

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324197

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest recorded on October 11, 2004 at Reel/Frame 2956/0649.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, successor to Lehman Commercial Paper Inc. as Administrative Agent		03/19/2014	National Association: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Rent-A-Center, 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>Name:</b>	Rent-A-Center West, 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>Name:</b>	Rent-A-Center East, Inc. (as successor to Rainbow Rentals, 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>Name:</b>	Get It Now, LLC
<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>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	Rent-A-Center Franchising International, Inc.(fka ColorTyme, Inc.)
<b>Street Address:</b>	5000 Legacy Drive, Suite 210

TRADEMARK

City:	Plano
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	CORPORATION: TEXAS
Name:	RAC RR, Inc.
Street Address:	5501 Headquarters Drive
City:	Plano
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 38**

Property Type	Number	Word Mark
Registration Number:	1302055	GET IT NOW
Registration Number:	1273906	COLORTYME
Registration Number:	1191104	COLORTYME
Registration Number:	1216129	COLORTYME
Registration Number:	1282803	COLORTYME
Registration Number:	1262726	RENT.A.CENTER
Registration Number:	1264550	RENT-A-CENTER
Registration Number:	1405254	5 COLORTYME
Registration Number:	1667049	RAC
Registration Number:	1686902	RAINBOW RENTALS
Registration Number:	1763556	RENTERS CHOICE
Registration Number:	1872515	COLORTYME
Registration Number:	1918334	FLEXTYME
Registration Number:	2184320	ADVANTEDGE
Registration Number:	2137714	TABLECREST
Registration Number:	2048813	COLORTYME
Registration Number:	2054385	COLORTYME
Registration Number:	2124376	RENT WHAT'S RIGHT FOR YOU
Registration Number:	2124377	RENT WHAT'S RIGHT FOR YOU
Registration Number:	2122377	RENT WHAT'S RIGHT FOR YOU
Registration Number:	2170721	TRY IT BEFORE YOU BUY IT
Registration Number:	2125173	AMERICA'S HOME OF RENT TO OWN
Registration Number:	2202513	WHATEVER YOU NEED. WHEREVER YOU NEED IT.
Registration Number:	2227482	ROOM SERVICE U CAN RENT
Registration Number:	2233753	THORN LEASING CONCEPTS
Registration Number:	2542142	RENT RITE
Registration Number:	2548796	RENT RITE RENTAL PURCHASE <b>TRADEMARK</b>

Property Type	Number	Word Mark
Registration Number:	2785264	GET THE GOOD STUFF
Registration Number:	2674514	CERTIFIED MVP
Registration Number:	2677190	MVP
Registration Number:	3093509	REMCO
Registration Number:	2850252	GET IT NOW
Registration Number:	3152464	RENT RITE
Registration Number:	2797143	RENT RITE
Registration Number:	2876244	RAC RENT-A-CENTER
Registration Number:	2870944	RENT-A-CENTER
Serial Number:	76256868	COLORTYME DON'T GO WITHOUT
Serial Number:	76583970	RAC NPS

**CORRESPONDENCE DATA**

**Fax Number:** 2148558200

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 2148558000

**Email:** chris.andersen@nortonrosefulbright.com

**Correspondent Name:** Linda M. Merritt

**Address Line 1:** 2200 Ross Avenue, Suite 2800

**Address Line 2:** Fulbright & Jaworski LLP

**Address Line 4:** Dallas, TEXAS 75201-2784

<b>ATTORNEY DOCKET NUMBER:</b>	10409631
<b>NAME OF SUBMITTER:</b>	Chris Andersen
<b>SIGNATURE:</b>	/chris andersen/
<b>DATE SIGNED:</b>	11/24/2014

**Total Attachments: 7**

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TERMINATION AND RELEASE OF  
SECURITY INTEREST IN INTELLECTUAL PROPERTY

This TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this "**Release**") is made as of March 19, 2014, by JPMorgan Chase Bank, successor to Lehman Commercial Paper Inc. as Administrative Agent (the "**Agent**") in favor of Rent-A-Center, Inc., a Delaware corporation, Rent-A-Center West, Inc., a Delaware corporation, Rent-A-Center East, Inc., a Delaware corporation (as successor to Rainbow Rentals, Inc., an Ohio corporation), Get It Now, LLC, a Delaware limited liability company, Rent-A-Center Franchising International, Inc. (formerly known as Colortyme, Inc.), a Texas corporation, and RAC RR, Inc., a Delaware corporation (collectively, the "**Grantors**"). All capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the 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, 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**"), each Grantor granted to the Agent for the benefit of the Agent and the Lenders a continuing security interest in certain intellectual property (the "**Security Interest**");

WHEREAS, pursuant to that certain First Amendment to Intellectual Property Security Agreements and Appointment of Successor Administrative Agent, dated as of July 14, 2004 between Grantors and the Agent (the "**Security Agreement**"), Grantors, by reference to the Guarantee and Collateral Agreement, reaffirmed its intent to grant the Security Interest to the Agent specifically in the Intellectual Property (as defined below);

WHEREAS, the Security Agreement was recorded (i) at the United States Patent and Trademark Office on October 11, 2004 at Reel/Frame 2956/0649 and (ii) at the United States Copyright Office on October 14, 2004 at Volume 3516 Document 318;

WHEREAS, the Security Interest granted pursuant to the Guarantee and Collateral Agreement as of May 28, 2003 was recorded (i) at the United States Patent and Trademark Office on June 4, 2003 and on June 16, 2004 at the Real/Frame Nos. identified on Schedule A and (ii) at the United States Copyright Office on July 7, 2003 at the Volume/Document Number identified on Schedule A.

WHEREAS, the Agent now desires to terminate and release the entirety of its Security Interest in the Intellectual Property under the 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 intellectual property listed on **Schedule A** hereto (the "**Intellectual Property**"), without recourse, representation or warranty, and any right,

title or interest of the Agent in such Intellectual Property 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 INTELLECTUAL PROPERTY to be duly executed as of the date first written above.

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

By:   
Name: Jennifer Bishop  
Title: Managing Director

## SCHEDULE A

### U.S. Copyright Registrations

Rent-A-Center, Inc. (recorded at Volume 3499 Page 117)

Title	Reg. No.
Renter defender.	VA 518-452
RACA PC store systems.	TXu 547-160
PC to AS400 high performance data file transfer system.	TX 3-237-702
RACA PC store system.	TXu 500-938
File application special transfer.	TX 3-189-508
RAC revision 3.53.	TXu 471-002
RACA PC store system, V353.BAS.	TXu 415-494
Store operations training: level 1.	TXu 448-124
Standards of operations.	TXu 445-751
Standards of operations: evaluator manual.	TXu 445-750
Identity standards and usage guidelines.	TXu 432-800
RAC systems computer operations manual.	TXu 429-014
Consumer friendly rental agreement.	TX 2-809-479
RACS.	TXu 376-529
Advanced sales techniques.	TXu 375-775
Rent-a-center selection interviewing workshop.	TXu 374-311
Rent-a-center selection and training manual.	TXu 374-310
Zone certification manager's manual.	TXu 374-309
Rent-a-center general information manual.	TXu 374-308
Rent-a-center sales and service manual.	TXu 374-307
Rent-a-center collections manual.	TXu 374-218
Account manager I certification packet.	TXu 369-577
Implementation kit for human resources planning at Rent-A-Center, Inc.	TXu 369-447
Assistant manager certification packet.	TXu 369-446
Collection skills workbook: store operations training.	TXu 301-483
RACS.	TXu 290-611

Title	Reg. No.
RACS.	TXu 290-610
Store operations training: sales and service workbook.	TXu 281-464
Macntlin.	TXu 207-428
Our 10 commitments to you.	TX 1-663-355
Rent-A-Center, a special place.	PAu 1-230-331
Collection practices, one to six day accounts.	PAu 1-230-330
The basics of successful renting and the sales track.	PAu 1-230-329
Collection practices, seven to twenty-nine day accounts.	PAu 1-230-328
THORN Services International, field management system V.015.	TXu 676-521
THORN Services International, warranty claims V.012.	TXu 676-519
THORN Services International, central parts procurement system V 3.0.	TXu 676-518
Credit analysis package.	TXu 830-675
RACS rev. 3.0 (store computer system).	No. 399-793
RACS rev. 3.3 (store computer system).	No. 399-791
Collection skills workbook.	No. 399-795
RAC's software version 2.30.	No. 399-794
Sales and service skill workbook.	No. 399-792



**SCHEDULE A**

U.S. Trademark Applications and Registrations

Rent-A-Center West, Inc. (recorded at Reel 2821 Frame 0563 and Reel 2875 Frame 0234)

<b>Application No./Registration No.</b>
76/343,516
76/477,879
76/477,880
76/583,970
1,262,726
1,264,550
1,667,049
1,763,556
2,184,320
2,137,714
2,170,721
2,125,173
2,202,513
2,227,482
2,233,753
2,785,264

Get It Now, LLC (recorded at Reel 2820 Frame 0907)

<b>Registration No.</b>
1,302,055
2,850,252

Colortyme, Inc. (recorded at Reel 2821 Frame 0101)

<b>Application No./Registration No.</b>
76/256,868
1,273,906
1,191,104
1,216,129
1,282,803
1,405,254
1,872,515
1,918,334
2,048,813
2,054,385
2,124,376
2,124,377
2,122,377

Rent-A-Center, Inc. (recorded at Reel 2875 Frame 0261)

<b>Registration No.</b>
2,785,264

Rainbow Rentals, Inc. (recorded at Reel 2875 Frame 0241)

<b>Registration No.</b>
1,686,902
2,674,514
2,677,190

RAC RR, Inc. f/k/a Rent Rite, Inc. (recorded at Reel 2875 Frame 0268)

<b>Application No./Registration No.</b>
76/474,325
2,542,142
2,548,796
2,797,143

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**RECORDED 10/4/2004**

**TRADEMARK  
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REEL: 002956 FRAME: 0660  
REEL: 005407 FRAME: 0218**