

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 |
| Oxford Finance LLC | FORMERLY Oxford Finance Corporation | 07/08/2013 | LIMITED LIABILITY COMPANY: |

| | |
|-----------------------------|-----------------------------|
| RECEIVING PARTY DATA | |
| Name: | BodyMedia, Inc. |
| Street Address: | 420 Fort Duquesne Boulevard |
| Internal Address: | Suite 1900 |
| City: | Pittsburgh |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 15222 |
| Entity Type: | CORPORATION: DELAWARE |

| | | |
|-----------------------------------|----------|-----------|
| PROPERTY NUMBERS Total: 10 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2570373 | BODYMEDIA |
| Registration Number: | 2709726 | BODYMEDIA |
| Registration Number: | 2592177 | BODYMEDIA |
| Serial Number: | 78547425 | BODYMEDIA |
| Registration Number: | 2656935 | |
| Serial Number: | 78545158 | |
| Registration Number: | 2910979 | INNERVIEW |
| Serial Number: | 78330084 | INNERVIEW |
| Registration Number: | 2700826 | SENSEWEAR |
| Serial Number: | 78475820 | SENSEWEAR |

| | |
|----------------------------|------------|
| CORRESPONDENCE DATA | |
| Fax Number: | 4125621041 |

CH \$265.00 2570373

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 412-562-1622
Email: vicki.cremonese@bipc.com
Correspondent Name: Duane A. Stewart III
Address Line 1: 301 Grant Street
Address Line 2: 20th Floor
Address Line 4: Pittsburgh, PENNSYLVANIA 15219

| | |
|-------------------------|------------------------|
| ATTORNEY DOCKET NUMBER: | 0048107-000001 |
| NAME OF SUBMITTER: | Duane A. Stewart III |
| Signature: | /Duane A. Stewart III/ |
| Date: | 07/10/2013 |

Total Attachments: 4

source=body media-oxford finance trademark release#page1.tif
source=body media-oxford finance trademark release#page2.tif
source=body media-oxford finance trademark release#page3.tif
source=body media-oxford finance trademark release#page4.tif

RELEASE OF SECURITY INTEREST (TRADEMARKS)

THIS RELEASE OF SECURITY INTEREST (TRADEMARKS) is made and entered into on July 8, 2013, and effective on the 30th day of September, 2010, by OXFORD FINANCE LLC, successor in interest to OXFORD FINANCE CORPORATION. ("Lender"), in favor of BODYMEDIA, INC. ("Borrower").

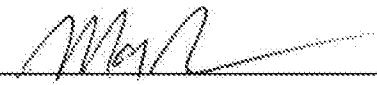
WHEREAS, Lender and Borrower were parties to a certain Master Security Agreement, as the same was amended, restated, modified or supplemented from time to time, dated as of May 12, 2006, under which the Lender extended loans to Borrower, and were also parties to a certain Intellectual Property Security Agreement dated as of May 12, 2006 (the "Security Agreement"), and recorded in the United States Patent and Trademark Office at Reel/Frame No. 3324/0906 (trademarks), under which Borrower granted Lender a security interest in certain Intellectual Property (as referenced in the Security Agreement), including but not limited to certain properties listed on the schedule attached hereto; and

WHEREAS, in connection with the prior termination of the Master Security agreement and Security Agreement, Lender desires to release and terminate the Security Agreement as to the Intellectual Property, including but not limited to the properties listed on the attached Schedule A;


NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Lender hereby releases to Borrower all interest which Lender possesses or is otherwise entitled to in the Intellectual Property, including but not limited to the properties listed on the attached schedule hereto by virtue of such Security Agreement.

IN WITNESS WHEREOF OXFORD FINANCE LLC, successor in interest to OXFORD FINANCE CORPORATION has executed this Release of Security Interest as of the date first above written.

OXFORD FINANCE LLC, successor in interest to
OXFORD FINANCE CORPORATION

By: 
Name: Mark Davis
Title: Vice President - Finance, Secretary & Treasurer

SCHEDULE A

| Mark | Status | App. No.; App. Date | Reg. No.; Reg. Date | Classes |
|---|---------------|--------------------------------------|--------------------------------------|------------------|
| BODYMEDIA | Registered | 85/728,217 9/13/12 | 4341751 5/28/13 | 9 |
| BODYMEDIA | Registered | 75/778,051 8/18/99 | 2570373 5/14/02 | 10 |
| BODYMEDIA | Registered | 75/983,060 10/1/99 | 2709726 4/22/03 | 10 & 42 |
| BODYMEDIA | Registered | 78/978,462 1/13/05 | 3289132 9/4/07 | 14 |
| BODYMEDIA | Registered | 77/723,729 4/28/09 | 3714875 11/24/09 | 35 |
| BODYMEDIA | Registered | 75/778,052 8/18/99 | 2592177 7/9/02 | 42 |
| BODYMEDIA | Registered | 78/979,514 1/13/05 | 3387020 2/19/08 | 44 |
| BODYMEDIA | Abandoned | 78/547,425 1/13/05 | | 25, 35, & 41 |
| BODYMEDIA | Abandoned | 75/812,812 10/1/99 | | 14, 25, 35, & 41 |
|  | Registered | 75/982,778 10/15/99 | 2656935 12/3/02 | 10 & 42 |

SCHEDULE A

| | | | | |
|---|------------|------------------------|---------------------|------------------|
|  | Registered | 78/978,803 1/10/05 | 3327997 10/30/07 | 14 |
|  | Abandoned | 75/824,318 10/15/99 | | 14, 25, 35, & 41 |
|  | Abandoned | 78/545,158 1/10/05 | | 25, 35, & 41 |
| GOWEAR | Registered | 77/203,509 6/12/07 | 3544386 12/9/08 | 10, 14, & 42 |
| HEALTH.CARE.ANYWHERE. | Abandoned | 77/004,973 9/22/06 | | 44 |
| HOW YOU TICK | Abandoned | 75/812,813 10/1/99 | | 35, 41, & 42 |
| INNERVIEW | Cancelled | 78/329,958 11/19/03 | 2910979 12/14/04 | 9 |
| INNERVIEW | Abandoned | 78/330,084 11/19/03 | | 42 |
| IN SYNC WITH LIFE | Abandoned | 75/812,884 10/1/99 | | 10, 14, & 25 |
| SENSEWEAR | Registered | 75/983,091 10/1/99 | 2700826 3/25/03 | 10 |

SCHEDULE A

| | | | | |
|-----------|------------|-----------------------|--------------------|---------|
| SENSEWEAR | Registered | 78/978,463 8/30/04 | 3292367 9/11/07 | 14 |
| SENSEWEAR | Abandoned | 78/475,820 8/30/04 | | 25 |
| SENSEWEAR | Abandoned | 75/813,898 10/1/99 | | 14 & 25 |