

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Get It Now, LLC		04/22/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Rent-A-Center West, Inc.		
Street Address:	5700 Tennyson Parkway, 3rd Floor		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2850252	GET IT NOW	
Registration Number:	2850251	GET IT NOW! FURNITURE APPLIANCES ELECTRONICS COMPUTERS	
Registration Number:	1302055	GET IT NOW	
CORRESPONDENCE DATA			
Fax Number:	(214)855-8200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-855-8000		
Email:	DOTrademark@fulbright.com		
Correspondent Name:	Linda M. Merritt		
Address Line 1:	2200 Ross Avenue, Suite 2800		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Linda M. Merritt		
Signature:	/Linda M. Merritt/		

OP \$90.00 2850252

Date:

04/27/2005

Total Attachments: 3

source=RAC Assignment_1#page1.tif

source=RAC Assignment_2#page1.tif

source=RAC Assignment_3#page1.tif

INTELLECTUAL PROPERTY ASSIGNMENT

WHEREAS, Get It Now, LLC ("GIN"), is a Delaware limited liability company having a principal place of business at 5700 Tennyson Parkway, 3rd Floor, Plano, Texas 75024; and

WHEREAS, GIN owns all rights, title and interest in and to certain trademark and/or service marks, trade names, trade dress and other indicia of origin used in GIN's business and the trademark and service mark registrations identified in Exhibit A attached hereto (hereinafter, collectively, the "Trademarks") and all rights, title and interest in and to copyrights in certain works of authorship relating to GIN's business (hereinafter, collectively, the "Copyrights"); and

WHEREAS, Rent-A-Center West, Inc., formerly known as Advantage Companies, Inc. ("RAC WEST"), a Delaware corporation, having a principal place of business at 5700 Tennyson Parkway, 3rd Floor, Plano, Texas 75024, is desirous of acquiring the Trademarks and Copyrights.

NOW THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, GIN agrees and covenants as follows:

1. GIN sells, assigns, conveys, and transfers to RAC WEST, and RAC WEST accepts, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the right to apply for and receive registrations of the Trademarks and the right to sue and recover damages for past, present, and future infringements.

2. GIN sells, assigns, conveys, and transfers to RAC WEST, and RAC WEST accepts, all right, title and interest in and to the Copyrights, including all derivative works, whether works for hire or otherwise, which includes, without limitation, the exclusive rights to make, sell, publish, distribute, modify, prepare derivative works, display, reproduce, transmit, perform, adapt or otherwise make use of the copyrighted works; and to sue and recover for damages or past, present and future infringements.

3. GIN further sells, assigns, conveys, and transfers to RAC WEST, and RAC WEST accepts, all right, title, and interest GIN may have in or to any applications for copyright registration and any copyright registrations.

4. GIN represents and warrants that it has not assigned, conveyed, transferred, or granted to any third party any interest in, or otherwise encumbered in any manner, the Trademarks and Copyrights, and that, to the best of its knowledge, no third party owns, or is entitled to, any right or interest in the Trademarks and Copyrights that would preclude, conflict with or encumber this Assignment, and that it hereby consents to this Assignment.

5. Notwithstanding any other provisions of this Assignment to the contrary, nothing in this Assignment shall: (i) be deemed to be an assignment of any third party license or agreement that cannot be assigned without the consent, approval or agreement of another party unless such consent, approval or agreement is first obtained; (ii) be deemed to be a transfer of ownership rights in the know-how or copyrights of third parties to the extent such rights are

deemed owned by third parties pursuant to a license or other agreement with such third parties; or (iii) be deemed to be a license, sublicense, or other grant of a right to use any rights under any third-party license that cannot be licensed, sublicensed or granted without the consent, approval or agreement of another party, unless such consent, approval or agreement is first obtained.

6. GIN agrees, at the request of RAC WEST and at RAC WEST's expense, to execute and deliver such other and further documents and legal instruments, and do all other things reasonably necessary to perfect in RAC WEST, its assigns, successors, and legal representatives, all right, title and interest in and to the Trademarks and Copyrights hereby conveyed and transferred, throughout the world, including without limitation executing and delivering any and all powers of attorney, applications, assignments, declarations and affidavits.

7. This Assignment and the covenants herein are made for the benefit of RAC WEST and its successors and assigns and may be transferred without the consent of GIN.

IN WITNESS WHEREOF, the undersigned have caused their duly authorized representatives to execute this Agreement effective as of April 22, 2005 in the capacities shown below.

Agreed:

Get It Now, LLC

By: 

Name: Mark E. Speese

Title: President

Accepted:

Rent-A-Center West, Inc.

By: 

Name: Mark E. Speese

Title: President

EXHIBIT A

U.S. TRADEMARK REGISTRATIONS

MARK	REGISTRATION NO.	REGISTRATION DATE
GET IT NOW	2,850,252	June 8, 2004
GET IT NOW! FURNITURE APPLIANCES ELECTRONICS COMPUTERS & Design	2,850,251	June 8, 2004
GET IT NOW (& design)	1,302,055	October 23, 1984

25527069.2