

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI55858

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Braveheart Acquisition, LLC		02/19/2024	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Company 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: 2			
Property Type	Number	Word Mark	
Registration Number:	4468015	MERCHANTS PREFERRED LEASE-PURCHASE SERVICES	
Registration Number:	5414323	MERCHANTS PREFERRED LEASE-PURCHASE SERVICES	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>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.</i>			
Phone:	(612332-5300		
Email:	ckolden@merchantgould.com		
Correspondent Name:	Danielle I. Mattessich		
Address Line 1:	P.O. Box 2910		
Address Line 2:	150 South Fifth Street, Ste 2200		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	18771.0054US01		
NAME OF SUBMITTER:	CRYSTAL KOLDEN		
SIGNATURE:	CRYSTAL KOLDEN		
DATE SIGNED:	03/06/2024		
Total Attachments: 2			
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source=Trademark Assignment (MERCHANTS PREFERRED LEASE-PURCHASE)_Signed#page2.tif			

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TRADEMARK ASSIGNMENT

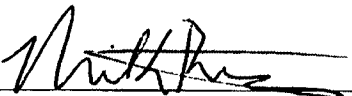
WHEREAS, Braveheart Acquisition, LLC, a limited liability company organized under the laws of Delaware (hereinafter "Assignor"), with a listed business address of 5501 Headquarters Drive, Plano, TX 75024, is the record owner of the "intellectual property" listed in Appendix A.

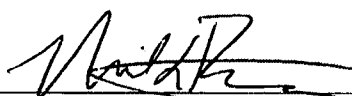
WHEREAS, Rent-A-Center West, Inc., a corporation organized under the laws of Delaware (hereinafter "Assignee"), having a principal place of business at 5501 Headquarters Drive, Plano, TX 75024, is desirous of acquiring all right, title and interest in and to said intellectual property listed in Appendix A;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said intellectual property, together with the goodwill and other incidents of its business associated with or symbolized by said trademark effective on the date of the execution of this Agreement.

Braveheart Acquisition, LLC

Rent-A-Center West, Inc.

By: 
Signature

By: 
Signature


Michael Rhey, Assistant Secretary
Name & Title

Michael Rhey, Assistant Secretary
Name & Title

2/19/24
Date

2/19/24
Date

APPENDIX A

Mark	Status/Key Dates	Goods/Services	Country App. No./Reg. No.
MERCHANTS PREFERRED LEASE- PURCHASE SERVICES	Registered: Jan. 14, 2014 Filed: Feb. 01, 2013	Rent-to-own financing (Class 36)	United States Reg. No. 4468015 App. No. 85838437
	Registered: Feb. 27, 2018 Filed: Feb. 16, 2017	Rent-to-own financing (Class 36)	United States Reg. No. 5414323 App. No. 87339367