

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Ronco Inventions, LLC	04/04/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Ronco Marketing Corporation
<b>Street Address:</b>	21344 Superior Street
<b>City:</b>	Chatsworth
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91311
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	10196585
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(310)203-0567
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	310.203.8080
<b>Email:</b>	patentdocket@jmbm.com
<b>Correspondent Name:</b>	Grant T. Langton
<b>Address Line 1:</b>	1900 Avenue of the Stars
<b>Address Line 2:</b>	7th Floor
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067-4308
<b>ATTORNEY DOCKET NUMBER:</b>	67006-0001
<b>NAME OF SUBMITTER:</b>	Grant T. Langton
<b>Total Attachments: 2</b> source=Ronco Inventions#page1.tif source=Ronco Inventions#page2.tif	

CH \$40.00 10196585

**ASSIGNMENT OF PATENTS AND PATENT APPLICATIONS**

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<b>(1-8) Insert name(s) of Assignor(s)</b>	Ronco Inventions, LLC
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In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

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<b>(9) Insert name of Assignee</b>	<b>(9) Ronco Marketing Corporation</b>
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<b>(10) Insert state of incorporation of Assignee</b>	<b>(10) Delaware</b>
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<b>(11) Insert address of Assignee</b>	<b>(11) 21344 Superior Street Chatsworth, CA 91311 US</b>
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(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as

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<b>(12) Insert identification of invention, such as title, case number or foreign application number</b>	<b>(12) DEVICE TO LIFT, MOVE AND FLIP FOODS Application No. 10/196,585 Filing Date: 07/15/2002</b>
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1) The Assignor agrees to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The Assignor agrees to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

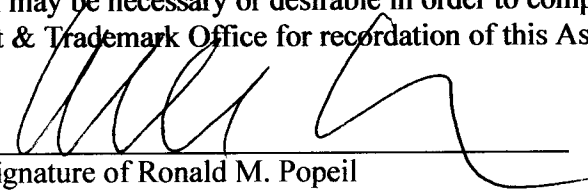
3) The Assignor agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.

4) The Assignor agrees to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

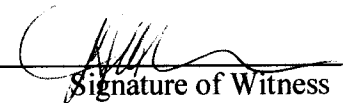
5) The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants the attorneys of **CUSTOMER No. 24,574:** GRANT T. LANGTON, Reg. No. 39,739, ROD S. BERMAN, Reg. No. 31,483, BERNARD R. GANS, Reg. No. 27, 443, GEORGE G. C. TSENG, Reg. No. 41,355, BRENNAN SWAIN, Reg. No. 43,175, MICHELLE C. KIM, Reg. No. 51,881, ROBERT E. LYON, Reg. No. 24,171, RICHARD NEBB, Reg. No. 33,540, and DOUG N. LARSON, Reg. No. 29401 of JEFFER, MANGELS, BUTLER & MARMARO LLP, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for recordation of this Assignment.

4/04/06  
Date

  
Signature of Ronald M. Popeil

CEO  
Title

  
Signature of Witness

Gina Wallman  
(Printed Name of  
Witness)