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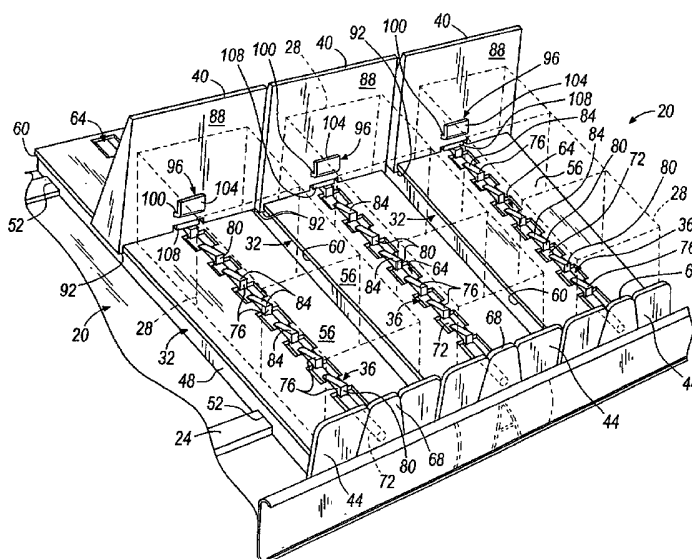
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[Continued on next page]

(54) Title: PRODUCT DISPLAY AND FRONTING ASSEMBLY



(57) Abstract: In some embodiments, a product fronting assembly includes a rotatable rear member and an elongated member extending to a handle at a front of the assembly. The rear member in some embodiments is rotatable to permit rear product loading in the assembly. Alternatively or in addition, the rear member is rotatable between a position in which forward handle movement fronts product and another position in which such handle movement does not front product. In some embodiments, a ratchet mechanism enables a handle to be returned to a stowed position after fronting product. A cable or strip can connect a handle to a rear member used to move the product. A portion of the cable or strip can be wound in a coil within or at least partially defining an assembly handle. Also, in some embodiments the assembly can be snap-fit upon a shelf.

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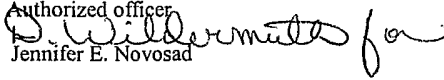
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/27925

A. CLASSIFICATION OF SUBJECT MATTER IPC(7) : A47F 1/04, 5/00 US CL : 211/59.2, 59.3 According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 211/1.3, 57.1, 59.1, 59.2, 59.3, 126.15, 175, 184; 312/35, 71 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 1,702,987 A (WILSON) 19 February 1929 (19.02.1929).	64-76
A	US 2,079,754 A (WAXGISER) 11 May 1937 (11.05.1937).	
A	US 2,098,844 A (WAXGISER) 09 November 1937 (09.11.1937).	
X	US 5,123,546 A (CRUM) 23 June 1992 (23.06.1992).	
A	US 5,413,229 A (ZUBERBUHLER et al) 09 May 1995 (09.05.1995).	
A	US 5,855,283 A (JOHNSON) 05 January 1999 (05.01.1999).	
A	US 6,155,438 A (CLOSE) 05 December 2000 (05.12.2000).	
A	US 6,375,015 B1 (WINGATE) 23 April 2002 (23.04.2002).	
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents:		
"A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family	
Date of the actual completion of the international search 09 June 2005 (09.06.2005)		Date of mailing of the international search report 07 JUL 2005
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (703) 305-3230		Authorized officer  Jennifer E. Novosad Telephone No. 571-272-5250

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/27925

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
Please See Continuation Sheet

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
 2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
 3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

 4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
- Remark on Protest** The additional search fees were accompanied by the applicant's protest.
 No protest accompanied the payment of additional search fees.

BOX III. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-13, drawn to a product fronting assembly.

Group II, claims 14-35 and 36-44, drawn to a product fronting assembly.

Group III, claims 45-63, drawn to a product fronting assembly.

Group IV, claims 64-78, drawn to a product fronting assembly.

The inventions listed as Groups I-IV do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

Groups II, III, and IV do not require the particulars of the ratchet mechanism, as in Group I.

Groups II and IV do not require the particulars of the coil, as in Group III.

Group II does not require the particulars of the intermediate member, as in Group IV.