

Attorney or Party Name, Address, Telephone & FAX Numbers, and California State Bar Number MARTIN J. BRILL (SBN 53220) GIL HOPENSTAND (SBN 225899) LEVENE, NEALE, BENDER, RANKIN & BRILL L.L.P. 10250 Constellation Blvd., Suite 1700 Los Angeles, CA 90067 Telephone: (310) 229-1234, Facsimile: (310) 229-1244	FOR COURT USE ONLY
UNITED STATES BANKRUPTCY COURT CENTRAL DISTRICT OF CALIFORNIA	
In re: RONCO CORPORATION, a Delaware corporation, and RONCO MARKETING CORPORATION, a Delaware corporation <p style="text-align: center;">Debtor(s).</p>	CASE NO.: 1:07-12000-GM Chapter 7 Case

NOTICE OF SALE OF ESTATE PROPERTY

Sale Date: 4/29/09	Time: 1:30 p.m.
Location: Courtroom "302", 21041 Burbank Blvd., Woodland Hills, CA 91367	

Type of Sale: Public Private Last date to file objections: 4/24/09

Description of Property to be Sold: Certain litigation claims and causes of action described in the Notice and Motion

Terms and Conditions of Sale: See Notice and Motion for details

Proposed Sale Price: Best and highest price, to be determined by Trustee in her sole discretion

Overbid Procedure (If Any): _____

If property is to be sold free and clear of liens or other interests, list date, time and location of hearing: N/A

Contact Person for Potential Bidders (include name, address, telephone, fax and/or e:mail address):

MARTIN J. BRILL/GIL HOPENSTAND
LEVENE, NEALE, BENDER, RANKIN & BRILL L.L.P.
10250 Constellation Blvd., Suite 1700 Los Angeles, CA 90067
Telephone: (310) 229-1234, Facsimile: (310) 229-1244

Date: 4/13/09

1 MARTIN J. BRILL (SBN 53220)
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4 mjb@lnbrb.com; dhr@lnbrb.com; gh@lnbrb.com

5 Attorneys for Diane C. Weil, solely in her capacity as chapter 7 trustee

6
7 **UNITED STATES BANKRUPTCY COURT**
CENTRAL DISTRICT OF CALIFORNIA
8 **SAN FERNANDO VALLEY DIVISION**

9 In re

10 RONCO CORPORATION, a Delaware
corporation and RONCO MARKETING
11 CORPORATION, a Delaware corporation,

12 Debtor.

Jointly Administered under
Case No.: 07-12000 (GM)

Chapter 7

**NOTICE OF MOTION AND MOTION BY
CHAPTER 7 TRUSTEE, DIANE C. WEIL, OF
PROPOSED SALE OF ESTATES' INTEREST IN
CERTAIN CAUSES OF ACTION OR, IN THE
ALTERNATIVE, TO ABANDON ESTATES'
INTEREST IN CERTAIN CAUSES OF ACTION**

[Opposition, if any, due April 24, 2009]

Hearing:

Date: April 29, 2009
Time: 1:30 p.m.
Place: Courtroom 303
21041 Burbank Boulevard
Woodland Hills, CA 91367

19 TO: THE HONORABLE GERALDINE MUND, UNITED STATES BANKRUPTCY JUDGE;
20 OFFICE OF THE UNITED STATES TRUSTEE; ALL CREDITORS AND ALL PARTIES IN
INTEREST

21 PLEASE TAKE NOTICE that at the above date and time, Diane C. Weil, chapter 7 trustee (the
22 "Trustee") of the jointly administered Ronco bankruptcy estates (the "Debtors"), shall move the Court
for an order authorizing the sale of certain claims and causes of action, as more fully described herein
23 below, to the best and highest bidder, to be determined in the sole discretion of the Trustee. The
Trustee, aided by Ives, Kirwan & Dribble, a Professional Corporation ("Special Litigation Counsel"),
24 has thoroughly investigated such claims, and, based on such investigation, does not believe that pursuit
of such claims is a productive use of the estate's limited resources. Further, Special Litigation Counsel
25 has advised that they do not want to handle the matter on the contingency arrangement agreed upon.

26 However, out of an abundance of caution, the Trustee is providing notice to all creditors and
parties in interest, and an opportunity to purchase the claims in question. If no one comes forward to
27 purchase the claims, the Trustee will abandon the claims as being of *de minimis* value to the estate,
pursuant to 11 U.S.C. § 554(a) of the Bankruptcy Code and Local Bankruptcy Rule 6004-1.

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In re:
RONCO CORPORATION, a Delaware corporation and RONCO MARKETING
CORPORATION, a Delaware corporation,
Debtor(s).

CHAPTER 11

CASE NUMBER 1:07-bk-12000-GM

PROOF OF SERVICE OF DOCUMENT

I am over the age of 18 and not a party to this bankruptcy case or adversary proceeding. My business address is:
10250 Constellation Boulevard, Suite 1700, Los Angeles, CA 90067

A true and correct copy of the foregoing document described **NOTICE OF SALE OF ESTATE PROPERTY (LBR F 6004-2)** will be served or was served **(a)** on the judge in chambers in the form and manner required by LBR 5005-2(d); and **(b)** in the manner indicated below:

I. TO BE SERVED BY THE COURT VIA NOTICE OF ELECTRONIC FILING ("NEF") – Pursuant to controlling General Order(s) and Local Bankruptcy Rule(s) ("LBR"), the foregoing document will be served by the court via NEF and hyperlink to the document. On April 13, 2009, I checked the CM/ECF docket for this bankruptcy case or adversary proceeding and determined that the following person(s) are on the Electronic Mail Notice List to receive NEF transmission at the email address(es) indicated below:

- Martin J Brill mjb@lnbrb.com
- Ronald R Cohn rcohn@horganrosen.com
- Jennifer Witherell Crastz jcrastz@hemar-rousso.com
- Jeffrey W Dulberg jdulberg@pszjlaw.com
- Joseph A Eisenberg jae@jmbm.com
- William P Fennell william.fennell@fennelllaw.com,
lisa.torres@fennelllaw.com;luralene.schultz@fennelllaw.com;tracy.schim@fennelllaw.com
- Steven R Fox emails@foxlaw.com
- Eric D Goldberg egoldberg@stutman.com
- Matthew Heyn mheyn@ktbslaw.com
- Gil Hopenstand gh@lnbrb.com
- Stuart I Koenig Skoenig@cmkllp.com
- Robert S Lampl advocate45@aol.com
- Daniel A Lev dlev@sulmeyerlaw.com
- Gregory O Lunt gregory.lunt@lw.com
- Howard N Madris hmadris@sulmeyerlaw.com
- Joshua M Mester mesterj@hbdlawyers.com
- Randall P Mroczynski randym@cookseylaw.com
- Stacia A Neeley sneeley@ktbslaw.com
- Jeffrey N Pomerantz jpomerantz@pszjlaw.com
- Daniel H Reiss dhr@lnbrb.com
- Jeremy V Richards jrichards@pszjlaw.com, bdassa@pszjlaw.com
- Victor A Sahn vsahn@sulmeyerlaw.com
- Derrick Talerico dtalerico@loeb.com, kpresson@loeb.com;ljurich@loeb.com
- Kim Tung kt@lnbrb.com
- United States Trustee (SV) ustpreion16.wh.ecf@usdoj.gov
- Steven R Wainess swainess@sulmeyerlaw.com
- Diane Weil diane.c.weil@gmail.com, dweil@ecf.epiqsystems.com
- Steven Werth swerth@sulmeyerlaw.com
- Michael R Williams mwilliams@faw-law.com, wmills@faw-law.com

In re:
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CORPORATION, a Delaware corporation,

Debtor(s).

CHAPTER 11

CASE NUMBER 1:07-bk-12000-GM

II. SERVED BY U.S. MAIL OR OVERNIGHT MAIL (indicate method for each person or entity served):

On _____, I served the following person(s) and/or entity(ies) at the last known address(es) in this bankruptcy case or adversary proceeding by placing a true and correct copy thereof in a sealed envelope in the United States Mail, first class, postage prepaid, and/or with an overnight mail service addressed as follows. *Listing the judge here constitutes a declaration that mailing to the judge will be completed no later than 24 hours after the document is filed.*

Service information continued on attached page

III. SERVED BY PERSONAL DELIVERY, FACSIMILE TRANSMISSION OR EMAIL (indicate method for each person or entity served): Pursuant to F.R.Civ.P. 5 and/or controlling LBR, on April 14, 2009, I served the following person(s) and/or entity(ies) by personal delivery, or (for those who consented in writing to such service method), by facsimile transmission and/or email as follows. *Listing the judge here constitutes a declaration that personal delivery on the judge will be completed no later than 24 hours after the document is filed.*

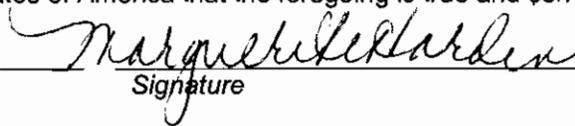
Served Via Attorney Service

The Honorable Geraldine Mund
United States Bankruptcy Court
21041 Burbank Boulevard
Woodland Hills, CA 91367

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

April 14, 2009
Date

Marguerite Hardin
Type Name


Signature