

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
ABC Licensing Corp.		05/12/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Thrivent Financial for Lutherans
Street Address:	625 Fourth Avenue South
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55414
Entity Type:	Fraternal Benefits Society: Wisconsin:

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	2815440	THRIVENT
Registration Number:	2830481	THRIVENT FINANCIAL
Registration Number:	2798598	THRIVENT
Registration Number:	2792314	THRIVENT FINANCIAL
Registration Number:	2798657	THRIVENT FINANCIAL FOR LUTHERANS
Registration Number:	2821568	THRIVENT FINANCIAL FOR LUTHERANS
Registration Number:	2813735	THRIVENT FINANCIAL
Registration Number:	2818060	THRIVENT FINANCIAL FOR LUTHERANS
Registration Number:	2792413	THRIVENT FINANCIAL
Registration Number:	2821594	THRIVENT FINANCIAL FOR LUTHERANS
Registration Number:	2870176	THRIVENT INVESTMENT MANAGEMENT
Registration Number:	2854577	THRIVENT FINANCIAL BANK
Registration Number:	2854576	THRIVENT INVESTMENT MANAGEMENT
Registration Number:	2882443	THRIVENT FINANCIAL BANK

OP \$440.00 2815440

Registration Number:	3006447	HELPING OTHERS THRIVE
Registration Number:	2995822	HELPING YOU THRIVE
Registration Number:	3006446	WHERE VALUES THRIVE

CORRESPONDENCE DATA

Fax Number: (612)766-1600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 6127667196
Email: trademarkmpls@faegre.com
Correspondent Name: Sandra Epp Ryan
Address Line 1: 90 South Seventh Street
Address Line 2: 2200 Wells Fargo Center
Address Line 4: Minneapolis, MINNESOTA 55402-3901

ATTORNEY DOCKET NUMBER:	10061
NAME OF SUBMITTER:	Sandra Epp Ryan
Signature:	/Sandra Epp Ryan/
Date:	08/17/2006

Total Attachments: 11
source=Exhibit A#page1.tif
source=Exhibit A#page2.tif
source=Exhibit A#page3.tif
source=Exhibit A#page4.tif
source=Exhibit A#page5.tif
source=Exhibit A#page6.tif
source=Exhibit A#page7.tif
source=Exhibit A#page8.tif
source=Exhibit A#page9.tif
source=Exhibit A#page10.tif
source=Exhibit A#page11.tif

ASSIGNMENT

WHEREAS, ABC Licensing Corp., a Delaware corporation having a business address of 625 Fourth Avenue South, Minneapolis, Minnesota 55414 (hereinafter "Assignor"), is the owner of United States and Canada trademark registrations for the Marks identified in Exhibit A, attached hereto and incorporated herein by reference (hereinafter "Marks"); and

WHEREAS, Thrivent Financial for Lutherans, a Wisconsin fraternal benefit society, having a business address of 625 Fourth Avenue South, Minneapolis, Minnesota 55414, (hereinafter "Assignee") is desirous of acquiring all of Assignor's right, title and interest in and to said Marks and trademark registrations, and associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Assignee, its successors or assigns, its entire right, title and interest, worldwide in and to said Marks, said trademark registrations and all common law trademark rights in said Marks, and with the goodwill and other incidents of its business associated with or symbolized by said Marks.

Assignor hereby agrees, at the request of Assignee and without charge to Assignee or cost to Assignee (other than reimbursement of out-of-pocket expenses that are reasonably incurred), to: (i) execute and have executed any and all other documents of any kind whatsoever, and to provide any information that is in the Assignor's possession or under its control that may be reasonably required to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office and the Canadian Intellectual Property Office so that Assignee's ownership of the assigned rights is duly made of record in the United States and Canada.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative this 12th day of May 2006.

ABC LICENSING CORP.

Dated: May 12th 2006

By: James E. Nelson
Name: James E. Nelson
Title: President

STATE OF MINNESOTA)
) ss.
COUNTY OF Hennepin)

Subscribed and sworn to before me this 12th day of May 2006.

[notary stamp here]

Aimee K Walter
Notary Public

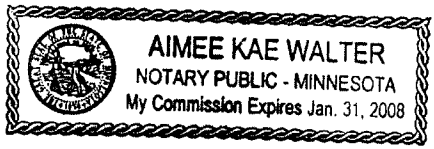


EXHIBIT A

United States

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/1

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06324049

THRIVENT

STATUS: Registered; Intent to Use - Application

GOODS/SERVICES: (INT. CL. 9) COMPUTER SOFTWARE FOR PERSONAL FINANCIAL PLANNING AND ESTATE PLANNING (INT. CL. 16) PRINT PUBLICATIONS, NAMELY, BROCHURES, INFORMATION SHEETS, PRINTED EDUCATIONAL AND TEACHING MATERIALS, BOOKS, AND MEMBERSHIP MAGAZINES FOR A FRATERNAL BENEFITS SOCIETY, ALL IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS, AND VIDEO TAPES

SERIAL NO.: 76-324,049

FILED: October 12, 2001

REG. NO.: 2,815,440

REGISTERED: February 17, 2004

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/2

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06333561

THRIVENT FINANCIAL

STATUS: Registered; Intent to Use - Application

GOODS/SERVICES: (INT. CL. 9) COMPUTER SOFTWARE FOR PERSONAL FINANCIAL PLANNING AND ESTATE PLANNING (INT. CL. 16) PRINT PUBLICATIONS, NAMELY, BROCHURES, INFORMATION SHEETS, PRINTED EDUCATIONAL AND TEACHING MATERIALS, BOOKS, AND MEMBERSHIP MAGAZINES FOR A FRATERNAL BENEFITS SOCIETY, ALL IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE

CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS, AND VIDEO TAPES

SERIAL NO.: 76-333,561
FILED: November 2, 2001
REG. NO.: 2,830,481
REGISTERED: April 6, 2004

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/3

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06338285

THRIVENT

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS MADE OF METAL, NAMELY, METAL KEY HOLDERS (INT. CL. 9) PROMOTIONAL COMPUTER ACCESSORY ITEMS, NAMELY, TAPE MEASURES, DECORATIVE MAGNETS (INT. CL. 11) PROMOTIONAL ITEMS, NAMELY, FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, NAMELY, JEWELRY, WATCHES, CLOCKS, ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND [STATIONARY] * STATIONERY * ITEMS, NAMELY, PENS, PENCILS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, DECALS AND STICKERS, CALENDARS, PAPER NAPKINS (INT. CL. 18) PROMOTIONAL ITEMS, NAMELY ATTACHE CASES, BILLFOLDS, BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS, CARRY-ALL BAGS, UMBRELLAS (INT. CL. 20) PROMOTIONAL ITEMS, NAMELY, NON-METAL KEY HOLDERS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, NAMELY, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, PORTABLE COOLERS, INSULATED CAN AND BOTTLE HOLDER, PLASTIC SPORTS BOTTLES SOLD EMPTY, PAPER PLATES, PAPER CUPS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, NAMELY, GOLF TOWELS (INT. CL. 25) PROMOTIONAL CLOTHING ITEMS, NAMELY, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, , HATS AND VISORS (INT. CL. 28) PROMOTIONAL TOYS AND GAMES, NAMELY, GOLF BALLS, FLYING DISCS (INT. CL. 30) PROMOTIONAL FOOD ITEMS, NAMELY, CANDY

SERIAL NO.: 76-338,285
FILED: November 15, 2001
REG. NO.: 2,798,598
REGISTERED: December 23, 2003

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/4
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06344522

THRIVENT FINANCIAL

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS MADE OF METAL, NAMELY, METAL KEY HOLDERS (INT. CL. 9) PROMOTIONAL COMPUTER ACCESSORY ITEMS, NAMELY TAPE MEASURES AND DECORATIVE MAGNET (INT. CL. 11) PROMOTIONAL ITEMS, NAMELY, FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, NAMELY, JEWELRY, WATCHES, CLOCKS AND ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND STATIONARY ITEMS, NAMELY, PENS, PENCILS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, DECALS AND STICKERS, CALENDARS AND PAPER NAPKINS (INT. CL. 18) PROMOTIONAL ITEMS, NAMELY ATTACHE CASES, BILLFOLDS, BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS, CARRY-ALL BAGS AND UMBRELLAS (INT. CL. 20) NON-METAL KEY HOLDERS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, NAMELY, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, PORTABLE COOLERS, INSULATED CAN AND BOTTLE HOLDER, PLASTIC SPORTS BOTTLES SOLD EMPTY, NON-METAL KEY HOLDERS, PAPER PLATES, PAPER CUPS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, NAMELY, GOLF TOWELS (INT. CL. 25) PROMOTIONAL CLOTHING ITEMS, NAMELY, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, HATS AND VISORS (INT. CL. 28) PROMOTIONAL TOYS AND GAMES, NAMELY, GOLF BALLS AND FLYING DISCS (INT. CL. 30) PROMOTIONAL FOOD ITEMS, NAMELY, CANDY

SERIAL NO.: 76-344,522
FILED: December 3, 2001
REG. NO.: 2,792,314
REGISTERED: December 9, 2003

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/5
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06354508

THRIVENT FINANCIAL FOR LUTHERANS

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS MADE OF METAL, NAMELY, METAL KEY HOLDERS (INT. CL. 9) PROMOTIONAL [COMPUTER ACCESSORY] ITEMS, NAMELY, [COMPUTER MOUSE PADS,] TAPE MEASURES, DECORATIVE MAGNETS (INT. CL. 11) PROMOTIONAL ITEMS, NAMELY, FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, NAMELY, JEWELRY, WATCHES, CLOCKS, ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND [STATIONARY] * STATIONERY * ITEMS, NAMELY, PENS, PENCILS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, DECALS AND STICKERS, CALENDARS, PAPER NAPKINS (INT. CL. 18) PROMOTIONAL ITEMS, NAMELY ATTACHE CASES, BILLFOLDS, BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS, CARRY-ALL BAGS, UMBRELLAS, [LEATHER PORTFOLIOS] (INT. CL. 20) PROMOTIONAL ITEMS, NAMELY, NON-METAL KEY HOLDERS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, NAMELY, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, PORTABLE COOLERS, INSULATED CAN AND BOTTLE HOLDER, PLASTIC SPORTS BOTTLES SOLD EMPTY, [CUTTING BOARDS,] PAPER PLATES, PAPER CUPS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, NAMELY, GOLF TOWELS (INT. CL. 25)

PROMOTIONAL CLOTHING ITEMS, NAMELY, JACKETS, SHIRTS, T-SHIRTS,
HATS, SWEATSHIRTS, HATS AND VISORS (INT. CL. 28) PROMOTIONAL
TOYS AND GAMES, NAMELY, GOLF BALLS, FLYING DISCS (INT. CL. 30)
PROMOTIONAL FOOD ITEMS, NAMELY, CANDY
SERIAL NO.: 76-354,508
FILED: December 27, 2001
REG. NO.: 2,798,657
REGISTERED: December 23, 2003

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/6
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06354506

THRIVENT FINANCIAL FOR LUTHERANS

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 9) COMPUTER SOFTWARE FOR PERSONAL
FINANCIAL PLANNING AND ESTATE PLANNING (INT. CL. 16) PRINT
PUBLICATIONS, NAMELY, BROCHURES, INFORMATION SHEETS, PRINTED
EDUCATIONAL AND TEACHING MATERIALS, BOOKS, AND MEMBERSHIP
MAGAZINES FOR A FRATERNAL BENEFITS SOCIETY, ALL IN THE FIELD OF
FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE
PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE
PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE,
FUNDRAISING, FAITH AND FAMILY MATTERS (INT. CL. 36) INSURANCE
UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE,
DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES;
FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE
CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION
SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES;
PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO
INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING
GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND
CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN
THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT
PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING,
CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM
CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH
WORKSHOPS, SEMINARS, AND VIDEO TAPES

SERIAL NO.: 76-354,506
FILED: December 27, 2001
REG. NO.: 2,821,568
REGISTERED: March 9, 2004

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/7
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

THRIVENT FINANCIAL and Design

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 9) COMPUTER SOFTWARE FOR PERSONAL
FINANCIAL PLANNING AND ESTATE PLANNING (INT. CL. 16) PRINT
PUBLICATIONS, NAMELY, BROCHURES, INFORMATION SHEETS, PRINTED
EDUCATIONAL AND TEACHING MATERIALS, BOOKS, AND MEMBERSHIP
MAGAZINES FOR A FRATERNAL BENEFITS SOCIETY, ALL IN THE FIELD OF
FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE
PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE

PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS, AND VIDEO TAPES

SERIAL NO.: 76-374,397
FILED: February 22, 2002
REG. NO.: 2,813,735
REGISTERED: February 10, 2004



3/TX, ST, SN, RN, DF, DR, DM, GS, 39/8

DIALOG(R)File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

THRIVENT FINANCIAL FOR LUTHERANS and Design

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS MADE OF METAL, NAMELY, METAL KEY HOLDERS (INT. CL. 9) PROMOTIONAL COMPUTER ACCESSORY ITEMS, NAMELY, TAPE MEASURES AND DECORATIVE MAGNETS (INT. CL. 11) PROMOTIONAL ITEMS, NAMELY, FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, NAMELY, JEWELRY, WATCHES, CLOCKS AND ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND [STATIONARY] * STATIONERY * ITEMS, NAMELY, PENS, PENCILS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, DECALS AND STICKERS, CALENDARS AND PAPER NAPKINS (INT. CL. 18) PROMOTIONAL ITEMS, NAMELY ATTACHE CASES, BILLFOLDS, BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS, CARRY-ALL BAGS AND UMBRELLAS (INT. CL. 20) NON-METAL KEY HOLDERS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, NAMELY, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, PORTABLE COOLERS, INSULATED CAN AND BOTTLE HOLDER, PLASTIC SPORTS BOTTLES SOLD EMPTY, [NON-METAL KEY HOLDERS,] PAPER PLATES, PAPER CUPS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, NAMELY, GOLF TOWELS (INT. CL. 25) PROMOTIONAL CLOTHING ITEMS, NAMELY, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, HATS AND VISORS (INT. CL. 28) PROMOTIONAL TOYS AND GAMES, NAMELY, GOLF BALLS AND FLYING DISCS (INT. CL. 30) PROMOTIONAL FOOD ITEMS, NAMELY, CANDY

SERIAL NO.: 76-374,365
FILED: February 22, 2002
REG. NO.: 2,818,060
REGISTERED: February 24, 2004



3/TX,ST,SN,RN,DF,DR,DM,GS,39/9

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

THRIVENT FINANCIAL and Design

STATUS: Registered; Intent to Use - Application

GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS MADE OF METAL, NAMELY, METAL KEY HOLDERS (INT. CL. 9) PROMOTIONAL COMPUTER ACCESSORY ITEMS, NAMELY, TAPE MEASURES AND DECORATIVE MAGNETS (INT. CL. 11) PROMOTIONAL ITEMS, NAMELY, FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, NAMELY, JEWELRY, WATCHES, CLOCKS AND ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND STATIONARY ITEMS, NAMELY, PENS, PENCILS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, DECALS AND STICKERS, CALENDARS AND PAPER NAPKINS (INT. CL. 18) PROMOTIONAL ITEMS, NAMELY ATTACHE CASES, BILLFOLDS, BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS, CARRY-ALL BAGS AND UMBRELLAS (INT. CL. 20) NON-METAL KEY HOLDERS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, NAMELY, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, PORTABLE COOLERS, INSULATED CAN AND BOTTLE HOLDER, PLASTIC SPORTS BOTTLES SOLD EMPTY, NON-METAL KEY HOLDERS, PAPER PLATES, PAPER CUPS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, NAMELY, GOLF TOWELS (INT. CL. 25) PROMOTIONAL CLOTHING ITEMS, NAMELY, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, HATS AND VISORS (INT. CL. 28) PROMOTIONAL TOYS AND GAMES, NAMELY, GOLF BALLS AND FLYING DISCS (INT. CL. 30) PROMOTIONAL FOOD ITEMS, NAMELY, CANDY

SERIAL NO.: 76-374,360

FILED: February 22, 2002

REG. NO.: 2,792,413

REGISTERED: December 9, 2003



3/TX,ST,SN,RN,DF,DR,DM,GS,39/10

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

THRIVENT FINANCIAL FOR LUTHERANS and Design

STATUS: Registered; Intent to Use - Application

GOODS/SERVICES: (INT. CL. 9) COMPUTER SOFTWARE FOR PERSONAL FINANCIAL PLANNING AND ESTATE PLANNING (INT. CL. 16) PRINT PUBLICATIONS, NAMELY, BROCHURES, INFORMATION SHEETS, PRINTED EDUCATIONAL AND TEACHING MATERIALS, BOOKS, AND MEMBERSHIP MAGAZINES FOR A FRATERNAL BENEFITS SOCIETY, ALL IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND

CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS, AND VIDEO TAPES

SERIAL NO.: 76-374,130
FILED: February 22, 2002
REG. NO.: 2,821,594
REGISTERED: March 9, 2004

 **Thrivent Financial for Lutherans**

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/11

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

THRIVENT INVESTMENT MANAGEMENT and Design
STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) SECURITIES DISTRIBUTION, BROKERAGE, AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL PLANNING SERVICES
SERIAL NO.: 76-427,416
FILED: July 3, 2002
REG. NO.: 2,870,176
REGISTERED: August 3, 200

 **Thrivent Investment Management**

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/12

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

THRIVENT FINANCIAL BANK and Design
STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) FINANCIAL SERVICES, NAMELY FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES, DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES
SERIAL NO.: 76-427,414
FILED: July 3, 2002
REG. NO.: 2,854,577
REGISTERED: June 15, 2004

 **Thrivent Financial Bank**

3/TX,ST,SN,RN,DF,DR,DM,GS,39/13

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv

06427413

THRIVENT INVESTMENT MANAGEMENT

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) SECURITIES DISTRIBUTION, BROKERAGE,
AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES;
INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL
PLANNING SERVICES
SERIAL NO.: 76-427,413
FILED: July 3, 2002
REG. NO.: 2,854,576
REGISTERED: June 15, 2004

3/TX,ST,SN,RN,DF,DR,DM,GS,39/14

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

06427181

THRIVENT FINANCIAL BANK

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) FINANCIAL SERVICES, NAMELY
FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING
SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT
MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES,
DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES
SERIAL NO.: 76-427,181
FILED: July 3, 2002
REG. NO.: 2,882,443
REGISTERED: September 7, 2004

3/TX,ST,SN,RN,DF,DR,DM,GS,39/15

DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

08271922

HELPING OTHERS THRIVE

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD
OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES;
INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND
CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES;
INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND
INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL
SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE
FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER
ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH
CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD
OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING,
ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE
PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE,
FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH
WORKSHOPS, SEMINARS AND VIDEOTAPES
SERIAL NO.: 78-271,922
FILED: July 9, 2003
REG. NO.: 3,006,447
REGISTERED: October 11, 2005

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/16
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

08271916

HELPING YOU THRIVE

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS AND VIDEOTAPES
SERIAL NO.: 78-271,916
FILED: July 9, 2003
REG. NO.: 2,995,822
REGISTERED: September 13, 2005

3/TX, ST, SN, RN, DF, DR, DM, GS, 39/17
DIALOG(R) File 226:TRADEMARKSCAN(R)-US Fed
(c) 2006 Thomson & Thomson. All rts. reserv.

08271911

WHERE VALUES THRIVE

STATUS: Registered; Intent to Use - Application
GOODS/SERVICES: (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF LIFE, MEDICAL, LONG-TERM CARE, DISABILITY AND ANNUITIES; INSURANCE BROKERAGE SERVICES; FINANCIAL ANALYSIS AND CONSULTATION SERVICES; INSURANCE CONSULTATION SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; MUTUAL FUND INVESTMENT SERVICES; BANKING SERVICES; PROVIDING EDUCATIONAL SCHOLARSHIPS AND MONETARY GRANTS TO INDIVIDUALS; CHARITABLE FUNDRAISING SERVICES AND PROVIDING GRANTS TO OTHER ORGANIZATIONS, INSTITUTIONS, COMMUNITIES, AND CHURCH CONGREGATIONS (INT. CL. 41) EDUCATION AND TRAINING IN THE FIELD OF FINANCIAL PLANNING AND MANAGEMENT, INVESTMENT PLANNING, ESTATE PLANNING, INSURANCE PLANNING, TAX PLANNING, CHARITABLE PLANNING, LIFE AND RETIREMENT PLANNING, LONG-TERM CARE, FUNDRAISING, FAITH AND FAMILY MATTERS, OFFERED THROUGH WORKSHOPS, SEMINARS AND VIDEOTAPES
SERIAL NO.: 78-271,911
FILED: July 9, 2003
REG. NO.: 3,006,446
REGISTERED: October 11, 2005

Canada

1/9/1

DIALOG(R) File 127:TRADEMARKSCAN(R)-CANADA
(c) 2006 Thomson CompuMark. All rts. reserv.

00800967

THRIVENT

MARK AS SUPPLIED: THRIVENT

GOODS/SERVICES: (1) Computer software for personal financial planning and estate planning; and print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines, for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters.(1) Financial services, namely, insurance underwriting, brokerage and planning, financial analysis and consultation, financial planning and management, investment planning estate planning, tax planning, charitable donations planning, life and retirement planning, chequing and savings services, mortgage lending, personal loans, home equity loans, student loans, credit card services, trust services; charitable services, namely, charitable fundraising, providing educational scholarships and grants to individuals, and providing grants to other organizations, namely, institutions, communities, and church congregations; education and training in the field of financial planning and management investment planning, estate planning insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising and faith and family matters, offered through workshops, seminars and pre-recorded video tapes.

APP. NO.: 1137,507

REG. NO.: TMA633,177 REGISTRATION TYPE: TMA (Trademark Act)

REGISTERED: February 18, 2005

FILED: April 12, 2002