



US009408478B2

(12) **United States Patent**
Vogler et al.

(10) **Patent No.:** **US 9,408,478 B2**
(45) **Date of Patent:** **Aug. 9, 2016**

(54) **ADJUSTABLE DEPTH MERCHANDISING CROSSBAR SYSTEMS AND METHODS FOR DIVIDING, PUSHING AND/OR DISPENSING ONE OR MORE RETAIL PRODUCTS**

5/0025; A47F 5/0031; A47F 5/005; A47F 5/0081; A47F 5/0093; A47F 5/0846; A47F 5/10; A47F 5/101; A47F 5/103
USPC 211/59.2, 59.3, 88.02, 90.01, 90.02, 211/126.15, 151
See application file for complete search history.

(71) Applicant: **Marketing Impact Limited**, Concord (CA)

(56) **References Cited**

(72) Inventors: **Michael Vogler**, Concord (CA); **Joel Pollock**, Concord (CA)

U.S. PATENT DOCUMENTS

(73) Assignee: **Marketing Impact Limited**, Concord, Ontario (CA)

4,705,175 A * 11/1987 Howard A47F 5/103 108/109
4,762,236 A * 8/1988 Jackle, III A47F 1/126 211/59.3

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 85 days.

(Continued)

FOREIGN PATENT DOCUMENTS

(21) Appl. No.: **14/249,744**

DE 3119207 A1 * 12/1982 A47B 96/027
DE 3903954 C1 * 12/1989 A47F 1/121
NL 9301698 A * 5/1995 A47F 1/121

(22) Filed: **Apr. 10, 2014**

Primary Examiner — Joshua Rodden

(65) **Prior Publication Data**

US 2014/0305891 A1 Oct. 16, 2014

(74) *Attorney, Agent, or Firm* — Norris McLaughlin & Marcus, P.A.

Related U.S. Application Data

(60) Provisional application No. 61/811,332, filed on Apr. 12, 2013.

(57) **ABSTRACT**

(51) **Int. Cl.**
A47F 5/08 (2006.01)
A47F 1/12 (2006.01)
(Continued)

Adjustable depth merchandising crossbar systems and methods dispense retail products, the crossbar systems and methods having a fixed portion comprising a first outer mounting assembly, a second outer mounting assembly movably connected to the first outer mounting assembly, and upright mounting hooks, wherein the upright mounting hooks are configured to be mountable to retail aisle uprights and a sliding portion comprising a first inner sliding assembly and a second inner sliding assembly movably connected to the first inner sliding assembly. The crossbar systems and methods also have an expandable attachment bar, wherein the expandable attachment bar is configured to receive at least one retail product merchandising pusher system for dispensing retail products and a plurality of sliding assemblies. The sliding portion of the crossbar is movable to a closed position or to an at least partially extended position via the plurality of sliding assemblies.

(52) **U.S. Cl.**
CPC . *A47F 1/125* (2013.01); *A47F 1/12* (2013.01); *A47F 5/005* (2013.01); *A47F 5/0093* (2013.01); *A47F 5/0846* (2013.01); *A47F 5/103* (2013.01); *Y10T 29/49826* (2015.01)

(58) **Field of Classification Search**
CPC *A47B 88/04*; *A47B 96/025*; *A47B 96/067*; *A47F 1/12*; *A47F 1/121*; *A47F 1/125*; *A47F*

25 Claims, 62 Drawing Sheets

