

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM629629

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF TRADEMARK SECURITY AGREEMENT-TL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT		02/17/2021	National Banking Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	REMCO AMERICA, 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.		
<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 FRANCHISING INTERNATIONAL, 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: TEXAS		
<b>Name:</b>	RENT-A-CENTER TEXAS, L.P.		
<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 Partnership: TEXAS		
<b>Name:</b>	RENT-A-CENTER WEST, INC.		
<b>Street Address:</b>	5501 HEADQUARTERS DRIVE		
<b>City:</b>	PLANO		
<b>TRADEMARK</b>			

State/Country:	TEXAS
Postal Code:	75024
Entity Type:	Corporation: DELAWARE

**PROPERTY NUMBERS Total: 51**

Property Type	Number	Word Mark
Registration Number:	4590262	ACCEPTANCE NOW
Registration Number:	4590359	ACCEPTANCE NOW
Registration Number:	4777989	ACCEPTANCE NOW BENEFITS PLUS
Registration Number:	2125173	AMERICA'S HOME OF RENT TO OWN
Serial Number:	86860243	APPROVALINK
Registration Number:	1216129	COLORTYME
Registration Number:	3276638	COLORTYME
Registration Number:	2048813	COLORTYME
Registration Number:	1191104	COLORTYME
Registration Number:	1872515	COLORTYME
Registration Number:	4405390	COLORTYME
Registration Number:	4157885	COLORTYME
Registration Number:	2054385	COLORTYME
Serial Number:	87034930	CREDITFREE
Registration Number:	2850252	GET IT NOW
Registration Number:	2850251	GET IT NOW! FURNITURE APPLIANCES ELECTRO
Registration Number:	3659513	HOME CHOICE
Registration Number:	4833472	LIFE BEGINS AT HOME
Registration Number:	4277107	OPERATION: JUST LIKE HOME
Registration Number:	4048564	RAC
Registration Number:	3161654	RAC
Registration Number:	1667049	RAC
Registration Number:	4048565	RAC
Registration Number:	3054671	RAC BENEFITS PLUS
Registration Number:	3055502	RAC NATIONAL PRODUCT SERVICE
Registration Number:	2876244	RAC RENT-A-CENTER
Registration Number:	4031722	RAC RENT-A-CENTER FURNITURE APPLIANCES E
Registration Number:	4059335	RAC RENT-A-CENTER FURNITURE APPLIANCES E
Registration Number:	3620129	RAC WORRY FREE GUARANTEE
Registration Number:	3620130	RAC WORRY FREE GUARANTEE
Registration Number:	3620131	RAC WORRY FREE GUARANTEE
Registration Number:	3623803	RAC WORRY FREE GUARANTEE
Registration Number:	3623804	RAC WORRY FREE GUARANTEE

Property Type	Number	Word Mark
Registration Number:	3620128	RAC WORRY FREE GUARANTEE
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:	1763556	RENTERS CHOICE
Registration Number:	2094767	RENTWAY
Registration Number:	2011934	RENT-WAY
Registration Number:	2097244	RENTWAY
Registration Number:	3341976	RIMTYME
Registration Number:	3341977	RIMTYME
Registration Number:	4166707	RIMTYME CUSTOM WHEELS AND TIRES
Registration Number:	4083155	RIMTYME CUSTOM WHEELS AND TIRES
Registration Number:	4767757	RIMTYME CUSTOM WHEELS AND TIRE
Registration Number:	2170721	TRY IT BEFORE YOU BUY IT
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 using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** (212)455-3346

**Email:** ksolomon@stblaw.com

**Correspondent Name:** MELANIE JOLSON, ESQ.

**Address Line 1:** SIMPSON THACHER & BARTLETT LLP

**Address Line 2:** 425 LEXINGTON AVENUE

**Address Line 4:** NEW YORK, NEW YORK 10017

<b>ATTORNEY DOCKET NUMBER:</b>	509265/2305
<b>NAME OF SUBMITTER:</b>	MELANIE JOLSON
<b>SIGNATURE:</b>	/MJ/
<b>DATE SIGNED:</b>	03/03/2021

**Total Attachments: 7**

- source=Release - Alta Trademark TL (Executed)#page1.tif
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RELEASE OF TRADEMARK SECURITY AGREEMENT

This RELEASE OF TRADEMARK SECURITY AGREEMENT, dated as of February 17, 2021 (this “Release”), is made by JPMorgan Chase Bank, N.A., as administrative agent (in such capacity, the “Administrative Agent”) for the Secured Parties, in favor of Remco America, Inc., a Delaware corporation, Rent-A-Center East, Inc., a Delaware corporation, Rent-A-Center Franchising International, Inc., a Texas corporation, Rent-A-Center Texas, L.P., a Texas limited partnership, and Rent-A-Center West, Inc., a Delaware corporation (each a “Grantor” and collectively, the “Grantors”).

WHEREAS, pursuant to the ABL Guarantee and Collateral Agreement, dated as of August 5, 2019 in favor of the Administrative Agent for the benefit of the Secured Parties (as amended, supplemented or otherwise modified from time to time, the “Guarantee and Collateral Agreement”) a security interest was granted by the Grantors to the Administrative Agent in certain collateral, including the Released Collateral (as hereinafter defined);

WHEREAS, by reference to the Guarantee and Collateral Agreement, the Administrative Agent and the Grantors entered into that certain Term Loan Intellectual Property Security Agreement dated as of August 5, 2019 (the “IP Security Agreement”), reaffirming the grant of security interest in the Released Collateral;

WHEREAS, the IP Security Agreement was recorded with the United States Patent and Trademark Office (“USPTO”) on September 9, 2019 at Reel 006740 and Frame 0082; and

WHEREAS, the Grantors have requested, and the Administrative Agent has agreed, that the Administrative Agent execute for recordation this Release as evidence of such termination and release of the entirety of its security interest in the Released Collateral;

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

1. Definitions. The term “Released Collateral,” as used herein, shall mean all of the Administrative Agent’s security interest in any Collateral, including the Trademarks, listed on Schedule A hereto. Unless otherwise defined herein or the context otherwise requires, terms used in this Release, including its preamble and recitals, have the meanings provided or provided by reference in the Guarantee and Collateral Agreement or the IP Security Agreement, as applicable.

2. Release of Lien. The Administrative Agent, on behalf of itself and the Secured Parties, hereby terminates, extinguishes, cancels, releases, discharges, and, without recourse, representation, or warranty, hereby irrevocably transfers and assigns back to the applicable Grantor, any and all right, title and interest (including their security interest) that Administrative Agent or any of the Secured Parties may have obtained in or to the Released Collateral in connection with the Guarantee and Collateral Agreement, or the IP Security Agreement.

3. Further Assurances. The Administrative Agent agrees, solely at the expense of the applicable Grantor, to execute and deliver to such Grantor such additional instruments as such

Grantor may reasonably request as necessary to effect and record with the USPTO the release of the Administrative Agent's security interest in or to the Released Collateral, and hereby authorizes and requests that the relevant authorities at the USPTO record this Release.

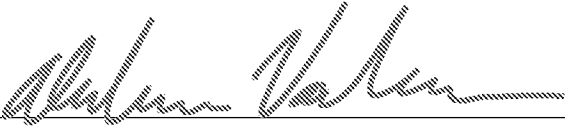
4. Governing Law. This Release shall be construed in accordance with and governed by the law of the State of New York.

5. Execution in Counterparts. This Release may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page of this Release by telecopy or electronic transmission shall be effective as delivery of a manually executed counterpart of this Release.

[Signature Page Follows]

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed and delivered by its duly authorized officer as of the date first above written.

JPMORGAN CHASE BANK, N.A., in its capacity as the Administrative Agent


By: \_\_\_\_\_

Name: Alexander Vardaman


Title: Authorized Signatory



**Schedule A**


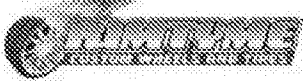
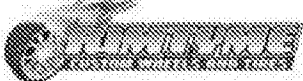
**Trademarks**

<b>Mark</b>	<b>Application No./ Registration No.</b>	<b>Application Date/ Registration Date</b>	<b>Status</b>	<b>Owner</b>
ACCEPTANCE NOW	86/074,127 4,590,262	9/25/2013 8/19/2014	Registered	Rent-A-Center West, Inc.
ACCEPTANCE NOW & Design (Horizontal) <i>AcceptanceNOW</i>	86/113,407 4,590,359	11/8/2013 8/19/2014	Registered	Rent-A-Center West, Inc.
ACCEPTANCE NOW BENEFITS PLUS	86/108,137 4,777,989	11/1/2013 7/21/2015	Registered	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.
Approvalink	86/860,243	12/29/2015	Pending	Rent-A-Center West, Inc.
COLORTYME	73/290,829 1,216,129	12/22/1980 11/9/1982	Registered	Rent-A-Center Franchising International, Inc.
ColorTyme	78/571,456 3,276,638	2/21/2005 8/7/2007	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME	75/029,755 2,048,813	12/8/1995 4/1/1997	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME	73/290,809 1,191,104	12/22/1980 3/2/1982	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME	74/470,558 1,872,515	12/17/1993 1/10/1995	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME	85/444,121 4,405,390	10/11/2011 9/24/2013	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME	85/466,382 4,157,885	11/7/2011 6/12/2012	Registered	Rent-A-Center Franchising International, Inc.
COLORTYME & Design 	75/029,756 2,054,385	12/8/1995 4/22/1997	Registered	Rent-A-Center Franchising International, Inc.



Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
CREDITFREE	87/034,930	05/12/2016	Pending	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 	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.
LIFE BEGINS AT HOME	86/424,119 4,833,472	10/15/2014 10/13/2015	Registered	Rent-A-Center West, Inc.
OPERATION: JUST LIKE HOME	85/525,159 4,277,107	1/25/2012 1/15/2013	Registered	Rent-A-Center Texas, L.P.
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 	74/038,721 1,667,049	3/15/1990 12/3/1991	Registered	Rent-A-Center West, Inc.
RAC & Design 	85/267,817 4,048,565	3/15/2011 11/1/2011	Registered	Rent-A-Center West, Inc.
RAC BENEFITS PLUS	78/558,985 3,054,671	2/2/2005 1/31/2006	Registered	Rent-A-Center West, Inc.
RAC NATIONAL PRODUCT SERVICE	78/624,453 3,055,502	5/6/2005 1/31/2006	Registered	Rent-A-Center West, Inc.
RAC RENT-A-CENTER & Design 	76/477,879 2,876,244	12/24/2002 8/24/2004	Registered	Rent-A-Center West, Inc.
RAC RENT-A-CENTER FURNITURE APPLIANCES ELECTRONICS COMPUTERS & Design (Button Logo) 	85/272,496 4,031,722	3/21/2011 9/27/2011	Registered	Rent-A-Center West, Inc.

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
RAC RENT-A-CENTER FURNITURE APPLIANCES ELECTRONICS COMPUTERS & Design (Button Logo) 	85/272,525 4,059,335	3/21/2011 11/22/2011	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,249 3,620,129	9/24/2007 5/12/2009	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,277 3,620,130	9/24/2007 5/12/2009	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,308 3,620,131	9/24/2007 5/12/2009	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,323 3,623,803	9/24/2007 5/19/2009	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,341 3,623,804	9/24/2007 5/19/2009	Registered	Rent-A-Center West, Inc.
RAC WORRY FREE GUARANTEE	77/287,216 3,620,128	9/24/2007 5/12/2009	Registered	Rent-A-Center West, Inc.
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.
RENTERS CHOICE	74/165,881 1,763,556	5/13/1991 4/6/1993	Registered	Rent-A-Center West, Inc.
RENTWAY	75/139,190 2,094,767	7/24/1996 9/9/1997	Registered	Rent-A-Center East, Inc.
RENT-WAY & Design (Arrow) 	75/015,035 2,011,934	11/6/1995 10/29/1996	Registered	Rent-A-Center East, Inc.

Mark	Application No./ Registration No.	Application Date/ Registration Date	Status	Owner
RENTWAY (Stylized) & Design 	75/139,176 2,097,244	7/24/1996 9/16/1997	Registered	Rent-A-Center East, Inc.
RIMTYME	78/893,263 3,341,976	5/25/2006 11/20/2007	Registered	Rent-A-Center Franchising International, Inc.
RIMTYME	78/893,269 3,341,977	5/25/2006 11/20/2007	Registered	Rent-A-Center Franchising International, Inc.
RIMTYME CUSTOM WHEELS AND TIRES & Design 	85/323,128 4,166,707	5/17/2011 7/3/2012	Registered	Rent-A-Center Franchising International, Inc.
RIMTYME CUSTOM WHEELS AND TIRES & Design 	85/323,026 4,083,155	5/17/2011 1/10/2012	Registered	Rent-A-Center Franchising International, Inc.
RIMTYME CUSTOM WHEELS AND TIRES & Design	86/419,024 4,767,757	10/09/2014 4/21/2015	Registered	Rent-A-Center Franchising International, 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.
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.

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