

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rent-A-Center West, Inc.		07/14/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A., as Administrative Agent
Street Address:	1111 Fannin Street, Floor 10
City:	Houston
State/Country:	TEXAS
Postal Code:	77002-6925
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 53

Property Type	Number	Word Mark
Registration Number:	2125173	AMERICA'S HOME OF RENT TO OWN
Registration Number:	3531518	CASH ADVANTEDGE
Registration Number:	3580985	CASH ADVANTEDGE
Registration Number:	3466283	EASY PAY NO CREDIT NO PROBLEM
Registration Number:	2850252	GET IT NOW
Registration Number:	1302055	GET IT NOW
Registration Number:	2850251	GET IT NOW! FURNITURE APPLIANCES ELECTRONICS COMPUTERS
Registration Number:	3659513	HOME CHOICE
Registration Number:	3157587	RAC
Registration Number:	3161654	RAC
Serial Number:	85267791	RAC
Registration Number:	1667049	RAC
Serial Number:	85267817	RAC
Registration Number:	3346229	RAC ACCEPTANCE

TRADEMARK

900204848

REEL: 004642 FRAME: 0694

CH \$1340.00 2125173

Registration Number:	3054671	RAC BENEFITS PLUS
Registration Number:	3055502	RAC NATIONAL PRODUCT SERVICE
Registration Number:	2876244	RAC RENT-A-CENTER
Serial Number:	85272496	RAC RENT-A-CENTER FURNITURE APPLIANCES ELECTRONICS COMPUTERS
Serial Number:	85272525	RAC RENT-A-CENTER FURNITURE APPLIANCES ELECTRONICS COMPUTERS
Registration Number:	3620128	RAC WORRY FREE GUARANTEE
Registration Number:	3620129	RAC WORRY FREE GUARANTEE
Registration Number:	3620130	RAC WORRY FREE GUARANTEE
Registration Number:	3620131	RAC WORRY FREE GUARANTEE
Registration Number:	3623803	RAC WORRY FREE GUARANTEE
Registration Number:	3623804	RAC WORRY FREE GUARANTEE
Registration Number:	3093509	REMCO
Serial Number:	85444100	RENT-A-CENTER
Registration Number:	3157588	RENT-A-CENTER
Registration Number:	1264550	RENT-A-CENTER
Registration Number:	2870944	RENT-A-CENTER
Registration Number:	3055184	RENT-A-CENTER
Serial Number:	85240720	RENT-A-CENTER LIMITED
Registration Number:	3646656	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646658	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646661	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646662	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646663	RENT-A-CENTER SUPER VALUE \$
Registration Number:	1763556	RENTERS CHOICE
Registration Number:	3310465	THE EDGE SIGNATURE LOAN
Registration Number:	1714083	THE TAX ADVANTAGE
Registration Number:	3534548	TAX ADVANTEDGE
Registration Number:	3534549	TAX ADVANTEDGE
Registration Number:	2170721	TRY IT BEFORE YOU BUY IT
Registration Number:	3075173	TRS HOME FURNISHINGS
Registration Number:	3454210	WANT IT. GET IT. FAST.
Registration Number:	3052373	WANT IT! GET IT! OWN IT!
Registration Number:	3490677	WE MAKE IT EASY TO MAKE IT YOUR HOME

Registration Number:	3538990	WE MAKE IT EASY TO MAKE IT YOUR HOME
Registration Number:	3490678	WE MAKE IT EASY TO MAKE IT YOUR HOME
Registration Number:	3490679	WE MAKE IT EASY TO MAKE IT YOUR HOME
Registration Number:	3490680	WE MAKE IT EASY TO MAKE IT YOUR HOME
Registration Number:	3201581	WE MAKE IT EASY TO MAKE IT YOUR OWN
Registration Number:	3891827	WORRY FREE GUARANTEE

CORRESPONDENCE DATA

Fax Number: (212)455-2502
Phone: (212) 455-2222
Email: ksolomon@stblaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Marcela Robledo, Esq.
Address Line 1: Simpson Thacher & Bartlett LLP
Address Line 2: 425 Lexington Avenue
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	509265/0599
NAME OF SUBMITTER:	Marcela Robledo
Signature:	/mr/
Date:	10/17/2011

Total Attachments: 9
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GRANT OF
SECURITY INTEREST IN TRADEMARK RIGHTS

THIS GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), effective as of July 14, 2011, is made by Rent-A-Center West, Inc., a Delaware corporation (the "Grantor"), in favor of JPMorgan Chase Bank, N.A., as Administrative Agent (the "Agent") for the Secured Parties (as defined in the Fourth Amended and Restated Credit Agreement described below).

W I T N E S S E T H

WHEREAS, Rent-A-Center, Inc., a Delaware corporation (the "Borrower") has entered into a Fourth Amended and Restated Credit Agreement, dated as of May 28, 2003, as amended and restated as of July 14, 2004, as further amended and restated as of July 13, 2006, and as further amended and restated as of July 14, 2011 (as amended, supplemented or modified from time to time, the "Fourth Amended and Restated Credit Agreement"), among the Borrower; the several banks and other financial institutions or entities from time to time parties thereto (the "Lenders"); Bank of America, N.A., Compass Bank and Wells Fargo Bank, N.A. as syndication agents; and the Agent;

WHEREAS, it is a condition precedent to the obligation of the Lenders to make their respective extensions of credit to the Borrower under the Fourth Amended and Restated Credit Agreement that the Grantor shall have executed and delivered that certain Reaffirmation, dated July 14, 2011 (the "Reaffirmation"), to the Amended and Restated Guarantee and Collateral Agreement, dated as of May 28, 2003, as amended and restated as of July 14, 2004 and as further supplemented through the date hereof, in favor of the Agent for the benefit of the Secured Parties (as amended, supplemented, replaced or otherwise modified from time to time, the "Guarantee and Collateral Agreement").

WHEREAS, under the terms of the Reaffirmation and the Guarantee and Collateral Agreement, the Grantor has granted a security interest in certain property, including, without limitation, certain Intellectual Property of the Grantor to the Agent for the ratable benefit of the Secured Parties, and has agreed as a condition thereof to execute this Agreement for recording with the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor agrees as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. The Grantor hereby pledges and grants a continuing security interest in the trademarks listed on Schedule A hereto, to the Agent for the benefit of the Agent and the Lenders to secure payment, performance and observance of the Grantor's Obligations.

SECTION 3. Purpose. This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Lenders in connection with the Reaffirmation and the Guarantee and Collateral Agreement and is

expressly subject to the terms and conditions thereof. The Reaffirmation and the Guarantee and Collateral Agreement (and all rights and remedies of the Lenders thereunder) shall remain in full force and effect in accordance with its terms.

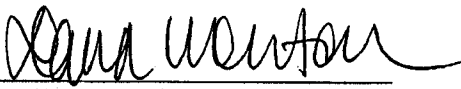
SECTION 4. Conflict Provision. This Agreement has been entered into in conjunction with the provisions of the Guarantee and Collateral Agreement and the Fourth Amended and Restated Credit Agreement. The rights and remedies of each party hereto with respect to the security interest granted herein are without prejudice to and are in addition to those set forth in the Guarantee and Collateral Agreement and the Fourth Amended and Restated Credit Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Agreement are in conflict with the Guarantee and Collateral Agreement or the Second Amended and Restated Credit Agreement, the provisions of the Guarantee and Collateral Agreement or the Fourth Amended and Restated Credit Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

SECTION 6. Governing Law. This Agreement shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.

IN WITNESS WHEREOF, the parties hereto have caused this Grant of Security Interest in Trademark Rights to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

RENT-A-CENTER WEST, INC.

By: 
Name: Dawn Wolverton
Title: Secretary

JPMORGAN CHASE BANK, N.A.
as Administrative Agent for the Lenders


By: _____
Name:
Title:

IN WITNESS WHEREOF, the parties hereto have caused this Grant of Security Interest in Trademark Rights to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

RENT-A-CENTER WEST, INC.

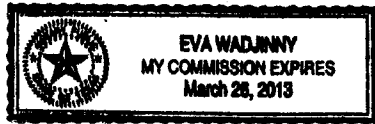
By: _____
Name:
Title:

JPMORGAN CHASE BANK, N.A.
as Administrative Agent for the Lenders

By: 
Name: Gregory T. Martin
Title: Vice President

STATE OF TEXAS)
) ss
COUNTY OF COLLIN)

On the 12th day of October, 2011, before me personally came Dawn Wolverton who is personally known to me to be the Secretary of RENT-A-CENTER WEST, INC., a Delaware corporation; who, being duly sworn, did depose and say that she/he is the Secretary in such corporation, the corporation described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.



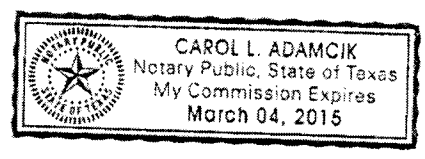
[Handwritten Signature]

Notary Public

(PLACE STAMP AND SEAL ABOVE)

STATE OF)
) ss
COUNTY OF)

On the 14 day of October, 2011, before me personally came Gregory T. Martin, who is personally known to me to be the Vice President of JPMORGAN CHASE BANK, N.A., a New York banking corporation; who, being duly sworn, did depose and say that she/he is the Vice President in such corporation, the corporation described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.



Carol L. Adamcik
Notary Public

(PLACE STAMP AND SEAL ABOVE)

SCHEDULE A

U.S. Trademark Registrations and Applications

Mark	Application No./ Registration No.	Application Date/ Registration Date	Owner
AMERICA'S HOME OF RENT TO OWN	76/161025 2125173	August 28, 1996 December 30, 1997	Rent-A-Center West, Inc.
CASH ADVANTEDGE	77/028,108 3531518	October 24, 2006 November 11, 2008	Rent-A-Center West, Inc.
CASH ADVANTEDGE & Design	77/028,166 3580985	October 24, 2006 February 24, 2009	Rent-A-Center West, Inc.
EASY PAY NO CREDIT NO PROBLEM & Design	77/287981 3466283	September 25, 2007 July 15, 2008	Rent-A-Center West, Inc.
GET IT NOW	76/461852 2850252	October 28, 2002 June 8, 2004	Rent-A-Center West, Inc.
GET IT NOW & Design	73/234914 1302055	October 12, 1979 October 23, 1984-	Rent-A-Center West, Inc.
GET IT NOW & Design	76/461851 2850251	October 28, 2002 June 8, 2004	Rent-A-Center West, Inc.
HOME CHOICE	78/981029 3659513	April 6, 2006 July 21, 2009	Rent-A-Center West, Inc.
RAC	78/722110 3157587	September 28, 2005 October 17, 2006	Rent-A-Center West, Inc.
RAC	78/559090 3161654	February 2, 2005 October 24, 2006	Rent-A-Center West, Inc.
RAC	85/267791	March 15, 2011	Rent-A-Center West Inc.
RAC & Design	74/038721 1667049	March 15, 1990 December 3, 1991	Rent-A-Center West, Inc.
RAC & Design	85/267817	March 15, 2011	Rent-A-Center West Inc.
RAC ACCEPTANCE	78/923518 3346229	July 6, 2006 November 27, 2007	Rent-A-Center West, Inc.
RAC BENEFITS PLUS	78/558985 3054671	February 2, 2005 January 31, 2006	Rent-A-Center West, Inc.
RAC NATIONAL PRODUCT SERVICE	78/624453 3055502	May 6, 2005 January 31, 2006	Rent-A-Center West, Inc.
RAC RENT-A-CENTER & Design	76/477879 2876244	December 24, 2002 August 24, 2004	Rent-A-Center West, Inc.
RAC RENT-A-CENTER & Design	85/272496	March 21, 2011	Rent-A-Center West Inc.
RAC RENT-A-CENTER & Design	85/272525	March 21, 2011	Rent-A-Center West Inc.
RAC WORRY FREE GUARANTEE	77/287216 3620128	September 24, 2007 May 12, 2009	Rent-A-Center West Inc.
RAC WORRY FREE GUARANTEE	77/287249 3620129	September 24, 2007 May 12, 2009	Rent-A-Center West Inc.
RAC WORRY FREE GUARANTEE	77/287277 3620130	September 24, 2007 May 12, 2009	Rent-A-Center West Inc.
RAC WORRY FREE GUARANTEE	77/287308 3620131	September 24, 2007 May 12, 2009	Rent-A-Center West Inc.

Mark	Application No./ Registration No.	Application Date/ Registration Date	Owner
RAC WORRY FREE GUARANTEE	77/287323 3623803	September 24, 2007 May 19, 2009	Rent-A-Center West Inc.
RAC WORRY FREE GUARANTEE	77/287341 3623804	September 24, 2007 May 19, 2009	Rent-A-Center West Inc.
REMCO (Stylized)	76/343516 3093509	November 28, 2001 May 16, 2006	Rent-A-Center West, Inc.
RENT-A-CENTER	85/444100	October 11, 2011	Rent-A-Center West, Inc.
RENT-A-CENTER	78/722117 3157588	September 28, 2005 October 17, 2006	Rent-A-Center West, Inc.
RENT-A-CENTER	73/382791 1264550	August 30, 1982 January 17, 1984	Rent-A-Center West, Inc.
RENT-A-CENTER	76/477,880 2870944	December 24, 2002 August 10, 2004	Rent-A-Center West, Inc.
RENT-A-CENTER	78567643 3055184	February 15, 2005 January 31, 2006	Rent-A-Center West, Inc.
RENT-A-CENTER LIMITED	85/240720	February 11, 2011	Rent-A-Center West Inc.
RENT-A-CENTER SUPER VALUE & Design	77/622280 3646656	November 26, 2008 June 30, 2009	Rent-A-Center West Inc.
RENT-A-CENTER SUPER VALUE & Design	77/622305 3646658	November 26, 2008 June 30, 2009	Rent-A-Center West Inc.
RENT-A-CENTER SUPER VALUE & Design	77/622315 3646661	November 26, 2008 June 30, 2009	Rent-A-Center West Inc.
RENT-A-CENTER SUPER VALUE & Design	77/622326 3646662	November 26, 2008 June 30, 2009	Rent-A-Center West Inc.
RENT-A-CENTER SUPER VALUE & Design	77/622334 3646663	November 26, 2008 June 30, 2009	Rent-A-Center West Inc.
RENTERS CHOICE	74/165881 1763556	May 13, 1991 April 6, 1993	Rent-A-Center West, Inc.
THE EDGE SIGNATURE LOAN	77/007751 3310465	26-Sep-2006 16-Oct-2007	Rent-A-Center West Inc.
TAX ADVANTAGE	74/222063 1714083	November 15, 1991 September 8, 1992	Rent-A-Center West Inc.
TAX ADVANTEDGE	77/049467 3534548	November 22, 2006 November 18, 2008	Rent-A-Center West Inc.
TAX ADVANTEDGE	77/049472 3534549	November 22, 2006 November 18, 2008	Rent-A-Center West Inc.
TRY IT BEFORE YOU BUY IT	75/137859 2170721	July 17, 1996 July 7, 1998	Rent-A-Center West, Inc.
TRS HOME FURNISHINGS	76/587753 3075173	April 21, 2004 April 4, 2006	Rent-A-Center West, Inc.
WANT IT. GET IT. FAST.	76/601395 3454210	July 8, 2004 June 24, 2008	Rent-A-Center West, Inc.
WANT IT! GET IT! OWN IT!	76/601394 3052373	July 8, 2004 January 31, 2006	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/970998 3490677	September 11, 2006 August 19, 2008	Rent-A-Center West Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971002 3538990	September 11, 2006 November 25, 2008	Rent-A-Center West Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971007 3490678	September 11, 2006 August 19, 2008	Rent-A-Center West Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971010 3490679	September 11, 2006 August 19, 2008	Rent-A-Center West Inc.

Mark	Application No./ Registration No.	Application Date/ Registration Date	Owner
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971013 3490680	September 11, 2006 August 19, 2008	Rent-A-Center West Inc.
WE MAKE IT EASY TO MAKE IT YOUR OWN	78/835816 3201581	March 13, 2006 January 23, 2007	Rent-A-Center West, Inc.
WORRY FREE GUARANTEE	77/736343 3891827	May 13, 2009 December 21, 2010	Rent-A-Center West Inc.