

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM358395

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RONCO HOLDINGS, INC.		08/03/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HAMILTON BEACH BRANDS, INC.		
<b>Street Address:</b>	4421 Waterfront Drive		
<b>City:</b>	Glen Allen		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23060		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4109429	SET IT AND FORGET IT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8044822641		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	804-677-0947		
<b>Email:</b>	chris@threshold.cc		
<b>Correspondent Name:</b>	Christopher Gatewood		
<b>Address Line 1:</b>	1905 Huguenot Road, Suite 200		
<b>Address Line 4:</b>	Richmond, VIRGINIA 23235		
<b>NAME OF SUBMITTER:</b>	Christopher E. Gatewood		
<b>SIGNATURE:</b>	/Christopher E. Gatewood/		
<b>DATE SIGNED:</b>	10/13/2015		
<b>Total Attachments: 1</b>			
source=Trademark Assignment to HBB - SET IT AND FORGET IT 08 2015#page1.tif			

OP \$40.00 4109429

EXHIBIT A

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of August 3, 2015, by and between, on one hand, **RONCO HOLDINGS, INC.**, a Delaware corporation with its principal place of business at 15505 Long Vista Drive, Suite 250, Austin, Texas 78728 ("Ronco") and, on the other hand, **HAMILTON BEACH BRANDS, INC.**, a Delaware corporation with its principal place of business at 4421 Waterfront Drive, Glen Allen, Virginia 23060 ("Hamilton Beach").

Recitals

Ronco owns the entire right, title and interest in and to the word mark SET IT AND FORGET IT (the "Mark") and owns United States Trademark Registration No. 4,109,429, issued on March 6, 2012, for SET IT AND FORGET IT for use in connection with "household goods, namely, rotisseries; electric food dehydrators and structural parts therefor, namely, dehydrator trays and screens" in International Class 11 (the "Registration").

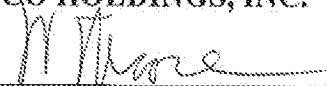
Ronco is assigning all rights in the Mark and the Registration to Hamilton Beach.

Agreement

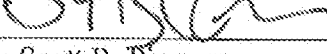
NOW THEREFORE, in consideration of \$1.00 and other good and valuable consideration, the receipt of which is acknowledged, Ronco hereby transfers and assigns to Hamilton Beach, and Hamilton Beach accepts from Ronco, all of Ronco's right, title, and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark.

IN WITNESS WHEREOF, each of the parties has caused this Assignment to be executed by its duly authorized representative.

**RONCO HOLDINGS, INC.**

By:   
Name: Bill Moore  
Title: President  
Date: 08/07/15

**HAMILTON BEACH BRANDS, INC.**

By:   
Name: Scott R. Pinzone  
Title: Director, Litigation & Regulatory Affairs  
Date: 8.4.15