

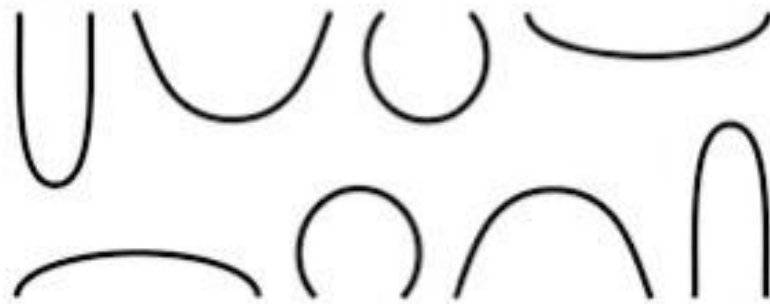
Curved Shelving

David Michael Sandgrund

Summer 2025

QUICK

rdshlf



This is a **curved** shelf.



You've never seen one because **there aren't any.**
All shelving is flat. It's always been **flat.**
When I looked it up, I was surprised to see,
shelves are actually *defined* as flat.

“A **flat** length of wood or other rigid material, attached to a wall or forming part of a piece of furniture, that provides a surface for the storage or display of objects.”

Oxford Languages

“A thin **flat** usually long and narrow piece of material (such as wood) fastened horizontally (as on a wall) at a distance from the floor to hold objects.” ***Merriam-Webster***

“A **flat** piece of wood, metal, or glass which is attached to a wall or to the sides of a cabinet. Shelves are used for keeping things on.” ***Collins Dictionary***

“A **flat** rigid structure, fixed at right angles to a wall or forming a part of a cabinet, desk, etc., and used to support, store or display objects.” ***Wiktionary***

“A long, **flat** board fixed horizontally, usually against a wall or inside a cupboard so that objects can be stored on it.” ***Cambridge Dictionary***

“A **flat** piece of wood, plastic, or glass that is attached to the wall or is part of a piece of furniture, for putting things on.” ***Macmillan Dictionary***

On the other hand,

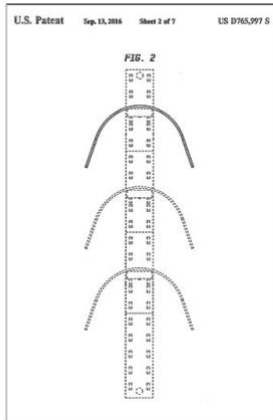
Curved shelving comprises a rigid board with a reversible convex/concave horizontal surface that runs perpendicular to and attaches to a wall or other vertical structure to permit the storage/display of fabric/soft goods draped over its convex orientation or rounded/curved objects within its concave orientation.

It's ridiculously absurd that **nobody** in the last 100 years has **curved** the boards we put on walls to hold stuff.

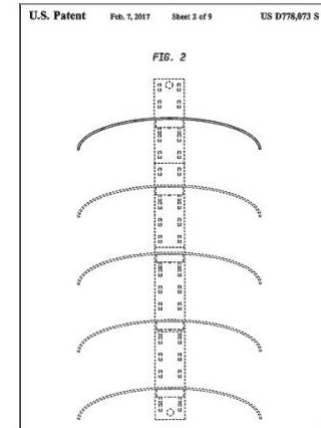


So I invented **curved shelving** and obtained **6 U.S. patents** protecting the design against “**anything substantially the same**”.

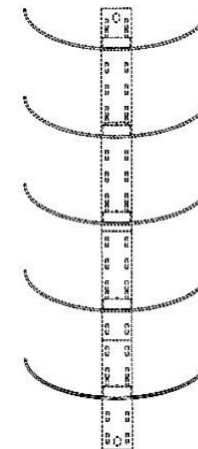
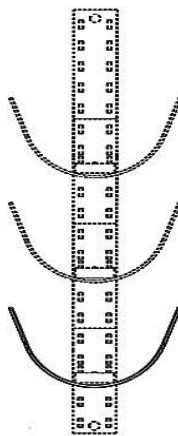
U.S. Design Patent



U.S. Design Patent



ORIENTATION IS NOT RELEVANT IN DESIGN PATENT COVERAGE



Curved Shelving

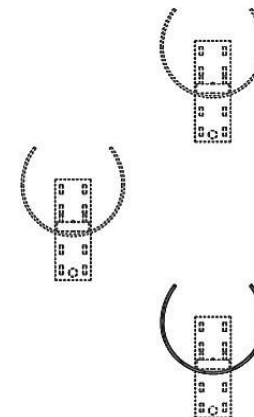
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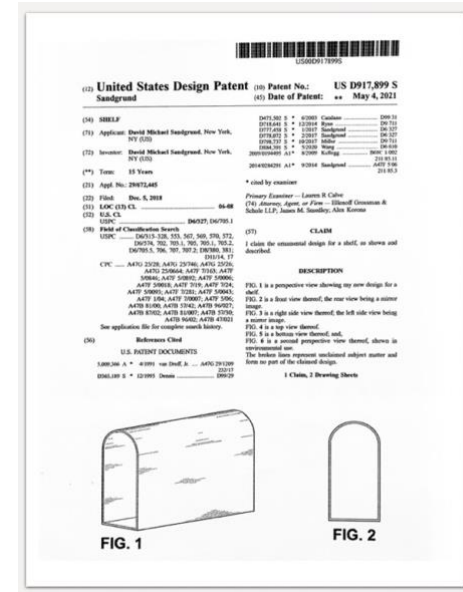
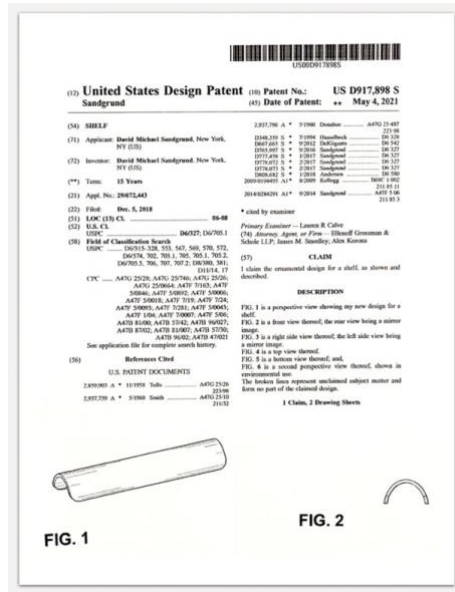
U.S. Patent Jan. 31, 2017 Sheet 2 of 4 US D777,458 B2

FIG. 2

[illegible]

ORIENTATION IS NOT RELEVANT IN DESIGN PATENT COVERAGE





ORIENTATION IS NOT RELEVANT IN DESIGN PATENT COVERAGE



I also have **4 EU Registered Community Designs** protecting the design against *“anything creating the same overall impression”*.



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Alcanta, 01/10/2017



Alain RASBAT

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 Département des services au Client
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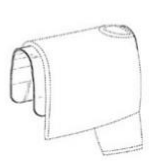
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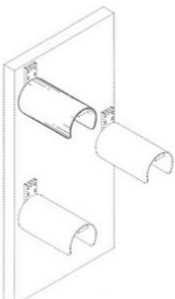
Alicante, 31/10/2017


Alain RASBAT

Departamento de Servicios al Cliente
 Département des Services au Client
 Customer Services Department
 Servizio Clienti e Servizi al Cliente
 Departamento de Servici al Client



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002779119-0001	24/09/2015

Attestato, 31/10/2017



Alain RASAT

Representante de Servicios al Cliente
 Representing Customer Services
 Représentant des Services Clients
 Representante dei Servizi Clienti
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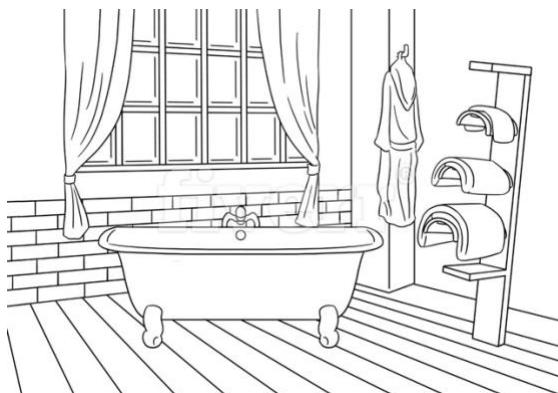
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*With a proper **curved** shelving wall mount the slots angle the shelf up several degrees as it extends out from the wall so our oranges and tennis balls don't roll off the front when deployed **wings-up**. Draping fabric items over the **curve** in **wings-down** means no more folding t-shirts or sweaters and saving time, avoiding stress on arthritic backs and hands, pressing out wrinkles and creases instead of adding them, with no more hanger or hook bulges. It employs a removable pin to center and lock the shelf in place in both orientations.*





My patents offer a singular value of their own, but they're enhanced by a synergy with my other curved IP and SP, and magnified by a distinctive attribute of this product:

Ubiquity

Like paper clips, windows, pantyhose, mops . . .

Curves and patents aside, it's still a shelf.

Or, to put it another way . . .

More doors or wheels or shelves in the world?

Of course, I was aware early on that “**curved**” could lead to paronomasia, but I didn’t get dizzy or freak out, I just registered a few of my trademarks.

The cure for the common hold.

Cutting corners, bending the rules.

We’re warped.

Tired of flat bores?

Low carb, flat-free!

Circular logic.

Get bent!

The world is not flat. Anymore.

Curved shelving.

I also registered about 120 domain names with variations of **curved, bent, wavy, warped, bendy, circle, arc, round**, paired mostly with shelving, shelves, shelf, shelves, using the extensions .com .us .info .net .co .xyz in nine languages. Lots more left.



arcshelf.com	curvaluscious.com	curvedshelving.net
arcshelves.com	curvaturity.com	curvedshelf.us
arcshelves.com	curvedboard.com	curvedshelves.us
arcshelving.com	curvedboards.com	curvedshelves.us
bendyshef.com	curvedshelf.com	curvedshelving.us
bendyshelves.com	curvedshelving.com	curvedshelf.xyz
bendyshelves.com	curvedshelves.com	curvedshelves.xyz
bendyshelving.com	curvedshelves.com	curvedshelves.xyz
bentshelves.com	curvedshelving.com	curvedshelving.xyz
bentshelving.com	curvedshelf.co	curvedshelving.de
böjdahyllor.com	curvedshelves.co	curvedshelving.uk
circleshelf.com	curvedshelves.co	curvedshelvz.com
circleshelves.com	curvedshelving.co	curvedstorage.com
circleshelving.com	curvedshelf.info	curvedwoodshelf.com
circularshelf.com	curvedshelves.info	curvedwoodshelves.com
circularshelves.com	curvedshelves.info	curvedwoodshelving.com
circularshelving.com	curvedshelving.info	curviluscious.com
crvdshlf.com	curvedshelf.net	curviturity.com
crvdshlvng.com	curvedshelves.net	curvyshelf.com
crvdshlvs.com	curvedshelves.net	curvyshelving.com

curvyshelves.com	nomorefolding.com	warpselves.com
ellipticalshelving.com	nonflatshelf.com	warps shelving.com
estantecurvo.com	nonflatshelves.com	warpedshelf.com
estanteriacurvo.com	nonflatshelving.com	warpedshelves.com
estanteriascurva.com	originalarcshelving.com	warpedshelves.com
estanteriascurvo.com	rayonnagecourbe.com	warpedshelving.com
estantescurvo.com	rayonnageincurve.com	waves shelf.com
etagerecourbe.com	rdshlf.com	waveshelves.com
etagereincurve.com	rdshlfs.com	waveshelves.com
flatshelf.com	rdshlv.com	waves shelving.com
flatshelves.com	rdshlvs.com	wavys shelf.com
flatshelving.com	ripianicurvi.com	wavys shelves.com
flatshelving.com	ripianocurvo.com	wavys shelves.com
gebogenrekken.com	roundedshelving.com	wavys shelving.com
gebogeneregale.com	roundedshelves.com	woodcurved.com
gebogenesregale.com	roundshelving.com	
geschwungeneregale.com	scaffalaturacurva.com	
kaarevathyllyt.com	scaffalicurvo.com	
mensolecurve.com	thecurvedshelf.com	
nomofold.com	warps shelf.com	

And I set up multiple **curved** social media accounts and gmail addresses.

@curvedshelving	X	Instagram	TikTok
@curvedshelves	X	Instagram	TikTok
@curvedshelf	X	Instagram	----
@curvedshelves	X	----	TikTok
curvedshelving@gmail.com			
curvedshelves@gmail.com			
curvedshelf@gmail.com			



(No more folding)

Actually, with my IP and SP I would be thrilled if *everyone* made and sold *their own* **curved** shelving, but, well, there's something you should know.

Everyone I told, everyone on the next page, ignored me.

Except Professor Henry Petroski.

I wonder . . . does that **scare** you or **excite** you?

Makers and Sellers: California Closets • Container Store • Rubbermaid • Herman Miller Knoll • Home Depot • Target • Pottery Barn • IKEA • Simple Human • neatfreak! • Whitmor • Inspired Home • West Elm • At Home • Restoration Hardware • Design Within Reach • Uncommon Goods • Loew's **Design Media:** Interior Design • Design Milk • aspire design and home • Architectural Digest • Dezeen • Business of Home • House & Garden • Apartment Therapy **Design Schools:** Rhode Island School of Design • Parsons • The New School • Pratt Institute • Segal Design Institute • California College of the Arts • Hasso Plattner Institute of Design at Stanford University **Social Media:** X • Instagram • TikTok **Business Schools:** Darden School of Business • Wharton School • Stanford Graduate School of Business • Stern School of Business **Design Firms:** Spitfire Industry • Pentagram • Smart Design • Cardboard Helicopter • Whipsaw • Frog Design • Karten Design • Modern Edge Design • Product council • Jackson Hedden • Ludlow Kingsley **DTC:** Houzz • YouTube • Kickstarter • curvedshelving.com **Professional Associations:** ICFF • Industrial Designers Society of America • Interior Design Society **Private Equity:** TriSpan • Quadrum Global • NewWorld Capital • Miles Howland • J. F. Lehman • Jade Capital • CONTI Capital • Sopris Capital • Conversion Venture Capital • Consumer Growth Partners • Stone-Goff Partners • BelHealth Investment Partners • Antarctica Capital • Kinderhook Industries • Forest Road Company • Worklyn Partners • Garnett Station Partners • Cortec Group • Zenyth Partners • Victor Capital Partners • Cloud Equity Group • Endicott Capital • Star Mountain Capital • Metalmark Capital • AUA Private Equity • GreyLion • GenNx360 • Bregal Sagemount • NexPhase Capital • VSS Capital Partners • Soundcore Capital Partners • Branford Castle Partners • **General Media:** WSJ • IAC • BuzzFeed • Dotdash Meredith ("America's largest digital and print publisher") • CBS 60 Minutes **Trade Shows:** International Home + Housewares Show • INPEX • Metropolitan Home Show **Museums:** Smithsonian Cooper Hewitt • Museum of Arts and Design • Kartell Museo • New York Design Center • Museum of Modern Art **Auditions:** Shark Tank (twice) • HGTV **Luminaries:** Dieter Rams • Tilman Fertitta • Marcus Lemonis • Joy Mangano • Elon Musk • Sara Blakely • Don Norman • Martha Stewart • Marie Kondo • **Professor Henry Petroski.**

I think this should **excite** you; you can be ***The One***.

Highly disruptive, but not more digital whatever or AI crypto whatsis (yawn).

Curved shelving is authentic hardware, a throwback to the future, brand new, non-existent.

No app, no chip, no charge, no cloud, no formula and never obsolete.

We take a board, bend it, and stick it on a wall. Invented, patented, trademarked, domained, and socialed.

Make product, make money, and make history.

One might ask if people will actually *buy* curved shelves. *Why wouldn't they? They're shelves.*

New, unambiguously-distinctive, immediately-recognizable, stylish, shapely shelves.

Each patent can cover a range of sizes and styles, from a \$9.95 workhorse to \$995 fine design.

Employ any rigid material with an appropriate strength and aesthetic for your target demos -- woods, metals, plastics, solid, ribbed, screened -- price accordingly, and go.

This is the stuff of case studies, podcasts, articles, books, documentaries, movies. No?

What did Joy Mangano do with a twisty mop \$4 Billion ago and a movie with Jennifer Lawrence?

No movie for Sara Blakely, but \$1.3 Billion after cutting the feet off pantyhose I assume she's OK.

That's the power of ubiquity. Both ideas were roundly rejected. Until they weren't.

Visionaries see what isn't there, what others don't. [If it's a glitch in the Matrix . . .](#)

Take the red pill.

I'm sorry; just one more; I just really, really, don't get it. Someone built this building,



and someone made this rug, or couch, or chair, or whatever,



but this is as far as we go in shelving. It's so *odd*.

