Atty Docket: 008362-1 U.S. PATENT AND TRADEMARK OFFICE

| | 04-24-2000 | | |
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| Form PTO-1598 1-31-92 M3-30.00 | NAME (1911 BANK HAME II DA WAN HAW BANK SAMA INI 1946 Para 1194 Bank Hame II da wan haw bank sama kan kata | U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office | |
| To the Honorable Commissioner of Patents and Trauding Inc. | 101331089 | reof. | |
| Name of conveying party(ies): | | ne and address of recaiving party(ies): | |
| Ronco Invertions, LLC | į | | |
| Additional name(s) of conveying party(ies) atta | | Alan L. BACKUS : 1660 Bel Air Road, Los Angeles, CA 90077 | |
| 3. Name of Conveyance: | (2b.) | | |
| | | Ronald M. POPEIL : 1292 Monte Cielo Drive, Beverly Hills, CA 90210 | |
| | | | |
| Security Agreement Change of Name | | al name(s) 8 addrass(as) attached? Dues Mas | |
| | Addition | al name(s) & address(es) attached? □yes ☑no | |
| Execution Date: Dec. 30, 1999 | | | |
| 4. Application number(s) or patent number(s |): | | |
| If this document is being filed together with a n | new application, the execution date of t | the application is: | |
| A. ⊃at∈nt Application No (s) per att | tached SCHEDULE I | B. Patent No.(s) per attached SCHEDULE I | |
| | Additional numbers attached | yes •⊠no | |
| | | | |
| Name and address of party to whom correst documer: should be mailed: | spondence concerning 6. Total | al number of applications and patents involved: one | |
| Name: ::riar M Berliner Internal Address O'MELVENY & MYERS LLP | | 7. Total fee (37 CFR 3.41):\$ 280.00 | |
| Street Acdress: 400 South Hope Stree | ıt . | 200.00 | |
| City: Los Angeles State: CA ZIP: 90071-2899 | | Enclosed | |
| | [[] | Authorized to be charged to deposit account | |
| JSHABAZZ 00000135 5720991 | 8. Dep | posit account number: 50-0639 | |
| 280.00 OP | | | |
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| 9. Statemen: and signature. | | | |
| To the best of my knowledge and belief, the document. | e foregoing information is true and cor | rect and any attached copy is a true copy of the original | |
| BRIAN M BERLINER | | March 30, 2000 | |
| Name of Fierson Signing | Signature | Date | |
| | Total number of page | s comprising cover sheet, attachments and document: | |
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| Mail documents to be recorded with required co | Assistant Commissioner for Box Assignments | | |
| Mail document: to be recorded with required co | Assistant Commissioner for | | |

LA2:510983.1

PATENT REEL: 010710 FRAME: 0561

SCHEDULE I

PATENTS AND PATENT APPLICATIONS

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

PATENT REEL: 010710 FRAME: 0562

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 <u>Schedule I</u> 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: v/3v/49

RONCO INVENTIONS, LLC

Ronald M. Popeil

Chief Executive Officer

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STATE OF Nawa)
COUNTY OF Mau)

On 12/30, 1999, before me, Toxon 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

dracy m darage (Seal) Expression express sopi. 09, 2001

SCHEDULE 1

PATENTS AND PATENT APPLICATIONS

| TITLE | COUNTRY | SERIAL NO./ PATENT NO. |
|---|------------------------|---------------------------|
| Multi-Shaped Ravioli Maker | United States | 5,720,991 |
| Subliminal Device Having Manual Acjustment of Percept on 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, Cockie, and Hors D'oeuvre Maker | South Korea | 94-13,882 |
| Measuring Cup for Pasta, Pastry, Cockie, and Hors D'oeuvre Maker | United States | 5,421,713 |
| Measuring Cup for Pasta, Pastry, Cockie, and Hors D'oeuvre Maker | United States | 5,324,185 |

PATENT REEL: 010710 FRAME: 0565

RECORDED: 03/30/2000