

BODY CENTRAL CORP

Form 3

July 07, 2014

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *

Â Niemann Erica

(Last)

(First)

(Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)

06/27/2014

3. Issuer Name and Ticker or Trading Symbol
BODY CENTRAL CORP [BODY]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer ☐ Other
(give title below) (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting Person

C/O BODY CENTRAL
CORP,Â 6225 POWERS
AVENUE

(Street)

JACKSONVILLE,Â FLÂ 32217

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned1. Title of Security
(Instr. 4)2. Amount of Securities
Beneficially Owned
(Instr. 4)3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)4. Nature of Indirect Beneficial
Ownership
(Instr. 5)Series A-1 Preferred Stock, par value \$0.001
per share1 (1)

I

See footnote (1)Series B-1 Preferred Stock, par value \$0.001
per share1 (1)

I

See footnote (1)

Common Stock, par value \$0.001 per share

1,407,700 (1)

I

See footnote (1)

Reminder: Report on a separate line for each class of securities beneficially
owned directly or indirectly.

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Subordinated Secured Convertible Note	Â (2)	06/27/2014(3)	Common Stock, par value \$0.001 per share	7,714,286 (2) \$ 0.35	I See footnote (1)

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Niemann Erica C/O BODY CENTRAL CORP 6225 POWERS AVENUE JACKSONVILLE, FL 32217	Â X Â Â Â

Signatures

/s/ Erica
Niemann
06/27/2014
 **Signature of
Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

The reported securities are held directly by Lane Five Partners LP, a Delaware limited partnership (the "Fund"). Lane Five Capital Management LP, a Delaware limited partnership (the "Investment Manager"), serves as the investment manager of the Fund. Erica

(1) Niemann is an analyst at the Investment Manager. As a result of the foregoing, for purposes of Reg. Section 240.13d-3, Ms. Niemann may be deemed to beneficially own the securities held by the Fund. Ms. Niemann's interest in the securities reported herein is limited to the extent of her pecuniary interest in the reported securities, if any.

(2) The Subordinated Secured Convertible Note is convertible into shares of common stock of Body Central Corp., par value \$0.001 per share (the "Shares"), at any time, at a fixed conversion price, initially set at \$0.35 per Share. However, the Note may not be converted if, after giving effect to the conversion, the holder together with its affiliates, would beneficially own in excess of 9.99% of the number of Shares of the outstanding common stock of Body Central Corp. immediately after giving effect to such conversion.

(3) The Expiration Date is subject to extension at the option of the holder upon certain specified events.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure.

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