

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Crossroads Financial, LLC		10/18/2006	LIMITED LIABILITY COMPANY: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Ronco Marketing Corporation
<b>Street Address:</b>	61 Moreland Road
<b>City:</b>	Simi Valley
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93065
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	74128771	INCREDIBLE INVENTIONS
Serial Number:	74307417	FORMULA NUMBER 9
Serial Number:	74307418	GLH
Serial Number:	74368748	POPEIL
Serial Number:	74472726	POPEIL
Serial Number:	74472728	POCKET FISHERMAN
Serial Number:	75314732	TRIMCOMB
Serial Number:	75399370	RONCO ROTISSERIE
Serial Number:	75980361	SHOWTIME
Serial Number:	76391694	RON POPEIL FLIPPER
Serial Number:	76391695	FLIP-IT
Serial Number:	78864982	VEG-O-MATIC

**CORRESPONDENCE DATA**

**900076351**

**TRADEMARK  
 REEL: 003539 FRAME: 0025**

**CH \$315.00 74128771**

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Address Line 2: Loeb & Loeb LLP  
Address Line 4: New York, NEW YORK 10028

ATTORNEY DOCKET NUMBER:	203891-10099 (RONCO)
NAME OF SUBMITTER:	Alison J. Dow
Signature:	/Alison J. Dow/
Date:	05/08/2007

**Total Attachments: 8**  
source=Ronco -Crossroads -- Termination and Release#page1.tif  
source=Ronco -Crossroads -- Termination and Release#page2.tif  
source=Ronco -Crossroads -- Termination and Release#page3.tif  
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TERMINATION AND RELEASE OF SECURITY INTEREST IN  
TRADEMARK AND PATENT RIGHTS

THIS TERMINATION AND RELEASE OF SECURITY INTEREST IN  
TRADEMARK AND PATENT RIGHTS ("Agreement"), dated as of October 18, 2006 is given  
by Crossroads Financial, LLC, a Florida limited liability company, located at 2201 NW  
Corporate Blvd., Suite 201, Boca Raton, Florida 33431 ("Crossroads").

WHEREAS, pursuant to that certain agreement dated as of September 29, 2006  
("Security Agreement"), between Crossroads and Ronco Marketing Corporation, a Delaware  
corporation ("Ronco"), a security interest (the "Security Interest") was granted by Ronco to  
Crossroads in certain trademarks and patents (the "Collateral"), including those set forth on  
Exhibit A hereto; and

WHEREAS, an executed copy of the Security Agreement was recorded at the  
U.S. Patent and Trademark Office on October 11, 2006 at Reel 3406 and Frame 0472 and at Reel  
018367 and Frame 0919; and

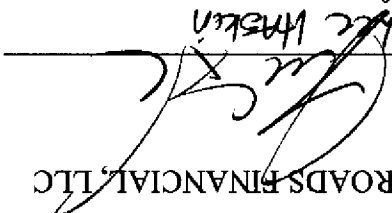
WHEREAS, all of Ronco's obligations pursuant to the Security Agreement were  
satisfied; and

WHEREAS, Crossroads now desires to terminate and release the entirety of its  
Security Interest in and to the Collateral.

NOW THEREFORE, for good and valuable consideration, the receipt of which is  
hereby acknowledged, Crossroads hereby terminates and releases the Security Interest in the  
Collateral.

IN WITNESS WHEREOF, the undersigned has executed this Termination and  
Release by its duly authorized officer as of the day and year first above written.

CROSSROADS FINANCIAL, LLC

By:   
Name: LLC MSTEIN  
Title: Managing Member

(PLACE STAMP AND SEAL ABOVE)

NOTARY PUBLIC  
STATE OF NEW YORK  
PATRICIA E. SHERRY  
NY COMMISSION # DD 653885  
EXPIRES: June 12, 2010  
Booked Through Budget Notary Services

*Patricia E. Sherry*  
Notary Public

On the 8 day of May, 2007, before me personally came Lee Hsueh, who is personally known to me to be the Managing Member of Crossroads Financial, LLC, a Florida limited liability company; who, being duly sworn, did depose and say that she/he is the Managing Member in such limited liability company; that she/he executed and delivered said instrument pursuant to authority given by the controlling governing body of such limited liability company; and that she/he acknowledged said instrument to be the free act and deed of said limited liability company.

STATE OF Florida )  
(  
) ss  
COUNTY OF Palm Beach

ACKNOWLEDGMENT

(see attached)

Patents

SCHEDULE A



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**Patent Assignment Details**

**NOTE: Results display only for issued patents and published applications. For pending or abandoned applications please consult USPTO staff.**

Reel/Frame: 018367/0919

Recorded: 10/11/2006

Pages: 10

Conveyance: SECURITY AGREEMENT

Total properties: 34

1	Patent # : 4807852	Issue Dt: 07/28/1989	Application # : 06906594	Filing Dt: 09/09/1986
2	Patent # : 4948106	Issue Dt: 08/14/1990	Application # : 07336025	Filing Dt: 08/24/1988
3	Patent # : 5324185	Issue Dt: 06/28/1994	Application # : 08059338	Filing Dt: 05/11/1993
4	Patent # : 5421213	Issue Dt: 06/06/1995	Application # : 08205498	Filing Dt: 03/04/1994
5	Patent # : 5231012	Issue Dt: 03/24/1998	Application # : 08369629	Filing Dt: 01/06/1995
6	Patent # : 5220921	Issue Dt: 02/24/1998	Application # : 08639146	Filing Dt: 04/29/1996
7	Patent # : BE3619Z	Issue Dt: 03/16/1999	Application # : 08660672	Filing Dt: 06/06/1996
8	Patent # : 6436380	Issue Dt: 08/20/2002	Application # : 08810974	Filing Dt: 02/27/1997
9	Patent # : 6280092	Issue Dt: 08/28/2001	Application # : 08889562	Filing Dt: 07/08/1997
10	Patent # : 6170390	Issue Dt: 01/09/2001	Application # : 09217944	Filing Dt: 12/21/1998
11	Patent # : 6814952	Issue Dt: 11/09/2004	Application # : 09218309	Filing Dt: 12/22/1998
12	Patent # : 6123645	Issue Dt: 01/16/2001	Application # : 09436614	Filing Dt: 11/09/1999
13	Patent # : 6142064	Issue Dt: 11/07/2009	Application # : 09437067	Filing Dt: 11/09/1999
14	Patent # : 6250214	Issue Dt: 06/26/2001	Application # : 09569163	Filing Dt: 05/11/2000
15	Patent # : 6422136	Issue Dt: 07/23/2002	Application # : 09569471	Filing Dt: 05/12/2000
16	Patent # : 6253665	Issue Dt: 07/03/2001	Application # : 09599329	Filing Dt: 06/22/2000
	6240838	06/05/2001	09651804	08/30/2000

http://assignments.uspto.gov/assignments/q?db=pat&reel=018367&frame=0919 4/25/2007

Patent #:	Issue Dt:	Application #:	Filing Dt:
17	Patent #: 6393972 Issue Dt: 05/28/2002 Title: Dual spit rotisserie assembly and method of cooking therewith	Application #: 09662308 Issue Dt: 05/28/2002	Filing Dt: 09/15/2000
18	Patent #: 6558991 Issue Dt: 12/09/2003 Title: Rotisserie oven having tracks for loading a spit assembly	Application #: 09759399 Issue Dt: 12/09/2003	Filing Dt: 01/12/2001
19	Patent #: 6450087 Issue Dt: 09/17/2002 Title: BARBQUE GRILL SPIT ASSEMBLY	Application #: 09783364 Issue Dt: 09/17/2002	Filing Dt: 02/14/2001
20	Patent #: 6330855 Issue Dt: 12/18/2001 Title: ROTISSERIE OVEN HAVING A SHAPED FOOD BASKET	Application #: 09783667 Issue Dt: 12/18/2001	Filing Dt: 02/14/2001
21	Patent #: 6243607 Issue Dt: 06/01/2004 Title: Rotisserie oven having a heat shield	Application #: 09884745 Issue Dt: 06/01/2004	Filing Dt: 06/18/2001
22	Patent #: 6588315 Issue Dt: 05/27/2003 Title: PASTA, PASTRY, COOKIE, AND HORS D'OEUVRE MAKER	Application #: 09891019 Issue Dt: 05/27/2003	Filing Dt: 06/25/2001
23	Patent #: 65200195903 Issue Dt: 06/17/2003 Title: ROTISSERIE AND SPIT ASSEMBLY	Application #: 09891915 Issue Dt: 06/17/2003	Filing Dt: 06/26/2001
24	Patent #: 6408742 Issue Dt: 06/25/2002 Title: FOOD INJECTION DEVICE	Application #: 09893076 Issue Dt: 06/25/2002	Filing Dt: 06/27/2001
25	Patent #: 6242445 Issue Dt: 06/01/2004 Title: SPIT ROD ASSEMBLY FOR ROTISSERIE OVEN	Application #: 10017782 Issue Dt: 06/01/2004	Filing Dt: 10/30/2001
26	Patent #: 6588316 Issue Dt: 05/27/2003 Title: HORIZONTAL ROTISSERIE OVEN	Application #: 10021406 Issue Dt: 05/27/2003	Filing Dt: 12/05/2001
27	Patent #: 6824408 Issue Dt: 04/05/2005 Title: ROTISSERIE SPIT ATTACHMENT	Application #: 10025644 Issue Dt: 04/05/2005	Filing Dt: 12/19/2001
28	Patent #: 6536334 Issue Dt: 03/25/2003 Title: ROTISSERIE COOKER	Application #: 1002523 Issue Dt: 03/25/2003	Filing Dt: 02/05/2002
29	Patent #: 6782896 Issue Dt: 08/31/2004 Title: SPIT ASSEMBLY FOR ROTISSERIE OVEN	Application #: 10126863 Issue Dt: 08/31/2004	Filing Dt: 04/18/2002
30	Patent #: 6837150 Issue Dt: 01/04/2005 Title: FOOD COOKING ROTISSERIE	Application #: 10176697 Issue Dt: 01/04/2005	Filing Dt: 06/21/2002
31	Patent #: 6782895 Issue Dt: 08/31/2004 Title: FOOD COOKING ROTISSERIE	Application #: 10177875 Issue Dt: 08/31/2004	Filing Dt: 06/21/2002
32	Patent #: 7065883 Issue Dt: 06/27/2006 Title: FOOD COOKING ROTISSERIE	Application #: 10196585 Issue Dt: 06/27/2006	Filing Dt: 07/15/2002

Publication #: US20040006876 Pub Dt: 01/15/2004  
Title: DEVICE TO LIFT, MOVE AND FLIP FOODS  
34 Patent #: 6840161 Issue Dt: 01/11/2005  
Publication #: US20030126992 Pub Dt: 07/10/2003

Exec Dt: 09/29/2006

**Assignor**  
1 RONCO MARKETING CORPORATION  
**Assignee**  
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Search Results as of: 04/24/2007 11:59 PM  
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350, V.2.0.1  
Web Interface: last modified: April 20, 2007 V.2.0.1

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4/25/2007



(see attached)

**Trademarks**

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Citizenship: DELAWARE

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Serial #	Filing Dt	Reg #	Reg. Dt	Mark
1	01/08/1991	1720433	05/11/1993	Mark: INCREDIBLE INVENTIONS
2	08/24/1992	1964838	04/02/1996	Mark: FORMULA NUMBER 9
3	08/24/1992	1808229	12/07/1993	Mark: GUH
4	03/17/1993	1893534	03/09/1995	Mark: POPPEL
5	12/23/1993	2014088	11/05/1996	Mark: POPPEL
6	12/23/1993	1987433	07/16/1995	Mark: POCKET FISHERMAN
7	06/25/1997	2330521	03/21/2000	Mark: TRIMCOMB
8	12/03/1997	2517231	12/11/2001	Mark: RONCO ROTISSERIE
9	06/10/1998	2426736	08/07/2001	Mark: SHOWTIME
10	04/04/2002	NONE	Reg. Dt	Mark: RON POPPEL FLIPPER
11	04/04/2002	2236185	07/15/2003	Mark: FLIP-IT
12	04/19/2006	NONE	Reg. Dt	Mark: VEG-O-MATIC

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