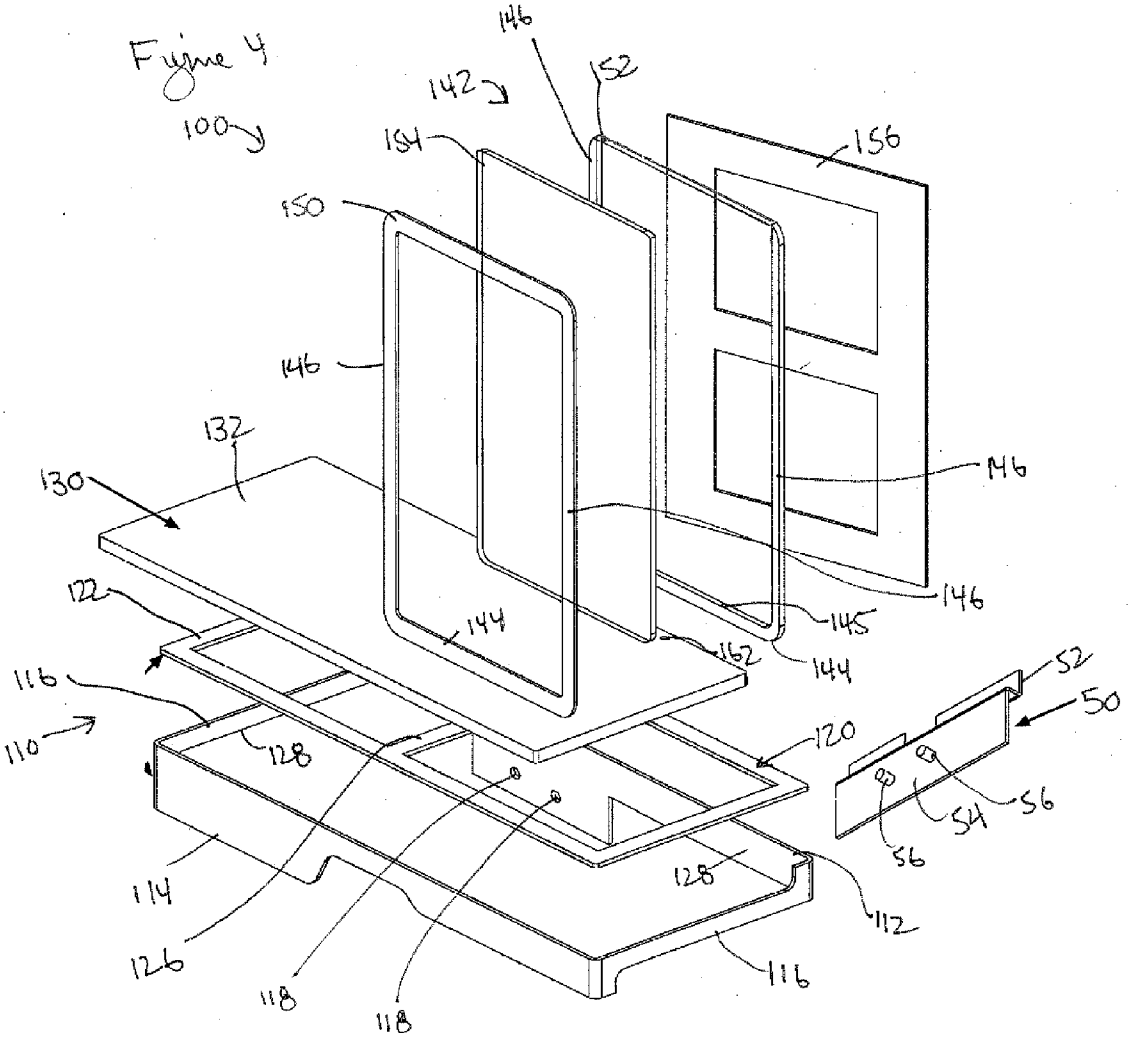
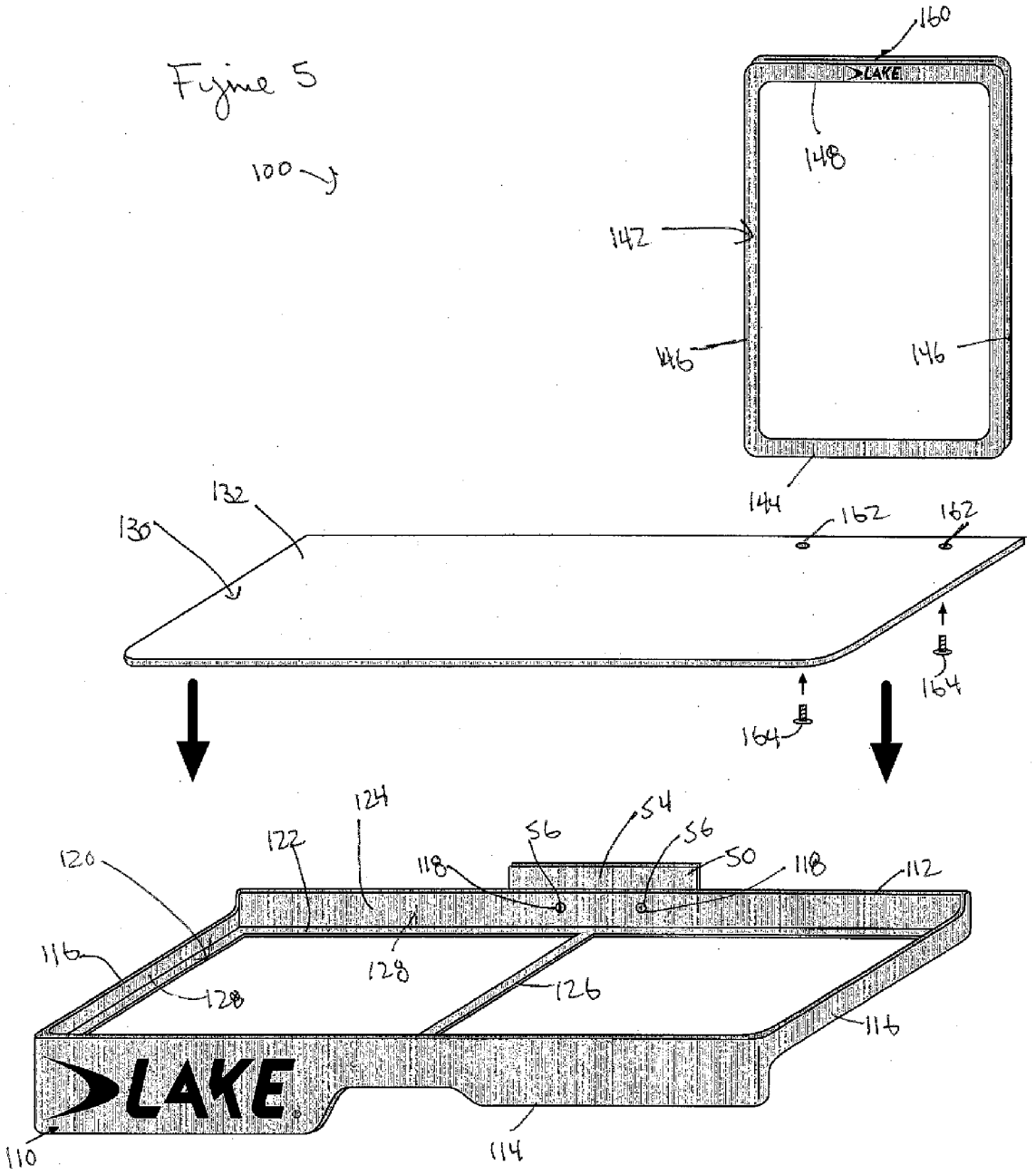

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Figure 5


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PRODUCT DISPLAY

FIELD OF THE INVENTION

[0001] The present invention relates generally a product display and, more particularly, to a display system adapted to show or exhibit shoes in various types of terrain.

BACKGROUND OF THE INVENTION

[0002] In today's competitive economy, effective product displays become more important in promoting and selling products. One particular area in which product display has become critical is the sale of athletic shoes. For several years, logos, designs, and colors provided on the top of athletic shoes have been vital to effective marketing of the products. More recently, the bottom of the shoes, or the outer sole have been critical especially when selling and marketing a shoe designed for a particular purpose. For example, running shoes, walking shoes, basketball shoes, golf shoes, football shoes all have very specifically designed outer soles, some of which include soft or hard cleats. The effective demonstration of how these shoes work on various terrain in which they were designed is not possible. Stores are often carpeted, tiled, or floored and prior art displays do not provide different terrain or surfaces for showcases or exhibiting the shoes outer sole. The display system according to one or more embodiments of the present invention dramatically presents the shoe with the ability for the owner to swap out different platforms with various types of terrain to showcase and exhibit qualities of the outer sole.

SUMMARY OF THE INVENTION

[0003] One or more of the embodiments provided in the present invention relates to a product display apparatus for use with a slotted wall for the display of a shoe. The apparatus includes a mounting bracket, a shelf portion, an interchangeable shelf platform and a frame. The mounting bracket has a first end complimentary to fit into the slotted wall and has a second end. The shelf portion has a back section secured to the second end of the mounting bracket and further includes a front section and a pair of side sections connecting the front section to the back section. The shelf portion has a rim extending inwardly around an interior perimeter defined by the back, front, and side sections. The interchangeable shelf platform is removably secured to the rim of the shelf portion. The shelf platform has an upper surface to showcase an outer sole defined by the shoe. The frame is removably secured to the shelf platform, the frame having a base and a pair of sides extending from the base and a top connecting the pair of sides, the top having a slot for receiving a removable informational card.

[0004] In other aspects of the embodiments, the shelf portion further includes at least one rib extending between the front and back sections and positioned intermediate of the two side sections. Further aspects include the rim being set within the back, front, and side sections, such that these sections extend upwardly from the rim. Yet other aspects include having the interchangeable shelf platform fit within the back, front, and side sections against the rim and at least one rib.

[0005] The upper surface may also be textured to match a particular surface that matches to a performance defined by the outer sole of the show. Different textures include one of the following: asphalt, grass, turf, court, sidewalk, sand, or clay.

[0006] Yet provided in other aspects, the frame may include threaded openings on the base which align with apertures on the platform, and a pair of screws for removably securing the frame to the platform.

[0007] Numerous other advantages and features of the invention will become readily apparent from the following detailed description of the invention and the embodiments thereof, from the claims, and from the accompanying drawings.

DESCRIPTION OF THE DRAWINGS

[0008] A fuller understanding of the foregoing may be had by reference to the accompanying drawings, wherein:

[0009] FIG. **1** is a perspective view of the product display apparatus for use with a slotted wall for the display of a shoe;

[0010] FIG. **2** is a front view of FIG. **1**;

[0011] FIG. **3** is a side view of FIG. **1**;

[0012] FIG. **4** is an exploded view of the product display from FIG. **1**; and

[0013] FIG. **5** is a partial exploded view of the assembly of a product display in accordance with one or more of the embodiments presented herein.

DETAILED DESCRIPTION OF THE EMBODIMENTS

[0014] While the invention is susceptible to embodiments in many different forms, there are shown in the drawings and will be described herein, in detail, the preferred embodiments of the present invention. It should be understood, however, that the present disclosure is to be considered an exemplification of the principles of the invention and is not intended to limit the spirit or scope of the invention and/or the embodiments illustrated.

[0015] Referring now Figures, there is shown a product display system **100** used to showcase a shoe against a slotted wall. The slotted wall, not shown, is a typical wall system found in stores and is made up of multiple L-shaped slots adapted to receive a mounting bracket **50**. One end **52** of the bracket **50** is L-shaped, complimentary to the slot in the slotted wall. The other end **54** of the bracket **50** is flat with a pair of fastening screws **56** adapted to be secured to a shelf portion **110** of the product display system **100**.

[0016] As noted, the product display system **100** includes a shelf portion **110** having a back section **112** and a front section **114** connected between side sections **116**. The back section **112** includes the apertures **118** for receiving the fastening screws **56** to secure the bracket **50** thereto. The shelf portion **110** includes a bottom section **120** consisting of a rim **122** extending inwardly around the interior perimeter **124** of the back, front, and side sections. The bottom section **120** further includes a rib **126** extending between the front and back sections and positioned intermediate of the two side sections. The bottom section **120** is thus set within the back, front, and side sections, such that these sections appear to extend upwardly there from to provide interior walls **128**.

[0017] Positioned within the interior walls **128** and on the bottom section **120** is an interchangeable shelf platform **130**. The platform **130** fits inside the interior walls **128** and rests against the rim **122** and rib **126**. The top portion of the platform **130** includes a surface **132** that can be textured to match a particular surface matched to the performance of an outer sole of a shoe that is to be displayed on the platform **130**. For example, if the shoe is a running shoe with an outer sole

designed to be used on a street surface, the surface **132** of the platform **130** may be made of a asphalt (or in some instances the surface **132** may simply be painted to look like asphalt). There are numerous types of surfaces used for different types of shoes, i.e., asphalt, grass, turf, court, sidewalk, sand, clay . . .

[0018] Attached to the platform **130** is a frame **142**. The frame **142** includes a base **144** and a pair of sides **146** extending upwardly there from. Connected to the sides is also a top **148**. The frame **142** may also be a two piece construction, having front and back sections **150** and **152**, with a plastic window **154** and a backing **156**. When the frame **142** is assembled, the top **148** includes a slot **160** for receiving an informational card that slides between the front and back sections (most preferably along a groove cut down the sides **146**. The informational card provides details regarding the shoe being displayed and is easily replaceable when a new shoe or different surface is attached. The frame **142** includes threaded openings **145** on the base **144** which align with apertures **162** on the platform **130**, such that the frame **142** can be removably secured to the platform **130** with a pair of screws **164**.

[0019] From the foregoing and as mentioned above, it will be observed that numerous variations and modifications may be effected without departing from the spirit and scope of the novel concept of the invention. It is to be understood that no limitation with respect to the specific methods and apparatus illustrated herein is intended or should be inferred.

We claim:

1. A product display apparatus for use with a slotted wall for the display of a shoe, the apparatus comprising:

a mounting bracket having a first end complimentary to fit into the slotted wall and having a second end;

a shelf portion having a back section secured to the second end of the mounting bracket, the shelf portion further including a front section and a pair of side sections connecting the front section to the back section, the shelf portion having a rim extending inwardly around an interior perimeter defined by the back, front, and side sections;

an interchangeable shelf platform removably secured to the rim of the shelf portion, the shelf platform having an upper surface to showcase an outer sole defined by the shoe; and

a frame removably secured to the shelf platform, the frame having a base and a pair of sides extending from the base and a top connecting the pair of sides, the top having a slot for receiving a removable informational card.

2. The apparatus of claim **1**, wherein the shelf portion further includes at least one rib extending between the front and back sections and positioned intermediate of the two side sections.

3. The apparatus of claim **1**, wherein the rim is set within the back, front, and side sections, such that these sections extend upwardly from the rim.

4. The apparatus of claim **2**, wherein the interchangeable shelf platform fits within the back, front, and side sections against the rim and at least one rib.

5. The apparatus of claim **1**, wherein the upper surface is textured to match a particular surface that matches to a performance defined by the outer sole of the show.

6. The apparatus of claim **5**, wherein the upper surface is textured to one of the following: asphalt, grass, turf, court, sidewalk, sand, or clay.

7. The apparatus of claim **1**, wherein the frame includes threaded openings on the base which align with apertures on the platform, and a pair of screws for removably securing the frame to the platform.

8. A product display apparatus for use with a slotted wall, the apparatus comprising:

a mounting bracket having a first end complimentary to fit into the slotted wall and having a second end;

a shelf portion having a back section secured to the second end of the mounting bracket, the shelf portion further including a front section and a pair of side sections connecting the front section to the back section, the shelf portion having a rim extending inwardly around an interior perimeter defined by the back, front, and side sections; and

an interchangeable shelf platform removably secured to the rim of the shelf portion, the shelf platform having an upper surface.

8. The apparatus of claim **8** further comprising a frame removably secured to the shelf platform, the frame having a base and a pair of sides extending from the base and a top connecting the pair of sides, the top having a slot for receiving a removable informational card.

9. The apparatus of claim **8** further comprising a frame defined by having front and back sections to define a base, a pair of sides and a top, the frame having a slot defined by an opening in the top section and grooves defined between the front and back sections along the sides, the slot for receiving a removable informational card.

10. The apparatus of claim **9**, wherein the shelf portion further includes at least one rib extending between the front and back sections and positioned intermediate of the two side sections.

11. The apparatus of claim **10**, wherein the rim is set within the back, front, and side sections, such that these sections extend upwardly from the rim.

12. The apparatus of claim **11**, wherein the interchangeable shelf platform fits within the back, front, and side sections against the rim and at least one rib.

13. The apparatus of claim **12**, wherein the display apparatuses used to showcase a shoe the upper surface being textured to match a particular surface that matches to a performance defined by an outer sole of the show.

14. The apparatus of claim **13**, wherein the upper surface is textured to one of the following: asphalt, grass, turf, court, sidewalk, sand, or clay.

15. The apparatus of claim **9**, wherein the frame includes threaded openings on the base which align with apertures on the platform, and a pair of screws for removably securing the frame to the platform.

16. A product display apparatus for use with a slotted wall for the display of a shoe, the apparatus comprising:

a mounting bracket having a first end complimentary to fit into the slotted wall and having a second end;

a shelf portion having a back section secured to the second end of the mounting bracket, the shelf portion further including a front section and a pair of side sections connecting the front section to the back section, the shelf portion having a rim extending inwardly around an interior perimeter defined by the back, front, and side sections, the shelf portion further including at least one rib extending between the front and back sections and positioned intermediate of the two side sections, and wherein

the rim is set within the back, front, and side sections, such that these sections extend upwardly from the rim;

an interchangeable shelf platform removably secured to the rim of the shelf portion, the shelf platform having an upper surface to showcase an outer sole defined by the shoe;

a frame removably secured to the shelf platform, the frame having a base and a pair of sides extending from the base and a top connecting the pair of sides, the top having a slot for receiving a removable informational card

17. The apparatus of claim **16**, wherein the interchangeable shelf platform fits within the back, front, and side sections against the rim and at least one rib.

18. The apparatus of claim **17**, wherein the upper surface is textured to match a particular surface that matches to a performance defined by the outer sole of the show.

19. The apparatus of claim **18**, wherein the upper surface is textured to one of the following: asphalt, grass, turf, court, sidewalk, sand, or clay.

20. The apparatus of claim **19**, wherein the frame includes threaded openings on the base which align with apertures on the platform, and a pair of screws for removably securing the frame to the platform.

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