

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300268

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 West, Inc.		
Street Address:	5501 Headquarters Drive		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	76601395	WANT IT. GET IT. FAST.	
Registration Number:	3052373	WANT IT! GET IT! OWN IT!	
Serial Number:	78722110	RAC	
Serial Number:	78559090	RAC	
Registration Number:	3054671	RAC BENEFITS PLUS	
Registration Number:	3055502	RAC NATIONAL PRODUCT SERVICE	
Serial Number:	78722117	RENT-A-CENTER	
Serial Number:	78835816	WE MAKE IT EASY TO MAKE IT YOUR OWN	
Registration Number:	3055184	RENT-A-CENTER	
Serial Number:	78763309	THE CASH ADVANTEDGE	
Serial Number:	78764603	THE CASH ADVANTEDGE	
Serial Number:	78923518	RAC ACCEPTANCE	
CORRESPONDENCE DATA			
Fax Number:	2124552502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 455-3605		
Email:	ksolomon@stblaw.com		
Correspondent Name:	Genevieve Dorment, Esq.		
Address Line 1:	Simpson Thacher & Bartlett LLP		
		TRADEMARK	

CH \$315.00 76601395

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 West, 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 Restated 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 13, 2006 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 13, 2006 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 July 24, 2006 at Reel/Frame 3353/0859;

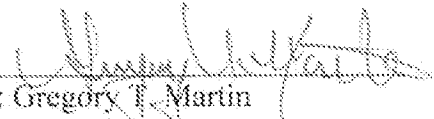
WHEREAS, the Agent now desires to terminate and release the entirety of its Security Interest in the Trademarks under the Trademark Security Agreement;

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**

Trademark	Application Number/ Registration Number	Application Date/ Registration Date
WANT IT. GET IT. FAST.	76/601,395	July 8, 2004
WANT IT! GET IT! OWN IT!	76/601,394 3,052,373	July 8, 2004 January 31, 2006
RAC	78/722,110	September 28, 2005
RAC	78/559,090	February 2, 2005
RAC BENEFITS PLUS	78/558,985 3,054,671	February 2, 2005 January 31, 2006
RAC NATIONAL PRODUCT SERVICE	78/624,453 3,055,502	May 6, 2005 January 31, 2006
RENT-A-CENTER	78/722,117	September 28, 2005
WE MAKE IT EASY TO MAKE IT YOUR OWN	78/835,816	March 13, 2006
RENT-A-CENTER	78/567,643 3,055,184	February 15, 2005 January 31, 2006
THE CASH ADVANTEDGE	78/763,309	November 30, 2005
THE CASH ADVANTEDGE (Stylized)	78/764,603	December 1, 2005
RAC ACCEPTANCE	78/923,518	July 6, 2006

509265-0599-11397-NY02.2535514.4

RECORDED: 04/24/2006**TRADEMARK**
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