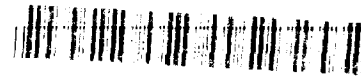


## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

04/25/2006  
 900047463

05-17-2006



103239018

SUBMISSION TYPE:

CORRECTIVE ASSIGNMENT

NATURE OF CONVEYANCE:

Corrective Assignment to correct the assignor's name in the CHANGE OF NAME previously recorded on Reel 002646 Frame 0483. Assignor(s) hereby confirms the CHANGE OF NAME.

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ADVANTAGE COMPANIES, INC.		12/16/2002	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	RENT-A-CENTER WEST, INC.
Street Address:	5700 TENNYSON PARKWAY, 3RD FLOOR
City:	PLANO
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	73382773	RENT.A.CENTER
Serial Number:	73382791	RENT-A-CENTER
Serial Number:	74038721	RAC
Serial Number:	74165881	RENTERS CHOICE
Serial Number:	74596915	ADVANTEDGE
Serial Number:	74683353	YOUR GET MORE STORE
Serial Number:	74698111	ADVANTEDGE
Serial Number:	75020074	TABLECREST
Serial Number:	75137859	TRY IT BEFORE YOU BUY IT
Serial Number:	75161025	AMERICA'S HOME OF RENT TO OWN
Serial Number:	75226610	WHATEVER YOU NEED. WHEREVER YOU NEED IT.
Serial Number:	75331258	ROOM SERVICE U CAN RENT
Serial Number:	75388011	THORN LEASING CONCEPTS

OP \$390.00 73382773

Serial Number:	76343516	REMCO
Serial Number:	76359727	U CAN RENT

## CORRESPONDENCE DATA

Fax Number: (214)855-8200  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: DOTrademark@fulbright.com  
Correspondent Name: Christina Hillson  
Address Line 1: 2200 Ross Avenue, Suite 2800  
Address Line 2: Fulbright & Jaworski L.L.P.  
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 62690-10409631

NAME OF SUBMITTER: Christina M. Hillson

Signature: /Christina M. Hillson/

Date: 04/25/2006

Total Attachments: 3  
source=RAC change of name#page1.tif  
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10-51-03

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings		DEPARTMENT OF COMMERCE S. Patent and Trademark Office	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.			
1. Name of conveying party(ies): Rent-A-Center, Inc.  <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other _____  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: Rent-A-Center West, Inc. Internal Address: _____ Street Address: 5700 Tennyson Parkway, 3rd Floor City: Plano State: Texas Zip: 75024  <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____ If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: December 16, 2002			
4. Application number(s) or registration number(s): A. Trademark Application No.(s) see attached  B. Trademark Registration No.(s) see attached  Additional number(s) attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
5. Name and address of party to whom correspondence concerning document should be mailed: Name: S. Roxanne Edwards Internal Address: _____  Street Address: 1201 Main Street P.O. Box 50784 City: Dallas State: Texas Zip: 75250		6. Total number of applications and registrations involved: <span style="border: 1px solid black; padding: 2px;">15</span>	
		7. Total fee (37 CFR 3.41).....\$ 390.00 <input checked="" type="checkbox"/> Enclosed <input checked="" type="checkbox"/> 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)	
<b>DO NOT USE THIS SPACE</b>			
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 <i>S. Roxanne Edwards</i> 1/2/03 Name of Person Signing      Signature      Date 00000033 76359727 <span style="border: 1px solid black; padding: 2px;">5</span>			

01/09/2003 DBYRNE  
01 FC:8521  
02 FC:8522

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

TRADEMARK  
REEL: 002646 FRAME: 0483

TRADEMARK  
REEL: 003344 FRAME: 0417

## U.S. TRADEMARK APPLICATIONS

MARK	SERIAL NO.	APPLICATION DATE
U CAN RENT	76/359727	January 17, 2002
REMCO Stylized	76/343516	November 28, 2001

## U.S. TRADEMARK REGISTRATIONS

MARK	REGISTRATION NO.	REGISTRATION DATE
RENTERS CHOICE	1763556	April 6, 1993
ADVANTEDGE and Design	2036557	February 11, 1997
ADVANTEDGE	2184320	August 25, 1998
AMERICA'S HOME OF RENT TO OWN	2125173	December 30, 1997
RAC and Design	1667049	December 3, 1991
RENT-A-CENTER	1264550	January 17, 1984
RENT-A-CENTER and Design	1262726	December 27, 1983
ROOM SERVICE U CAN RENT and Design	2227482	March 2, 1999
TABLECREST and Design	2137714	February 17, 1998
THORN LEASING CONCEPTS	2233753	March 23, 1999
TRY IT BEFORE YOU BUY IT	2170721	July 7, 1998
WHATEVER YOU NEED, WHEREVER YOU NEED IT	2202513	November 10, 1998
YOUR GET MORE STORE	2046523	March 18, 1997

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15237-2 12/27/2002

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TRADEMARK  
REEL: 002646 FRAME: 0484

TRADEMARK  
REEL: 003344 FRAME: 0418

12/18/02 MON 15:08 FAX 214 745 5857

WS&M DALLAS FLOOR 51

STATE OF DELAWARE  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
FILED 04:00 PM 12/16/2002  
020775075 - 2442248

**CERTIFICATE OF AMENDMENT  
TO THE  
RESTATED CERTIFICATE OF INCORPORATION  
OF  
ADVANTAGE COMPANIES, INC.**

Pursuant to the provisions of Section 242 of the Delaware General Corporation Law (the "DGCL"), Advantage Companies, Inc., a Delaware corporation (the "Corporation"), files this Certificate of Amendment to its Restated Certificate of Incorporation, which amends Article First thereof so as to change the name of the Corporation to "Rent-A-Center West, Inc.," and does hereby certify as follows:

**FIRST:** In lieu of a special meeting of the Board of Directors (the "Board") of the Corporation, the Board has adopted, pursuant to Section 141(f) of the DGCL, resolutions by unanimous written consent, dated as of December 12, 2002, setting forth a proposed amendment to the Restated Certificate of Incorporation of the Corporation, declaring said amendment to be advisable, and directing that such amendment be considered by the sole stockholder of the Corporation entitled to vote thereon. Such resolutions have not been amended or rescinded and are now in full force and effect. The resolutions setting forth the proposed amendment (the "Amendment") are as follows:

**RESOLVED,** that, subject to the Stockholder's approval, the Company be, and it hereby is, authorized and directed to change its corporate name to "Rent-A-Center West, Inc.;" and

**RESOLVED FURTHER,** that, to effectuate the change of corporate name, the Company's Restated Certificate of Incorporation, as amended and in effect on the date hereof, be amended by changing Article First thereof so that, as amended, said Article shall be and read in its entirety as follows:

**"FIRST:** The name of the corporation is Rent-A-Center West, Inc."

**SECOND:** In lieu of a special meeting and vote of the sole stockholder, the sole stockholder of the Corporation has executed, pursuant to Section 228 of the DGCL, a written consent, dated as of December 12, 2002, approving the Amendment.

**THIRD:** The Amendment was duly adopted in accordance with the provisions of Sections 242 and 228 of the DGCL.

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**TRADEMARK  
REEL: 002646 FRAME: 0485**

**TRADEMARK  
REEL: 003344 FRAME: 0419**

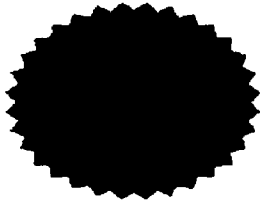
# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ADVANTAGE COMPANIES, INC.", CHANGING ITS NAME FROM "ADVANTAGE COMPANIES, INC." TO "RENT-A-CENTER WEST, INC.", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF DECEMBER, A.D. 2002, AT 4 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



*Harriet Smith Windsor*  
 Harriet Smith Windsor, Secretary of State

2442248 8100

AUTHENTICATION: 2151928

020775075

RECORDED: 01/07/2003

DATE: 12/16/02 **TRADEMARK**  
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**TRADEMARK**  
 REEL: 003344 FRAME: 0420

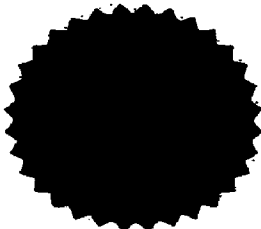
# Delaware

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A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

2442248 8100

AUTHENTICATION: 2151928

TRADEMARK  
REEL: 003344 FRAME: 0421

**CERTIFICATE OF AMENDMENT  
TO THE  
RESTATED CERTIFICATE OF INCORPORATION  
OF  
ADVANTAGE COMPANIES, INC.**

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**THIRD:** The Amendment was duly adopted in accordance with the provisions of Sections 242 and 228 of the DGCL.

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IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be executed as of the 16 day of December, 2002.

ADVANTAGE COMPANIES, INC.

By:   
Mark E. Speese  
President