

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Zoom Rent to Own, L.L.C.		11/15/2004	Limited Liability Company: KANSAS
RECEIVING PARTY DATA			
Name:	Rent-A-Center East, Inc.		
Street Address:	5700 Tennyson Parkway		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2219783	YOUR TAKE IT HOME TODAY STORE	
Registration Number:	2371413	ZOOM RENT-TO-OWN	
Serial Number:	75300165	ZOOM RENT TO OWN	
CORRESPONDENCE DATA			
Fax Number:	(214)855-8200		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	214-855-8000		
Email:	DOTrademark@fulbright.com		
Correspondent Name:	David H. Tannenbaum		
Address Line 1:	2200 Ross Avenue, Suite 2800		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Linda M. Merritt		
Signature:	/Linda M. Merritt/		

OP \$90.00 2219783

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TRADEMARK
REEL: 003010 FRAME: 0280

Date:

01/14/2005

Total Attachments: 3

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ASSIGNMENT

WHEREAS, Zoom Rent to Own, LLC, ("Assignor") a Kansas limited liability company having a place of business at 1938 N. Woodlawn, Suite 400, Wichita, Kansas 67208, is the owner of all right, title and interest in and to the U. S. trademarks shown on Exhibit A attached hereto ("The Marks"); and

WHEREAS, Rent-A-Center East, Inc., a Delaware corporation, with a principal place of business at 5700 Tennyson Parkway, Plano, Texas 75024, ("Assignee) is desirous of acquiring the entire right, title and interest in, to and under the Marks, and the goodwill associated therewith;

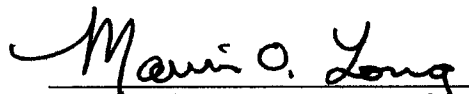
NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt, sufficiency and reasonably equivalent value of which are hereby mutually acknowledged, Assignor has, and by these presents does hereby irrevocably sell, assign, transfer and convey unto Assignee, its successors and assigns, the entire right, title and interest of Assignor in and to: (a) The Marks; (b) any and all registrations of The Marks; (c) any and all applications to register The Marks; (d) all common law rights in, to and under The Marks; (e) all other rights in, to and under The Marks, together with the goodwill of the business symbolized by The Marks; (f) any and all rights to royalties, profits, compensations, license fees or other payments or remuneration of any kind relating to The Marks and/or the goodwill under The Marks; and (g) all claims or causes of action Assignor has or may have in connection with The Marks, including, but not limited to, the right to sue and recover damages for any and all past infringements of any of The Marks.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

This instrument and the assignment effected hereunder are effective as of November 15, 2004.

ASSIGNOR:

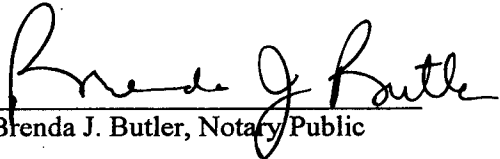
ZOOM RENT TO OWN, LLC


By: Marvin O. Long, Manager

STATE OF KANSAS)
) ss.:
COUNTY OF SEDGWICK)

I HEREBY certify that on this day, before me, an officer duly authorized in the State aforesaid and in the County aforesaid to take acknowledgments, the foregoing instrument was acknowledged before me by Marvin O. Long, the Managing Member of Zoom Rent to Own, LLC, a Kansas limited liability company, who is personally known to me.

WITNESSETH my hand and official seal in the County and State last aforesaid this 15th day of November, 2004.


Brenda J. Butler, Notary Public

My Commission Expires:

February 28, 2007

EXHIBIT A

U. S. SERVICE MARK REGISTRATIONS

Reg. No.: 2,219,783
Reg. Date: January 19, 1999
Mark: YOUR TAKE IT HOME TODAY STORE

Reg. No.: 2,371,413
Reg. Date: July 25, 2000
Mark: ZOOM RENT-TO-OWN

U. S. SERVICE MARK APPLICATION

Serial No.: 75/300,165
Filing Date: May 29, 1997
Mark: ZOOM RENT TO OWN and Design