

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		07/06/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BELLY, INC.		
Street Address:	600 West Chicago Avenue		
Internal Address:	Suite 700		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85502484	BELLY	
CORRESPONDENCE DATA			
Fax Number:	8585506420		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	858-550-6403		
Email:	erin.obrien@cooley.com		
Correspondent Name:	Erin O'Brien		
Address Line 1:	c/o Cooley LLP		
Address Line 2:	4401 Eastgate Mall		
Address Line 4:	San Diego, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	194491-1435 BELLY		
NAME OF SUBMITTER:	Erin O'Brien		
Signature:	/Erin O'Brien/		

CH \$40.00 85502484

Date:

07/09/2012

Total Attachments: 2

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RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of July 6, 2012 (the "Release"), by Silicon Valley Bank ("Bank") in favor of BELLY, INC., a Delaware corporation ("Company") with its principal place of business located at 600 West Chicago Avenue, Suite 700, Chicago, IL 60654.

Recitals

WHEREAS Bank and Company are parties to that certain Loan and Security Agreement dated as of February 9, 2012 (the "Loan Agreement"). In connection with the Loan Agreement, Company granted a security interest in its intellectual property, among other things, including, but not limited to the trademark listed on Exhibit A attached hereto (the "Intellectual Property"), to Bank under an Intellectual Property Security Agreement dated as of February 9, 2012, and recorded with the US Patent and Trademark Office on February 10, 2012 at Reel Number 4715 and Frame Number 0147.

WHEREAS Bank and Company are entering into that certain First Amendment to Loan and Security Agreement dated as of even date herewith (the "First Amendment"). Under and subject to the terms of the First Amendment, the Collateral as defined therein, is being amended to delete intellectual property.

Agreement

Now therefore, Bank agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Bank in the Intellectual Property.

BANK:

SILICON VALLEY BANK

By: *William Robinson*  
Name: William Robinson  
Title: Relationship Manager

3000 Tasman Drive  
Santa Clara, CA 95054

Exhibit A  
TRADEMARKS

Description	Registration/Serial Number	Registration/ Application Date
BELLY	85/502,484	12/22/11