

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301353

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MedidaMetrics, Inc.	FORMERLY ExactCost, Inc.	02/28/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Bank Hapoalim B.M.
Street Address:	1177 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10035
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2728424	EXACTCOST
Registration Number:	2722880	EXACTCOST
Registration Number:	3558124	EXACTCOST
Registration Number:	3518874	EXACTCOST HEALTHCARE PERFORMANCE TECHNOL
Serial Number:	85536639	MEDIDAMETRICS
Serial Number:	85536637	MEDIDAMETRICS
Serial Number:	85536632	MEDIDAMETRICS
Serial Number:	85536640	MEDIDAMETRICS
Serial Number:	85536641	M2X
Serial Number:	85536635	M2X

CORRESPONDENCE DATA

Fax Number:

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

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Email: thomas.brooke@hklaw.com, ptdocketing@hklaw.com

Correspondent Name: Thomas W. Brooke, Holland & Knight LLP

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Address Line 2: Suite 1100

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

TRADEMARK

ATTORNEY DOCKET NUMBER:	505173/17
NAME OF SUBMITTER:	Thomas W. Brooke
SIGNATURE:	/Thomas W. Brooke/
DATE SIGNED:	04/14/2014
Total Attachments: 2 source=medidaTrademarks#page1.tif source=medidaTrademarks#page2.tif	

**NOTICE OF
GRANT OF SECURITY INTEREST IN TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement dated as of February 28, 2014 (the "Security Agreement") by MedidaMetrics, Inc. (the "Company") in favor of Bank Hapoalim B.M (the "Bank"), the undersigned Company has granted, and hereby grants and re-grants, a continuing security interest in and continuing lien upon, the trademark registrations and trademark applications shown below to the Bank:

TRADEMARK REGISTRATIONS

Registration Number	Description	Registration Date
2728424	EXACTCOST (Typed drawing)	June 17, 2003
2722880	EXACTCOST (Typed drawing)	June 3, 2003
3558124	EXACTCOST (Design plus words, letters and/or numbers)	January 6, 2009
3518874	EXACTCOST HEALTHCARE PERFORMANCE TECHNOLOGIES (Design plus words, letters and/or numbers)	October 21, 2008

TRADEMARK APPLICATIONS

Application Number	Description	Application Date
85/536,639	MEDIDAMETRICS (Typed drawing)	February 8, 2012
85/536,637	MEDIDAMETRICS (stylized)	February 8, 2012
85/536,632	MEDIDAMETRICS (Typed drawing)	February 8, 2012
85/536,640	MEDIDAMETRICS (stylized)	February 8, 2012
85/536,641	M2X (Typed drawing)	February 8, 2012
85/536,635	M2X (Stylized)	February 8, 2012

The Company and the Bank hereby acknowledge and agree that the security interest in the foregoing trademark registrations and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an absolute assignment of any trademark registration or trademark application.

Very truly yours,

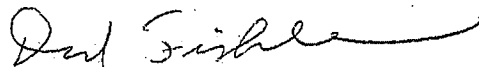
MEDIDAMETRICS, INC.,
(f/k/a ExactCost, Inc.), a Delaware corporation.

By: 
Paul McKenna, Chief Financial Officer

Acknowledged and Accepted:

BANK HAPOALIM B.M.

By: 
Yael Weinstock, Senior Vice President


David Fishler
Senior Vice President
Commercial Real Estate