

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ronco Acquisition, LLC		01/14/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Ronco Holdings, Inc.
<b>Street Address:</b>	15505 Long Vista Drive
<b>Internal Address:</b>	Suite 250
<b>City:</b>	Austin
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78728
<b>Entity Type:</b>	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 17**

Property Type	Number	Word Mark
Serial Number:	78980255	DIAL-O-MATIC
Serial Number:	78861353	SIX STAR+
Serial Number:	78861350	RONCO
Serial Number:	78861195	BUT WAIT...THERE'S MORE
Serial Number:	77433233	RONCO
Serial Number:	77476651	GRILLWAVE
Serial Number:	77476601	CHOP-O-MATIC
Serial Number:	77476587	SET IT AND FORGET IT
Serial Number:	76681664	POCKET FISHERMAN
Serial Number:	76391695	FLIP-IT
Serial Number:	75980361	SHOWTIME
Serial Number:	75399369	MINDVISION
Serial Number:	74472726	POPEIL

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Serial Number:	74368748	POPEIL
Serial Number:	74307418	GLH
Serial Number:	74307417	FORMULA NUMBER 9
Serial Number:	74128771	INCREDIBLE INVENTIONS

**CORRESPONDENCE DATA**

Fax Number: (213)687-0498  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2137872523  
Email: trademarks@cblh.com, vsapphire@cblh.com  
Correspondent Name: Victor K. Sapphire, Esq.  
Address Line 1: 333 S Grand Avenue Suite 2300  
Address Line 2: c/o CBLH  
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	70240-1
NAME OF SUBMITTER:	Victor K. Sapphire, Esq.
Signature:	/victor sapphire/
Date:	08/19/2011

**Total Attachments: 6**  
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made this 14 day of January, 2011 by and between Ronco Acquisition, LLC, a Delaware Limited Liability Company ("Assignor"), and Ronco Holdings, Inc., a Delaware corporation ("Assignee").

Assignor is the owner of the trademark applications and registrations identified in the attached Schedule A (the "Trademarks");

Assignor wishes to convey to Assignee all of Assignor's right, title and interest in and to the Trademarks; and

Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, the parties hereto hereby agree as follows:

For good and valuable consideration and the sum of Five U.S. Dollars (US \$5), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks and the good will associated therewith, and every common law and priority right that is or may be predicated upon or arise from the Trademarks, and all extensions and renewals of the Trademarks, and the right to apply for any of the foregoing and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof and any and all other rights and interests arising out of, in connection with or in relation to the Trademarks. Upon Assignee's request, Assignor will promptly take such other actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be reasonably necessary to vest, secure, perfect, protect or enforce the rights and interests of Assignee in and to the Trademarks.

Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are reasonably necessary to perfect and record the assignment of the Trademarks.

Assignee hereby agrees to the foregoing assignment, transfer and conveyance.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Ronco Acquisition, LLC

Ronco Holdings, Inc.

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

TRADEMARK

REEL: 004608 FRAME: 0468

**SCHEDULE A**

**Schedule of Registered Trademarks**

<b>Trademark:</b>	<b>Country</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Case No.</b>
CHOP-O-MATIC	US	3818968	13-Jul-2010	70240-00184
DIAL-O-MATIC	US	3455872	24-Jun-2008	70240-00182
FLIP-IT	US	2736185	15-Jul-2003	70240-00028
FORMULA NUMBER 9	US	1964838	02-Apr-1996	70240-00019
GLH	BX	763346	10-Mar-2005	70240-00020
GLH	CA	472381	11-Mar-1997	70240-00021
GLH	FR	93456533	23-Feb-1993	70240-00022
GLH	IT	659437	03-Oct-1995	70240-00023
GLH	KR	285622	21-Feb-1994	70240-00024
GLH	MX	519430	26-Mar-1996	70240-00025
GLH	US	1808729	07-Dec-1993	70240-00026
GLH FORMULA NUMBER 9 BY POPEIL	DE	2056289	08-Feb-1994	70240-00018
GRILLWAVE	US	3793783	25-May-2010	70240-00186
INCREDIBLE INVENTIONS	US	1770493	11-May-1993	70240-00027
MINDVISION	US	2998504	20-Sep-2005	70240-00037
POCKET FISHERMAN	US	3380017	12-Feb-2008	70240-0000A
POPEIL	CA	476182	13-May-1997	70240-00034
POPEIL	DE	2092996	15-Mar-1995	70240-00032
POPEIL	FR	94532664	11-Aug-1994	70240-00033
POPEIL	US	1893534	09-May-1995	70240-00035
POPEIL	US	2014088	05-Nov-1996	70240-00036
POPEIL'S	DE	2063003	22-Apr-1994	70240-00030
POPEIL'S	FR	93459748	01-Oct-1993	70240-00031
POPEIL'S	IT	668390	01-Feb-1996	70240-00029
POPEIL'S	KR	291828	17-Jun-1994	70240-00010
POPEIL'S	MX	457666	19-Apr-1994	70240-00009
RONCO	EM	8345605	03-May-2010	70240-00211
RONCO	US	3765519	23-Mar-2010	70240-00015
RONCO ROTISSERIE	US	2517731	11-Dec-2001	70240-00003
SET IT AND FORGET IT	EM	004699261	26-Oct-2006	70240-00007
SHOWTIME	US	2476736	07-Aug-2001	70240-00004
SIX STAR +	US	3613959	28-Apr-2009	70240-00017

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211158-10035

**TRADEMARK**  
**REEL: 004608 FRAME: 0469**

### Schedule of Pending Trademark Applications

Trademark:	Country	App. No.	Filing Date	Case No.
BUT WAIT...THERE'S MORE...	US	78/861195	13-Apr-2006	70240-00011
DIAL-O-MATIC	US	78/861354	13-Apr-2006	70240-00005
RONCO	CA	1433169	01-Apr-2009	70240-00213
RONCO & Design	US	77/433233	27-Mar-2008	70240-00129
SET IT AND FORGET IT	US	77/476587	16-May-2008	70240-00183
VEG-O-MATIC	US	78/864982	19-Apr-2006	70240-00006

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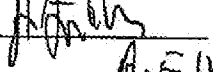
Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are reasonably necessary to perfect and record the assignment of the Trademarks.

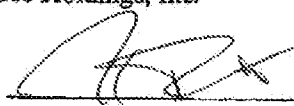
Assignee hereby agrees to the foregoing assignment, transfer and conveyance.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Ronco Acquisition, LLC

Ronco Holdings, Inc.

By:   
Name: A. F. Kelly  
Title: Director

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**SCHEDULE A**

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SIX STAR +	US	3613959	28-Apr-2009	70240-00017

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**TRADEMARK**  
**REEL: 004608 FRAME: 0472**

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