

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Rental Store, Inc.		09/20/2011	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rent-A-Center West, Inc.		
<b>Street Address:</b>	5501 Headquarters Drive		
<b>City:</b>	Plano		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75024		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3466283	EASY PAY NO CREDIT NO PROBLEM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)855-8200		
<b>Phone:</b>	214-855-8000		
<b>Email:</b>	cholland@fulbright.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Cynthia Holland		
<b>Address Line 1:</b>	2200 Ross Avenue, Suite 2800		
<b>Address Line 2:</b>	Fulbright & Jaworski L.L.P.		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	RACT.T0389US		
<b>NAME OF SUBMITTER:</b>	Linda M. Merritt		
<b>Signature:</b>	/Linda M. Merritt/		

**OP \$40.00 3466283**

**900204331**

**TRADEMARK  
 REEL: 004639 FRAME: 0653**

Date:

10/11/2011

Total Attachments: 3

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## INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment") is made as of the date of last signature below (the "Execution Date"), although agreed by the parties to be effective as of December 22, 2010 (the "Effective Date"), by and between The Rental Store, Inc. aka TRS, Inc., an Arizona corporation ("Assignor"), as assignor, and Rent-A-Center West, Inc., a Delaware corporation ("Assignee"), as assignee, with reference to the following facts and circumstances.

WHEREAS, as of December 21, 2010, Assignor owned all rights, title and interest in and to certain trademarks and/or service marks, trade names, trade dress and other indicia of origin used in Assignor's business, including, without limitation, the service mark EASY PAY (in all stylizations) and the service marks and the service mark registrations identified in Exhibit A attached hereto (all of the foregoing, hereinafter, collectively, the "Trademarks") and all rights, title and interest in and to copyrights in certain works of authorship relating to Assignor's business (hereinafter, collectively, the "Copyrights"); and

WHEREAS, as the result of a merger effective December 21, 2010, Assignor became a wholly-owned subsidiary of Rent-A-Center East, Inc., a Delaware corporation, and the parent of Assignee;

WHEREAS, effective December 22, 2010, Assignor assigned the Trademarks and Copyrights and related rights to Assignee, although the terms of such assignment were not previously memorialized in writing; and

WHEREAS, by this Assignment, Assignor and Assignee desire to affirm and memorialize the assignment of the Trademarks and Copyrights and related rights from Assignor to Assignee.

NOW THEREFORE, in consideration of the mutual covenants and agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor sells, assigns, conveys, and transfers to Assignee, and Assignee accepts, all right, title and interest in and to the Trademarks, together with: (i) the goodwill of the business symbolized by the Trademarks; (ii) the right to apply for and receive registrations of the Trademarks; and (iii) the right to sue and recover damages for past, present, and future infringements.

2. Assignor sells, assigns, conveys, and transfers to Assignee, and Assignee accepts, all right, title and interest in and to the Copyrights, including: (i) the Copyrights in all derivative works, whether works for hire or otherwise, which includes, without limitation, the exclusive rights to make, sell, publish, distribute, modify, prepare derivative works, display, reproduce, transmit, perform, adapt or otherwise make use of the copyrighted works; and (ii) the right to sue and recover for damages or past, present and future infringements of the Copyrights or derivative works of the Copyrights.

3. Assignor further sells, assigns, conveys, and transfers to Assignee, and Assignee accepts, all right, title, and interest Assignor may have in or to any applications for copyright registration and any copyright registrations for the Copyrights.

4. Assignor represents and warrants that it has not assigned, conveyed, transferred, or granted to any third party any interest in, or otherwise encumbered in any manner, the Trademarks and Copyrights and related rights transferred pursuant to this Assignment, and that, to the best of its knowledge, no third party owns, or is entitled to, any right or interest in the Trademarks or Copyrights or related rights transferred pursuant to this Assignment that would preclude, conflict with or encumber this Assignment, and that it hereby consents to this Assignment.

5. Notwithstanding any other provisions of this Assignment to the contrary, nothing in this Assignment shall: (i) be deemed to be an assignment of any third party license or agreement that cannot be assigned without the consent, approval or agreement of another party unless such consent, approval or agreement is first obtained; (ii) be deemed to be a transfer of ownership rights in the know-how or copyrights of third parties to the extent such rights are deemed owned by third parties pursuant to a license or other agreement with such third parties; or (iii) be deemed to be a license, sublicense, or other grant of a right to use any rights under any third-party license that cannot be licensed, sublicensed or granted without the consent, approval or agreement of another party, unless such consent, approval or agreement is first obtained.

6. 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 Trademarks and Copyrights and related rights hereby conveyed and transferred, throughout the world, including without limitation executing and delivering any and all powers of attorney, applications, assignments, declarations and affidavits.

7. Assignee agrees to pay the sum of one hundred dollars (\$100.00) to Assignor upon execution of this Assignment.

8. This Assignment shall be binding upon each party hereto and their respective successors and assigns and may be transferred without the consent of Assignor.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives on the date and in the capacities shown below to be effective on January 1, 2010.

THE RENTAL STORE, INC., AKA TRS, INC.

RENT-A-CENTER WEST, INC.

By: *Dawn Wolverton*

By: *Dawn Wolverton*

Printed Name: *Dawn Wolverton*

Printed Name: *Dawn Wolverton*

Title: *Secretary*

Title: *Secretary*

Date: *Sept. 20, 2011*

Date: *Sept. 20, 2011*

**EXHIBIT A**

**U.S. TRADEMARK APPLICATIONS & REGISTRATIONS**

<b>Mark</b>	<b>Goods/Services</b>	<b>Application No./ Registration No.</b>	<b>Application Date/ Registration Date</b>
EASY PAY NO CREDIT NO PROBLEM & Design	Lease purchase services in the nature of providing rent-to-own lease purchase agreements used to obtain home furnishings in Class 36	77/287,981 3,466,283	September 25, 2007 July 15, 2008
TRS HOME FURNISHINGS	Lease purchasing and financing related to home furnishings including furniture, home appliances; namely refrigerators stereo and video equipment, ranges, radios, televisions, washing machines, and clothes dryers in Class 36;  Rental of furniture and household furnishings in the nature of appliances and electronic equipment for use in temporary housing accommodations in Class 43.	76/587,753 3,075,173	April 24, 2004 April 4, 2006