

(12) **United States Patent**  
**O'Toole**

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(54) **EYEWEAR DISPLAY ASSEMBLIES AND RELATED METHODS**

USPC ..... 211/40, 41.12, 85.1; 40/600, 657  
See application file for complete search history.

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(57) **ABSTRACT**

An eyewear display assembly, according to various embodiments, has a base portion (e.g., a rectangular base portion), a marketing materials sheet, and an eyewear support portion (e.g., a rectangular eyewear support portion). In various embodiments, the eyewear support portion defines one or more eyewear support cutouts for providing lateral support to eyewear placed within the one or more eyewear support cutouts. The eyewear display assembly further has a suitable affixing mechanism, such as one or more magnets, for mounting the base portion adjacent the eyewear support portion while holding marketing material sheet between them. The base portion may be configured to support one or more pairs of eyewear as the one or more pairs of eyewear are disposed at least partially within the one or more eyewear support cutouts.

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