

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM300299

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rent-A-Center West, Inc.		03/19/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A., as Administrative Agent
Street Address:	10 S. Dearborn, 7th Floor
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Serial Number:	86074127	ACCEPTANCE NOW
Serial Number:	86113407	ACCEPTANCE NOW
Serial Number:	86113415	ACCEPTANCE NOW
Serial Number:	86108137	ACCEPTANCE NOW BENEFITS PLUS
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 ELECTRO
Registration Number:	3659513	HOME CHOICE
Registration Number:	4048564	RAC
Registration Number:	3161654	RAC
Registration Number:	4153948	RENT-A-CENTER
Registration Number:	4154195	RENT-A-CENTER
Registration Number:	2870944	RENT-A-CENTER
Registration Number:	1264550	RENT-A-CENTER
Registration Number:	3055184	RENT-A-CENTER
Registration Number:	3646658	RENT-A-CENTER SUPER VALUE \$

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3646656	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646663	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646662	RENT-A-CENTER SUPER VALUE \$
Registration Number:	3646661	RENT-A-CENTER SUPER VALUE \$
Registration Number:	1763556	RENTERS CHOICE
Registration Number:	3310465	THE EDGE SIGNATURE LOAN
Registration Number:	3534548	TAX ADVANTEDGE
Registration Number:	3534549	TAX ADVANTEDGE
Registration Number:	3075173	TRS HOME FURNISHINGS
Registration Number:	2170721	TRY IT BEFORE YOU BUY IT
Registration Number:	3454210	WANT IT. GET IT. FAST.
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: 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: 9

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT, dated as of March 19, 2014 (as amended, supplemented or otherwise modified from time to time, the "Trademark Security Agreement"), is made by Rent-A-Center West, Inc. (the "Grantor") in favor of JPMorgan Chase Bank, N.A., as administrative agent (in such capacity, the "Administrative Agent") for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, Rent-A-Center, Inc., a Delaware corporation (the "Borrower") has entered into an Credit Agreement, dated as of March 19, 2014 (as amended, supplemented or modified from time to time, the "Credit Agreement"), among the Borrower, the several banks and other financial institutions or entities from time to time parties to the Credit Agreement and the Administrative 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 Credit Agreement that the Grantor shall have executed and delivered that certain Guarantee and Collateral Agreement, dated as of March 19, 2014 in favor of the Administrative 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 Guarantee and Collateral Agreement, the Grantor has granted a security interest in certain property, including, without limitation, certain Trademarks of the Grantor to the Administrative Agent for the ratable benefit of the Secured Parties, and has agreed as a condition thereof to execute this Trademark Security Agreement for recording with the United States Patent and Trademark Office and other applicable Governmental Authorities.

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

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

SECTION 2. Grant of Security. Grantor hereby pledges and grants to the Administrative Agent for the ratable benefit of the Secured Parties a continuing security interest in and to all of Grantor's right, title and interest in the Trademarks listed on Schedule A, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of Grantor's Obligations.

SECTION 3. Recordation. This Trademark Security Agreement has been executed and delivered by Grantor for the purpose of recording the grant of security interest herein with the Commissioner of Patents and Trademarks and any other applicable government officer. Grantor authorizes and requests that the Commissioner of Patents and Trademarks and any other applicable government officer record this Trademark Security Agreement.

SECTION 4. Execution in Counterparts. This Agreement may be executed in any number of counterparts (including by telecopy), each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.


SECTION 5. Governing Law. This Trademark Security Agreement shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.

SECTION 6. Conflict Provision. This Trademark Security Agreement has been entered into in conjunction with the provisions of the Guarantee and Collateral Agreement and the 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 Credit Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Trademark Security Agreement are in conflict with the Guarantee and Collateral Agreement or the Credit Agreement, the provisions of the Guarantee and Collateral Agreement or the Credit Agreement shall govern.

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Security Agreement to be duly executed and delivered as of the date first above written.

RENT-A-CENTER WEST, INC.

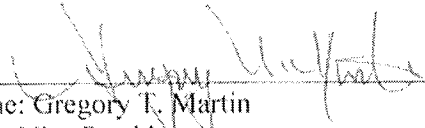
By: _____


Name: Robert D. Davis
Title: Treasurer

[Rent-A-Center Trademark Security Agreement]


TRADEMARK
REEL: 005251 FRAME: 0511

JPMORGAN CHASE BANK, N.A., as Administrative Agent

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

Schedule A






Trademarks

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
ACCEPTANCE NOW	86/074,127 N/A	9/25/2013 N/A	Pending	Rent-A-Center West, Inc.
ACCEPTANCE NOW & Design (Horizontal) AcceptanceNOW	86/113,407 N/A	11/8/2013 N/A	Pending	Rent-A-Center West, Inc.
ACCEPTANCE NOW & Design (Vertical) Acceptance NOW	86/113,415 N/A	11/8/2013 N/A	Pending	Rent-A-Center West, Inc.
ACCEPTANCE NOW BENEFITS PLUS	86/108,137 N/A	11/1/2013 N/A	Pending	Rent-A-Center West, Inc.
AMERICA'S HOME OF RENT TO OWN	75/161,025 2,125,173	8/28/1996 12/30/1997	Registered	Rent-A-Center West, Inc.
CASH ADVANTEDGE	77/028,108 3,531,518	10/24/2006 11/11/2008	Registered	Rent-A-Center West, Inc.
CASH ADVANTEDGE & Design 	77/028,166 3,580,985	10/24/2006 2/24/2009	Registered	Rent-A-Center West, Inc.
EASY PAY NO CREDIT NO PROBLEM & Design (1) 	77/287,981 3,466,283	9/25/2007 7/15/2008	Registered	Rent-A-Center West, Inc.
GET IT NOW	76/461,852 2,850,252	10/28/2002 6/8/2004	Registered	Rent-A-Center West, Inc.
GET IT NOW & Design (1) 	73/234,914 1,302,055	10/12/1979 10/23/1984	Registered	Rent-A-Center West, Inc. (2)
GET IT NOW! & Design 	76/461,851 2,850,251	10/28/2002 6/8/2004	Registered	Rent-A-Center West, Inc.
HOME CHOICE	78/981,029 3,659,513	4/6/2006 7/21/2009	Registered	Rent-A-Center West, Inc.
RAC	85/267,791 4,048,564	3/15/2011 11/1/2011	Registered	Rent-A-Center West, Inc.
RAC	78/559,090 3,161,654	2/2/2005 10/24/2006	Registered	Rent-A-Center West, Inc.

RAC & Design

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
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RAC & Design

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
RENT-A-CENTER	85/444,100 4,153,948	10/11/2011 6/5/2012	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER	85/466,404 4,154,195	11/7/2011 6/5/2012	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER	76/477,880 2,870,944	12/24/2002 8/10/2004	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER	73/382,791 1,264,550	8/30/1982 1/17/1984	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER	78/567,643 3,055,184	2/15/2005 1/31/2006	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER SUPER VALUE & Design (circle with dollar sign) 	77/622,305 3,646,658	11/26/2008 6/30/2009	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER SUPER VALUE & Design (circle with dollar sign) 	77/622,280 3,646,656	11/26/2008 6/30/2009	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER SUPER VALUE & Design (circle with dollar sign) 	77/622,334 3,646,663	11/26/2008 6/30/2009	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER SUPER VALUE & Design (circle with dollar sign) 	77/622,326 3,646,662	11/26/2008 6/30/2009	Registered	Rent-A-Center West, Inc.
RENT-A-CENTER SUPER VALUE & Design (circle with dollar sign) 	77/622,315 3,646,661	11/26/2008 6/30/2009	Registered	Rent-A-Center West, Inc.
RENTERS CHOICE	74/165,881 1,763,556	5/13/1991 4/6/1993	Registered	Rent-A-Center West, Inc.
THE EDGE SIGNATURE LOAN (1)	77/007,751 3,310,465	9/26/2006 10/16/2007	Registered	Rent-A-Center West, Inc.
THE TAX ADVANTEDGE (1)	77/049,467 3,534,548	11/22/2006 11/18/2008	Registered	Rent-A-Center West, Inc.

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
THE TAX ADVANTEDGE (1)	77/049,472 3,534,549	11/22/2006 11/18/2008	Registered	Rent-A-Center West, Inc.
TRS HOME FURNISHINGS	76/587,753 3,075,173	4/21/2004 4/4/2006	Registered	Rent-A-Center West, Inc.
TRY IT BEFORE YOU BUY IT	75/137,859 2,170,721	7/17/1996 7/7/1998	Registered	Rent-A-Center West, Inc.
WANT IT. GET IT. FAST. (1)	76/601,395 3,454,210	7/8/2004 6/24/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/970,998 3,490,677	9/11/2006 8/19/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971,002 3,538,990	9/11/2006 11/25/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971,007 3,490,678	9/11/2006 8/19/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971,010 3,490,679	9/11/2006 8/19/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR HOME	78/971,013 3,490,680	9/11/2006 8/19/2008	Registered	Rent-A-Center West, Inc.
WE MAKE IT EASY TO MAKE IT YOUR OWN	78/835,816 3,201,581	3/13/2006 1/23/2007	Registered	Rent-A-Center West, Inc.
WORRY FREE GUARANTEE	77/736,343 3,891,827	5/13/2009 12/21/2010	Registered	Rent-A-Center West, Inc.

- (1) Mark is registered, but not in use, and registration will be allowed to lapse.
- (2) The USPTO record reflects a recorded interest in favor of Signal Capital Corporation.

Licenses

Title	Date	Licensee	Licensor
Amended and Restated Trademark License Agreement	September 1, 2013	Rent-A-Center Franchising International, Inc. (formerly known as ColorTyme, Inc.)	Rent-A-Center West, Inc.
Trademark License Agreement	December 31, 2002, as amended December 31, 2004	Rent-A-Center Texas, L.P.	Rent-A-Center West, Inc.
Trademark License Agreement	December 31, 2002, as amended December 31, 2004	Rent-A-Center East, Inc.	Rent-A-Center West, Inc..
Trademark License Agreement	April 22, 2005	Get It Now, LLC	Rent-A-Center West, Inc.

Title	Date	Licensee	Licensor
Trademark License Agreement	April 14, 2004	RAC National Product Service, LLC	Rent-A-Center West, Inc.

509265-1832-11793-Active.15529121

RECORDED: 04/03/2014

**TRADEMARK
REEL: 005251 FRAME: 0517**