

SCHEDULE I**PATENTS AND PATENT APPLICATIONS**

TITLE	COUNTRY	SERIAL NO./ PATENT NO.
Multi-Shaped Ravioli Maker	United States	5,720,991
Subliminal Device Having Manual Adjustment of Perception Level of Subliminal Messages	United States	5,221,962
Apparatus for Generating Super Imposed Television Images	Canada	2,002,933
Food Cutting Apparatus	United States	4,046,106
Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	08/660,672
Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	5,731,012
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	European Patent Office	94-107,231
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	South Korea	94-13,882
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,421,713
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,324,185

PATENT ASSIGNMENT AGREEMENT

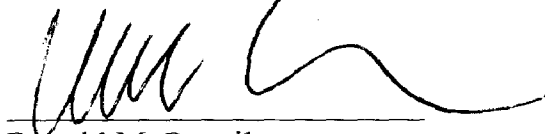
WHEREAS, Ronco Inventions, LLC, a California limited liability corporation having its principal place of business at 21344 Superior Street, Chatsworth, California 91344, which was formed from Ronco Inc., Ronco R&D, Inc., Popeil Industries, Inc., and Popeil Pasta Products, Inc. (hereinafter referred to as the "Assignor"), is the owner by assignment of the inventions or discoveries and of all patent rights therein defined and claimed in the patents and patent applications listed on Schedule I attached hereto;

WHEREAS, Alan L. Backus, an individual residing at 1660 Bel Air Road, Los Angeles, California 90077, and Ronald M. Popeil, an individual residing at 1292 Monte Cielo Drive, Beverly Hills, California 90210 (collectively the "Assignees"), wish to acquire all of the right and title to and interest in the inventions or discoveries and the ownership of all patent rights in said inventions or discoveries from the Assignor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignees its entire right, title and interest in and to the patents and patent applications listed on Schedule I, including the right to sue for past infringement of said patents, said patents to be held and enjoyed by Assignees as entirely as the same would have been held and enjoyed by Assignor had this assignment not been made, and Assignor does hereby further agree and promise to execute all instruments in order to make and prosecute any and all applications on said patents and to render such assistance as Assignees may reasonably request in order to enforce the said patents and to confirm in Assignees legal title to said patents and patent applications, all without charge to Assignee but at no expense to Assignor.

Dated: 12/30/99

RONCO INVENTIONS, LLC



Ronald M. Popeil
Chief Executive Officer

STATE OF Hawaii)
COUNTY OF Mau)

On 12/30, 1999, before me, ^{Tracy}Tekeyoma a Notary Public in and for said State, personally appeared **Ronald M. Popeil**, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature
LA2:498261.1

Tracy m Tekeyoma (Seal)
Commission Expires Sept. 09, 2001

SCHEDULE I**PATENTS AND PATENT APPLICATIONS**

TITLE	COUNTRY	SERIAL NO./ PATENT NO.
Multi-Shaped Ravioli Maker	United States	5,720,991
Subliminal Device Having Manual Adjustment of Perception Level of Subliminal Messages	United States	5,221,962
Apparatus for Generating Super Imposed Television Images	Canada	2,002,933
Food Cutting Apparatus	United States	4,046,106
Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	08/660,672
Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	5,731,012
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	European Patent Office	94-107,231
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	South Korea	94-13,882
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,421,713
Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,324,185