

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Crossroads Financial, LLC		10/18/2006	LIMITED LIABILITY COMPANY: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Ronco Marketing Corporation
<b>Street Address:</b>	61 Moreland Road
<b>City:</b>	Simi Valley
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93065
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	74128771	INCREDIBLE INVENTIONS
Serial Number:	74307417	FORMULA NUMBER 9
Serial Number:	74307418	GLH
Serial Number:	74368748	POPEIL
Serial Number:	74472726	POPEIL
Serial Number:	74472728	POCKET FISHERMAN
Serial Number:	75314732	TRIMCOMB
Serial Number:	75399370	RONCO ROTISSERIE
Serial Number:	75980361	SHOWTIME
Serial Number:	76391694	RON POPEIL FLIPPER
Serial Number:	76391695	FLIP-IT
Serial Number:	78864982	VEG-O-MATIC

**CORRESPONDENCE DATA**

**900076351**

**TRADEMARK  
 REEL: 003539 FRAME: 0025**

**CH \$315.00 74128771**

Fax Number: (212)407-4990  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: nytrademark@loeb.com  
Correspondent Name: Alison J. Dow and Scott Giordano  
Address Line 1: 345 Park Avenue  
Address Line 2: Loeb & Loeb LLP  
Address Line 4: New York, NEW YORK 10028

ATTORNEY DOCKET NUMBER:	203891-10099 (RONCO)
NAME OF SUBMITTER:	Alison J. Dow
Signature:	/Alison J. Dow/
Date:	05/08/2007

**Total Attachments: 8**  
source=Ronco -Crossroads -- Termination and Release#page1.tif  
source=Ronco -Crossroads -- Termination and Release#page2.tif  
source=Ronco -Crossroads -- Termination and Release#page3.tif  
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source=Ronco -Crossroads -- Termination and Release#page7.tif  
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TERMINATION AND RELEASE OF SECURITY INTEREST IN  
TRADEMARK AND PATENT RIGHTS

THIS TERMINATION AND RELEASE OF SECURITY INTEREST IN  
TRADEMARK AND PATENT RIGHTS ("Agreement"), dated as of October 18, 2006 is given  
by Crossroads Financial, LLC, a Florida limited liability company, located at 2201 NW  
Corporate Blvd., Suite 201, Boca Raton, Florida 33431 ("Crossroads").

WHEREAS, pursuant to that certain agreement dated as of September 29, 2006  
("Security Agreement"), between Crossroads and Ronco Marketing Corporation, a Delaware  
corporation ("Ronco"), a security interest (the "Security Interest") was granted by Ronco to  
Crossroads in certain trademarks and patents (the "Collateral"), including those set forth on  
Exhibit A hereto; and

WHEREAS, an executed copy of the Security Agreement was recorded at the  
U.S. Patent and Trademark Office on October 11, 2006 at Reel 3406 and Frame 0472 and at Reel  
018367 and Frame 0919; and

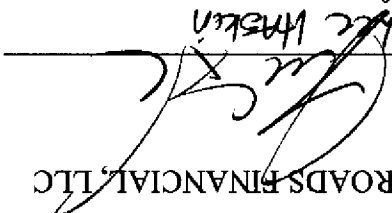
WHEREAS, all of Ronco's obligations pursuant to the Security Agreement were  
satisfied; and

WHEREAS, Crossroads now desires to terminate and release the entirety of its  
Security Interest in and to the Collateral.

NOW THEREFORE, for good and valuable consideration, the receipt of which is  
hereby acknowledged, Crossroads hereby terminates and releases the Security Interest in the  
Collateral.

IN WITNESS WHEREOF, the undersigned has executed this Termination and  
Release by its duly authorized officer as of the day and year first above written.

CROSSROADS FINANCIAL, LLC

By:   
Name: LLC MRSKIN  
Title: Managing Member

(PLACE STAMP AND SEAL ABOVE)

NOTARY PUBLIC  
STATE OF NEW YORK  
PATRICIA E. SHERRY  
NY COMMISSION # DD 653885  
EXPIRES: June 12, 2010  
Booked Through Budget Notary Services

*Patricia E. Sherry*  
Notary Public

On the 8 day of May, 2007, before me personally came Lee Hsueh, who is personally known to me to be the Managing Member of Crossroads Financial, LLC, a Florida limited liability company; who, being duly sworn, did depose and say that she/he is the Managing Member in such limited liability company; that she/he executed and delivered said instrument pursuant to authority given by the controlling governing body of such limited liability company; and that she/he acknowledged said instrument to be the free act and deed of said limited liability company.

STATE OF Florida )  
(  
) ss  
COUNTY OF Falm Beach

ACKNOWLEDGMENT

(see attached)

Patents

SCHEDULE A



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United States Patent and Trademark Office



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**Patent Assignment Details**

**NOTE: Results display only for issued patents and published applications. For pending or abandoned applications please consult USPTO staff.**

Reel/Frame: 018367/0919

Recorded: 10/11/2006

Pages: 10

Conveyance: SECURITY AGREEMENT

Patent #	Issue Dt	Application #	Filing Dt	Title
1	07/28/1989	06906594	09/09/1986	Patent #: 4802852 Title: FOOD CUTTING APPARATUS
2	08/14/1990	07236025	08/24/1988	Patent #: 4948106 Title: FOOD CUTTING APPARATUS
3	06/28/1994	08059338	05/11/1993	Patent #: 5324185 Title: PASTA, PASTRY, COOKIE, AND HORS D'OEUVRE MAKER
4	06/06/1995	08205498	03/04/1994	Patent #: 5421213 Title: PASTA, PASTRY, COOKIE, AND HORS D'OEUVRE MAKER
5	03/24/1998	08369629	01/06/1995	Patent #: 5231012 Title: PASTA, PASTRY, COOKIE AND HORS D'OEUVRE MAKER
6	02/24/1998	08639146	04/29/1996	Patent #: 5220921 Title: MULTI-SHAPED RAVIOLI MAKER
7	03/16/1999	08660672	06/06/1996	Patent #: BE3619Z Title: PASTA, PASTRY, COOKIE AND HORS D'OEUVRE MAKER
8	08/20/2002	08810974	02/27/1997	Patent #: 6436380 Title: BALDNESS COSMETIC AND METHOD OF APPLICATION
9	08/28/2001	08889562	07/08/1997	Patent #: 6280092 Title: PASTA, PASTRY, COOKIE, AND HORS D'OEUVRE MAKER
10	01/09/2001	09217944	12/21/1998	Patent #: 6170390 Title: ENCLOSED, ROTISSERIE WITH ADDED CONVENIENCE
11	11/09/2004	09218309	12/22/1998	Patent #: 681495Z Title: BALDNESS COSMETIC AND METHOD OF APPLICATION
12	01/16/2001	09436614	11/09/1999	Patent #: 612364S Title: CONVENIENT FOOD SUPPORTING VESSEL FOR USE ON A ROTISSERIE COOKING SPIT
13	11/07/2009	09437067	11/09/1999	Patent #: 6142064 Title: ENCLOSED ROTISSERIE WITH ADDED CONVENIENCE
14	06/26/2001	09569163	05/11/2000	Patent #: 6250214 Title: Spit Rod Assembly
15	07/23/2002	09569471	05/12/2000	Patent #: 6422136 Title: Rotisserie cooking oven
16	07/03/2001	0959329	06/22/2000	Patent #: 625366S Title: Spit basket for rotisserie oven

Total properties: 34

Patent #:	Issue Dt:	Application #:	Filing Dt:
17	Patent #: 6393972 Issue Dt: 05/28/2002 Title: Dual spit rotisserie assembly and method of cooking therewith	Application #: 09662308 Issue Dt: 05/28/2002	Filing Dt: 09/15/2000
18	Patent #: 6558991 Issue Dt: 12/09/2003 Title: Rotisserie oven having tracks for loading a spit assembly	Application #: 09759399 Issue Dt: 12/09/2003	Filing Dt: 01/12/2001
19	Patent #: 6450087 Issue Dt: 09/17/2002 Title: BARBECUE GRILL SPIT ASSEMBLY	Application #: 09783364 Issue Dt: 09/17/2002	Filing Dt: 02/14/2001
20	Patent #: 6330855 Issue Dt: 12/18/2001 Title: ROTISSERIE OVEN HAVING A SHAPED FOOD BASKET	Application #: 09783667 Issue Dt: 12/18/2001	Filing Dt: 02/14/2001
21	Patent #: 6243607 Issue Dt: 06/01/2004 Title: Rotisserie oven having a heat shield	Application #: 09884745 Issue Dt: 06/01/2004	Filing Dt: 06/18/2001
22	Patent #: 6588315 Issue Dt: 05/27/2003 Title: PASTA, PASTRY, COOKIE, AND HORS D'OEUVRE MAKER	Application #: 09891019 Issue Dt: 05/27/2003	Filing Dt: 06/25/2001
23	Patent #: 65200195903 Issue Dt: 06/17/2003 Title: ROTISSERIE AND SPIT ASSEMBLY	Application #: 09891915 Issue Dt: 06/17/2003	Filing Dt: 06/26/2001
24	Patent #: 6408742 Issue Dt: 06/25/2002 Title: FOOD INJECTION DEVICE	Application #: 09893076 Issue Dt: 06/25/2002	Filing Dt: 06/27/2001
25	Patent #: 6242445 Issue Dt: 06/01/2004 Title: SPIT ROD ASSEMBLY FOR ROTISSERIE OVEN	Application #: 10017782 Issue Dt: 06/01/2004	Filing Dt: 10/30/2001
26	Patent #: 6588316 Issue Dt: 05/27/2003 Title: HORIZONTAL ROTISSERIE OVEN	Application #: 10021406 Issue Dt: 05/27/2003	Filing Dt: 12/05/2001
27	Patent #: 6824408 Issue Dt: 04/05/2005 Title: ROTISSERIE SPIT ATTACHMENT	Application #: 10025644 Issue Dt: 04/05/2005	Filing Dt: 12/19/2001
28	Patent #: 6536334 Issue Dt: 03/25/2003 Title: ROTISSERIE COOKER	Application #: 1002523 Issue Dt: 03/25/2003	Filing Dt: 02/05/2002
29	Patent #: 6782896 Issue Dt: 08/31/2004 Title: SPIT ASSEMBLY FOR ROTISSERIE OVEN	Application #: 10126863 Issue Dt: 08/31/2004	Filing Dt: 04/18/2002
30	Patent #: 6837150 Issue Dt: 01/04/2005 Title: FOOD COOKING ROTISSERIE	Application #: 10176697 Issue Dt: 01/04/2005	Filing Dt: 06/21/2002
31	Patent #: 6782895 Issue Dt: 08/31/2004 Title: FOOD COOKING ROTISSERIE	Application #: 10177875 Issue Dt: 08/31/2004	Filing Dt: 06/21/2002
32	Patent #: 7065883 Issue Dt: 06/27/2006 Title: FOOD COOKING ROTISSERIE	Application #: 10196585 Issue Dt: 06/27/2006	Filing Dt: 07/15/2002
33	Patent #: 6520020166458 Issue Dt: 11/14/2002 Title: ROTISSERIE OVEN HAVING A SHAPED FOOD BASKET	Application #: 09783364 Issue Dt: 09/17/2002	Filing Dt: 02/14/2001

http://assignments.uspto.gov/assignments/q?db=pat&tree=018367&frame=0919 4/25/2007

Publication #: US20040006876 Pub Dt: 01/15/2004  
Title: DEVICE TO LIFT, MOVE AND FLIP FOODS

34 Patent #: 6840161 Issue Dt: 01/11/2005

Publication #: US20030126992 Pub Dt: 07/10/2003

Title: FOOD INJECTION DEVICE

**Assignor**

1 RONCO MARKETING CORPORATION

**Assignee**

1 CROSSROADS FINANCIAL, LLC

2201 NW CORPORATE BLVD.

SUITE 201

BOCA RATON, FLORIDA 33431

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Search Results as of: 04/24/2007 11:59 PM  
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350, V.2.0.1  
Web Interface: last modified: April 20, 2007 V.2.0.1

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4/25/2007



(see attached)

**Trademarks**

http://assignments.uspto.gov/assignments/q?db=im&reel=3406&frame=0472 4/25/2007

**Assignor**  
1 RONCO MARKETING CORPORATION  
Exec Dte: 09/29/2006  
Entry Type: CORPORATION  
Citizenship: DELAWARE

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Entry Type: CORPORATION  
Citizenship: DELAWARE

Serial #	Filing Dt	Reg #	Reg. Dt	Mark
1	01/08/1991	1720433	05/11/1993	Mark: INCREDIBLE INVENTIONS
2	08/24/1992	1964838	04/02/1996	Mark: FORMULA NUMBER 9
3	08/24/1992	1808229	12/07/1993	Mark: GUN
4	03/17/1993	1893534	03/09/1995	Mark: POPEIL
5	12/23/1993	2014088	11/05/1996	Mark: POPEIL
6	12/23/1993	1987433	07/16/1995	Mark: POCKET FISHERMAN
7	06/25/1997	2330521	03/21/2000	Mark: TRIMCOMB
8	12/03/1997	2517231	12/11/2001	Mark: RONCO ROTISSERIE
9	06/10/1998	2426736	08/07/2001	Mark: SHOWTIME
10	04/04/2002	NONE	Reg. Dt	Mark: RON POPEIL FLIPPER
11	04/04/2002	2236185	07/15/2003	Mark: FLIP-IT
12	04/19/2006	NONE	Reg. Dt	Mark: VEG-O-MATIC

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