Summary

[10] An aspect of the present invention provides a system for decorating a wall surface, comprising:

a décor assembly including a décor element opposite a releasable fastening structure, the releasable fastening structure providing a plurality of first fastening elements, a backer maintaining the décor element, and a base maintaining the releasable fastening structure, wherein the backer is releasably mounted to the base; and

a complementary fastening structure including a pressure sensitive adhesive opposite a plurality of second fastening elements;

~~a backer maintaining the décor element; and~~

~~a base maintaining the releasable fastening structure;~~

~~wherein the backer is releasably mounted to the base,~~

wherein the first fastening elements are releasably mateable with the second fastening elements to define a releasable fastening system;

and further wherein the system is configured such that a Cleavage Strength established by the adhesive against a wall surface is greater than a Cleavage Strength established by the releasable fastening system, and an omni-directional Dynamic Shear Strength of the releasable fastening system is at least 10 lbs.

[10a] Another aspect of the present invention provides a kit for decorating a wall, the kit comprising:

a plurality of décor assemblies each including:

a décor element,

a panel defining opposing, first and second major faces,

What is claimed is:

1. A system for decorating a wall surface, comprising:

a décor assembly including a décor element opposite a releasable fastening structure, the releasable fastening structure providing a plurality of first fastening elements, a backer maintaining the décor element, and a base maintaining the releasable fastening structure, wherein the backer is releasably mounted to the base; and

a complementary fastening structure including a pressure sensitive adhesive opposite a plurality of second fastening elements;

~~a backer maintaining the décor element; and~~

~~a base maintaining the releasable fastening structure;~~

~~wherein the backer is releasably mounted to the base,~~

wherein the first fastening elements are releasably mateable with the second fastening elements to define a releasable fastening system;

and further wherein the system is configured such that a Cleavage Strength established by the adhesive against a wall surface is greater than a Cleavage Strength established by the releasable fastening system, and an omni-directional Dynamic Shear Strength of the releasable fastening system is at least 10 lbs (4.54 kg).

2. The system of claim 1, wherein the omni-directional Dynamic Shear Strength of the releasable fastening system is at least 15 lbs (6.81 kg).

3. The system of claim 1, wherein the omni-directional Dynamic Shear Strength of the releasable fastening system is at least 25 lbs (11.35 kg).

4. The system of claim 1, wherein:

a Cleavage Strength of the releasable fastening system is not more than 6 lbs/inch (0.107 kg/mm) width;

a Tensile Strength of the releasable fastening system is not more than 6.5 lbs/inch2 (44.82 kPa);

a 180 Degree Peel Force of the complementary fastening structure is at least 10 oz/inch (0.011 kg/mm);

a 90 Degree Peel Force of the complementary fastening structure is at least 12 oz/inch (0.013 kg/mm);

a Peel Removal Strength of the complementary fastening structure is not more than 30 oz/inch (0.034 kg/mm); and

26. The kit of claim 20, wherein the first and second fastening elements are configured to provide a Cleavage Strength of not more than 6 lbs/inch (0.107 kg/mm) and a Dynamic Shear Strength of at least 10 lbs (4.545 kg).

27. The kit of claim 20, wherein the pressure sensitive adhesive exhibits a 90 Degree Peel Force of at least 12 oz/inch (0.013 kg/mm), a Peel Removal Strength of not more than 30 oz/inch (0.034 kg/mm), and a Static Shear Strength of at least 20,000 minutes.

28. The kit of claim 20, further comprising:

a spacer assembly for selectively connecting one of the décor assemblies with at least one of the complementary fastening structures, the spacer assembly comprising:

a spacing structure defining opposing, front and rear major faces,

a plurality of the second fastening elements associated with the front major face,

a plurality of the first fastening elements associated with the rear major face;

wherein the second fastening elements of the spacer assembly releasably mate with the first fastening elements of a first one of the décor assemblies to connect the first one of the décor assemblies with the spacer assembly;

and further wherein the first fastening elements of the spacer assembly releasably mate with second fastening elements of a first one of the complementary fastening structures to connect the first one of the complementary fastening structures with the spacer assembly.

29. The kit of claim 28, wherein the spacer assembly is configured such that upon assembly of the first complementary fastening structure to a wall, the spacer assembly is interposed between the first décor assembly and the first complementary fastening structure to generate a spacing between the décor element of the first décor assembly and the wall.

30. The kit of claim 28, wherein the spacing structure includes a first spacing body defining the front major face and a second spacing body defining the rear major face, and further wherein the first spacing body is movably linked to the second spacing body.

39. A wall decorating system comprising:

a plurality of décor assemblies each including:

a décor element,

a panel defining opposing, first and second major faces,

wherein the décor element is disposed over the first major face,

and further wherein the second major face defines an available surface area of at least 40 in^2 (248.08 cm^2),

a releasable fastening structure secured to the second major face and providing a plurality of first fastening elements,

wherein the releasable fastening structure covers at least 10% of the available surface area; and

a plurality of complementary fastening structures each comprising a base defining opposing, first and second major surfaces, an adhesive layer disposed on the first major surface, and a plurality of second fastening elements on the second major surface;

wherein the first fastening elements are releasably mateable with the second fastening elements to define a releasable fastening system;

and further wherein the system is configured such that at least one of the complementary fastening structures is applied to a wall and is connected to and supports one of the décor assemblies via the releasable fastening system.

40. A method for decorating a wall, the method comprising:

receiving a décor assembly and a complementary releasable fastening structure,

wherein the décor assembly includes:

a décor element,

a panel defining opposing, first and second major faces,

wherein the décor element is disposed over the first major face,

and further wherein the second major face defines an available surface area of at least 40 in^2 (248.08 cm^2),