

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM300262

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Termination and Release of Security Interest in Trademarks		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMorgan Chase Bank, N.A.		03/19/2014	National Banking Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rent-A-Center East, 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: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1686902	RAINBOW RENTALS	
<b>Registration Number:</b>	2094767	RENTWAY	
<b>Registration Number:</b>	2011934	RENT-WAY	
<b>Registration Number:</b>	2097244	RENTWAY	
<b>Registration Number:</b>	3157170	¡SOMOS UNA FAMILIA!	
<b>Registration Number:</b>	2219783	YOUR TAKE IT HOME TODAY STORE	
<b>Registration Number:</b>	2223705	ZOOM RENT TO OWN	
<b>Registration Number:</b>	2371413	ZOOM RENT-TO-OWN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124552502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(212) 455-3605		
<b>Email:</b>	ksolomon@stblaw.com		
<b>Correspondent Name:</b>	Genevieve Dorment, Esq.		
<b>Address Line 1:</b>	Simpson Thacher & Bartlett LLP		
<b>Address Line 2:</b>	425 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	509265/1832		

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<b>NAME OF SUBMITTER:</b>	Genevieve Dorment
<b>SIGNATURE:</b>	/gd/
<b>DATE SIGNED:</b>	04/03/2014
<b>Total Attachments: 3</b> source=Executed TM Release - RAC East 2011#page1.tif source=Executed TM Release - RAC East 2011#page2.tif source=Executed TM Release - RAC East 2011#page3.tif	

TERMINATION AND RELEASE OF  
SECURITY INTEREST IN TRADEMARKS

This TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS (this "**Release**") is made as of March 19, 2014, by JPMorgan Chase Bank, N.A., as Administrative Agent (the "**Agent**") in favor of Rent-A-Center East, Inc., a Delaware corporation (the "**Grantor**"). All capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the Trademark Security Agreement described below.

WHEREAS, pursuant to that certain Amended and Guarantee and Collateral Agreement, dated as of May 28, 2003, as amended and restated as of July 14, 2004 and as further supplemented, 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**"), and that certain Reaffirmation dated July 14, 2011 to same (the "**Reaffirmation**"), Grantor granted to the Agent for the benefit of the Agent and the Lenders a continuing security interest in certain Intellectual Property, including certain trademarks (the "**Security Interest**");

WHEREAS, pursuant to that certain Grant of Security Interest in Trademark Rights, dated as of July 14, 2011 between Grantor and the Agent (the "**Trademark Security Agreement**"), Grantor, by reference to the Guarantee and Collateral Agreement and the Reaffirmation, reaffirmed its intent to grant the Security Interest to the Agent specifically in the Trademarks (as defined below);

WHEREAS, the Trademark Security Agreement was recorded at the United States Patent and Trademark Office on October 17, 2011 at Reel/Frame 4643/0255;

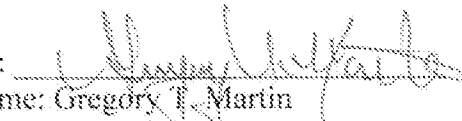
WHEREAS, the Agent now desires to terminate and release the entirety of its Security Interest in the Trademarks under the Trademark Security Agreement;

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

1. Agent, on behalf of the Secured Parties, hereby terminates, releases and discharges its Security Interest in the trademarks listed on **Schedule A** hereto (the "**Trademarks**"), without recourse, representation or warranty, and any right, title or interest of the Agent in such Trademarks shall hereby cease and become void.
2. Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to affect the release of the Security Interest contemplated hereby.
3. This Release shall be governed by, and construed in accordance with the laws of the State of New York.

IN WITNESS WHEREOF, the Agent has caused this TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS to be duly executed as of the date first written above.

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

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

## SCHEDULE A

### U.S. Trademark Registrations and Applications

Mark	Application No./ Registration No.	Application Date/ Registration Date	Owner
RAINBOW RENTALS	74/129594 1686902	January 11, 1991 May 12, 1992	Rent-A-Center East Inc.
RENTWAY	75/139190 2094767	July 24, 1996 September 9, 1997	Rent-A-Center East Inc.
RENT-WAY & Design (Arrow)	75/015035 2011934	November 6, 1995 October 29, 1996	Rent-A-Center East Inc.
RENTWAY (Stylized) & Design	75/139176 2097244	July 24, 1996 September 16, 1997	Rent-A-Center East Inc.
¡SOMOS UNA FAMILIA!	78/664371 3157170	July 6, 2005 October 17, 2006	Rent-A-Center East Inc.
YOUR TAKE IT HOME TODAY STORE	75/300164 2219783	May 29, 1997 January 19, 1999	Rent-A-Center East, Inc.
ZOOM RENT TO OWN & Design	75/300165 2223705	May 29, 1997 February 16, 1999	Rent-A-Center East, Inc.
ZOOM RENT TO OWN	75/244086 2371413	February 18, 1997 July 25, 2000	Rent-A-Center East, Inc.