

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300265

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		03/19/2014	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	Rent-A-Center Franchising International, Inc. (formerly known as ColorTyme, Inc.)
Street Address:	5000 Legacy Drive, Suite 210
City:	Plano
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	3719147	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3719148	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3750273	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3722927	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3722928	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3722929	BECAUSE LIFE SHOULD BE COLORFUL
Registration Number:	3722930	BECAUSE LIFE SHOULD BE COLORFUL
Serial Number:	85444121	COLORTYME
Registration Number:	1872515	COLORTYME
Registration Number:	1191104	COLORTYME
Registration Number:	1216129	COLORTYME
Registration Number:	2048813	COLORTYME
Registration Number:	2054385	COLORTYME
Registration Number:	3276638	COLORTYME
Registration Number:	3137519	GET WHAT YOU WANT
Registration Number:	2963740	GET WHAT YOU WANT
Registration Number:	3341976	RIMTYME
Registration Number:	3341977	RIMTYME
Serial Number:	85323026	RIMTYME CUSTOM WHEELS AND TIRES

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85323128	RIMTYME CUSTOM WHEELS AND TIRES
Registration Number:	3314479	YOUR HOMETOWN COLORTYME

CORRESPONDENCE DATA

Fax Number: 2124552502

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

Phone: (212) 455-3605

Email: ksolomon@stblaw.com

Correspondent Name: Genevieve Dorment, 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:	509265/1832
NAME OF SUBMITTER:	Genevieve Dorment
SIGNATURE:	/gd/
DATE SIGNED:	04/03/2014

Total Attachments: 3

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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 Franchising International, Inc. (formerly known as ColorTyme, 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 4643/0272;

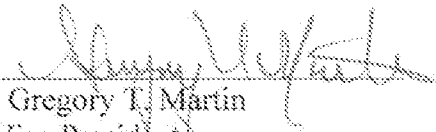
WHEREAS, the Agent now desires to terminate and release the entirety of its Security Interest in the Trademarks under the Trademark Security Agreement;

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
BECAUSE LIFE SHOULD BE COLORFUL	77/314113 3719147	October 26, 2007 December 1, 2009	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314119 3719148	October 26, 2007 December 1, 2009	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314,124 3750273	October 26, 2007 February 16, 2010	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314,191 3722927	October 26, 2007 December 8, 2009	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314,199 3722928	October 26, 2007 08 Dec 2009	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314,204 3722929	October 26, 2007 December 8, 2009	ColorTyme, Inc.
BECAUSE LIFE SHOULD BE COLORFUL	77/314,210 3722930	October 26, 2007 December 8, 2009	ColorTyme, Inc.
COLORTYME	85/444121	October 11, 2011	ColorTyme, Inc.
COLORTYME	74/470558 1872515	December 17, 1993 January 10, 1995	ColorTyme, Inc.
COLORTYME	73/290809 1191104	December 22, 1980 March 2, 1982	ColorTyme, Inc.
COLORTYME	73/290829 1216129	December 22, 1980 November 9, 1982	ColorTyme, Inc.
COLORTYME	75/029755 2048813	December 8, 1995 April 1, 1997	ColorTyme, Inc.
COLORTYME & Design	75/029756 2054385	December 8, 1995 April 22, 1997	ColorTyme, Inc.
ColorTyme	78/571456 3276638	February 21, 2005 August 7, 2007	ColorTyme, Inc.
GET WHAT YOU WANT	76/567927 3137519	December 22, 2003 September 5, 2006	ColorTyme, Inc.
GET WHAT YOU WANT	76/570413 2963740	January 9, 2004 June 28, 2005	ColorTyme, Inc.
RIMTYME	78/893263 3341976	May 25, 2006 November 20, 2007	ColorTyme, Inc.
RIMTYME	78/893269 3341977	May 25, 2006 November 20, 2007	ColorTyme, Inc.
RIMTYME & Design	85/323026	May 17, 2011	ColorTyme Inc.
RIMTYME & Design	85/323128	May 17, 2011	ColorTyme Inc.
YOUR HOMETOWN COLORTYME	78/843976 3314479	March 23, 2006 October 16, 2007	ColorTyme, Inc.