

Re RI

02-13-2003  
102364401

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Advantage Companies, Inc. **10-5-02**

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other Delaware

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Get It Now, LLC  
Internal Address: \_\_\_\_\_  
Street Address: 5700 Tennyson Parkway, 3rd Floor  
City: Plano State: Texas Zip: 75024

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Delaware limited liability company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: September 30, 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s)  
1,302,055

Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: ..... **1**

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Diane K. Lettelleir  
Internal Address: \_\_\_\_\_  
WINSTEAD SECHREST & MINICK P.C.  
Street Address: 1201 Main Street  
P.O. Box 50784  
City: Dallas State: Texas Zip: 75250

7. Total fee (37 CFR 3.41).....\$ \_\_\_\_\_  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
23-2426

(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Diane K. Lettelleir                      *Diane K Lettelleir*                      February 6, 2003  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: **6**

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Advantage Companies, Inc. **10-9-02**

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other Delaware

Additional name(s) of conveying party(ies) attached?  Yes  No

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Name: Get It Now, LLC  
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City: Plano State: Texas Zip: 75024

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 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
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 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: September 30, 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s)  
1,302,055

Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: S. Roxanne Edwards  
Internal Address: \_\_\_\_\_  
**10/10/2002 TDIAZI 00000073 1302055**  
**40.00 DP**  
Street Address: 1201 Main Street  
P.O. Box 50784  
City: Dallas State: Texas Zip: 75250

7. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
Winstead: 23-2426  
(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

S. Roxanne Edwards      \_\_\_\_\_      October 3, 2002  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

DALLAS, F3715082:1  
15237-K039US  
10/01/02

## SERVICE MARK ASSIGNMENT

WHEREAS, Advantage Companies, Inc., a Delaware corporation ("ASSIGNOR"), having a principal place of business at 5700 Tennyson Parkway, 3rd Floor, Plano, Texas 75024, owns all rights, title and interest in and to U.S. Service Mark Registration Number 1,302,055 (the "Service Mark Registration") and the mark GET IT NOW and Design that is the subject of the Service Mark Registration (the "Service Mark"); and

WHEREAS, Get It Now, LLC, a Delaware limited liability company ("ASSIGNEE"), having a principal place of business at 5700 Tennyson Parkway, 3rd Floor, Plano, Texas 75024 is desirous of acquiring the worldwide right, title, and interest in and to the Service Mark Registration and the Service Mark;

NOW THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR agrees and covenants as follows:

1. ASSIGNOR sells, assigns, conveys, and transfers to ASSIGNEE, and ASSIGNEE accepts as of the date of this Assignment,

(a) all right, title and interest in and to the Service Mark, together with the goodwill of the business symbolized by the Service Mark, including the right to apply for and receive registrations of the Service Mark throughout the United States and in all other countries of the world, the right to sue and recover damages for past, present, and future infringements; and

(b) all rights, title and interest in and to the Service Mark Registration, together with that portion of ASSIGNOR's business with which the mark is intended to be used, including all priority rights to apply for and receive registrations throughout the world in the name of ASSIGNEE or its successor, assign, or representative.

2. ASSIGNOR represents and warrants that, except for the security interest granted by Rent-A-Center, Inc. and its subsidiaries pursuant to that certain Guarantee and Collateral Agreement, as contemplated by that certain Amended and Restated Credit Agreement by and among Rent-A-Center, Inc. as borrower, the several lenders from time to time parties thereto, Comerica Bank, as documentation agent, Bank of America, N.A., as syndication agent, and JP Morgan Chase Bank, as administrative agent, dated as of August 5, 1998, as amended and restated as of May 3, 2002, it has not assigned, conveyed, transferred, or granted to any third party any interest in, or otherwise encumbered in any manner, the Service Mark or the Service Mark Registration; that, to the best of Assignor's knowledge, no third party owns, or is entitled to, any right or interest in the Service Mark or the Service Mark Registration that would preclude, conflict with or encumber this Assignment; and that Assignor hereby consents to this Assignment.

3. ASSIGNOR agrees, at the request of ASSIGNEE and at ASSIGNEE's expense, to execute and deliver such other and further documents and legal instruments, and do all other things reasonably necessary to perfect in ASSIGNEE, its assigns, successors, and legal representatives, all right, title and interest in and to the Service Mark and Service Mark

Registration hereby conveyed and transferred, throughout the world, including without limitation executing and delivering any and all powers of attorney, applications, assignments, declarations and affidavits.

4. This Assignment and the covenants herein are made for the benefit of the ASSIGNEE and its successors and assigns and may be transferred without the consent of ASSIGNOR.

EFFECTIVE this 30<sup>th</sup> day of September, 2002.

Agreed:

ADVANTAGE COMPANIES, INC.



Mark E. Speese  
President

Accepted:

GET IT NOW, LLC



Mark E. Speese  
President