

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Generation Way, Inc.		01/18/2007	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Thrivent Financial Lifelong Resources Inc.		
<b>Street Address:</b>	4321 North Ballard Road		
<b>City:</b>	Appleton		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54919		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78871958	CARDSICLE	
<b>Serial Number:</b>	78871974	CARDSICLE CREDIT CARD SPENDING. STOP IT COLD.	
<b>Serial Number:</b>	78815438	GENERATION WAY	
<b>Serial Number:</b>	78815441	MONEY MATTERS	
<b>Serial Number:</b>	78921228	THRIVENT FINANCIAL FITNESS CLUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)276-4433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-577-7000		
<b>Email:</b>	trademark@fitcheven.com		
<b>Correspondent Name:</b>	Joseph T. Nabor		
<b>Address Line 1:</b>	120 South LaSalle Street		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>ATTORNEY DOCKET NUMBER:</b>	8567-78488		

CH \$140.00 78871958

NAME OF SUBMITTER:	Joseph T. Nabor
Signature:	/Joseph T. Nabor/
Date:	03/15/2007
<b>Total Attachments: 4</b> source=78488 Generation to Thrivent Financial Lifelong#page1.tif source=78488 Generation to Thrivent Financial Lifelong#page2.tif source=78488 Generation to Thrivent Financial Lifelong#page3.tif source=78488 Generation to Thrivent Financial Lifelong#page4.tif	

State of Minnesota

**SECRETARY OF STATE**

**CERTIFICATE OF GOOD STANDING**

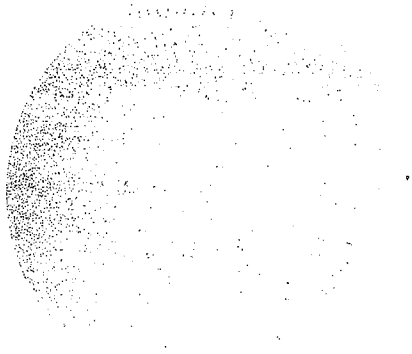
I, Mary Kiffmeyer, Secretary of State of Minnesota, do certify that: The corporation listed below is a corporation formed under the laws of Minnesota; that the corporation was formed by the filing of Articles of Incorporation with the Office of the Secretary of State on the date listed below; that the corporation is governed by the Chapter of Minnesota Statutes listed below; and that this corporation is authorized to do business as a corporation at the time this certificate is issued.

**NAME: Thrivent Financial Lifelong Resources Inc.**

**DATE FORMED: 6/17/1997**

**CHAPTER GOVERNED BY: 302A**

This certificate has been issued on: January 19, 2007



*Mark Ritchie*  
Secretary of State.

TRADEMARK

REEL: 003501 FRAME: 0161



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STATE OF MINNESOTA SECRETARY OF STATE

AMENDMENT OF ARTICLES OF INCORPORATION

READ INSTRUCTIONS LISTED BELOW, BEFORE COMPLETING THIS FORM.

- 1. Type or print in black ink.
2. There is a \$35.00 fee payable to the Secretary of State (YOUR CANCELLED CHECK IS YOUR RECEIPT) for filing this "Amendment of Articles of Incorporation".
3. Return Completed Amendment Form and Fee to the address listed on the bottom of the form.

CORPORATE NAME: (List the name of the company prior to any desired name change)

Generation Way, Inc.

This amendment is effective on the day it is filed with the Secretary of State, unless you indicate another date, no later than 30 days after filing with the Secretary of State.

01/22/2007
Format (mm/dd/yyyy)

The following amendment(s) to articles regulating the above corporation were adopted: (Insert full text of newly amended article(s) indicating which article(s) is (are) being amended or added.) If the full text of the amendment will not fit in the space provided, attach additional numbered pages. (Total number of pages including this form 3.)

ARTICLE 1

ARTICLE 1: The name of the Corporation is Thrivent Financial Lifelong Resources Inc.

This amendment has been approved pursuant to Minnesota Statutes chapter 302A or 317A. I certify that I am authorized to execute this amendment and I further certify that I understand that by signing this amendment, I am subject to the penalties of perjury as set forth in section 609.48 as if I had signed this amendment under oath.

Cynthia Nigbur
(Signature of Authorized Person)
Assistant Secretary
(612) 340-8322

Name and telephone number of contact person: Cindy Nigbur
Please print legibly

If you have any questions please contact the Secretary of State's office at (651)296-2803.

MAIL TO: Secretary of State
Corporate Division
180 State Office Building
100 Rev. Dr. Martin Luther King Jr. Blvd
St. Paul, MN 55155-1299

(No walk-in service available at this location for corporate, UCC or notary)

Walk-in service is available at our public counter located in the Minnesota State Retirement System Bldg, 60 Empire Drive, Suite #100, St. Paul, MN 55103.

All of the information on this form is public and required in order to process this filing. Failure to provide the requested information will prevent the Office from approving or further processing this filing.

The Secretary of State's Office does not discriminate on the basis of race, creed, color, sex, sexual orientation, national origin, age, marital status, disability, religion, reliance on public assistance, or political opinions or affiliations in employment or the provision of services. This document can be made available in alternative formats, such as large print, Braille or audio tape, by calling (651)296-2803/Voice. For TTY communication, contact the Minnesota Relay Service at 1-800-627- 3529 and ask them to place a call to (651)296-2803.

**THRIVENT FINANCIAL HOLDINGS, INC.**

**UNANIMOUS CONSENT OF SHAREHOLDER**

**CHANGE OF NAME**

The undersigned, Thrivent Financial Holdings, Inc., being the holder of all the issued and outstanding capital stock of Generation Way, Inc. ("Corporation"), hereby consents in accordance with Section 2.11 of its bylaws, to the adoption of the following resolution with the same effect as though it had been adopted at the Annual meeting of the Shareholders of said Corporation.

WHEREAS, it has been determined by the Board of Directors to be in the best interest of Generation Way, Inc. to change its name to Thrivent Financial Lifelong Resources Inc.

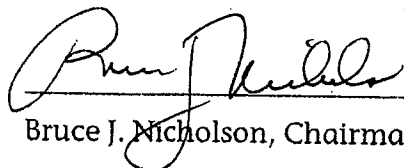
BE IT RESOLVED, that effective January 22, 2007 the name of Generation Way, Inc. shall be Thrivent Financial Lifelong Resources Inc.; and


FURTHER RESOLVED, that Article 1 of the Articles of Incorporation is hereby amended by striking the entire Article 1 thereof as it now exists and inserting in lieu thereof the following:

ARTICLE 1: The name of the Corporation is Thrivent Financial Lifelong Resources Inc.

Thrivent Financial Holdings, Inc.

Attest:

  
Bruce J. Nicholson, Chairman

  
Cynthia J. Nigbur, Asst. Secretary

January 18, 2007

**GENERATION WAY, INC.**

**RESOLUTION**

**CHANGE OF NAME**

The undersigned, being the sole director of Generation Way, Inc. ("Corporation") does hereby consent in accordance with Section 302A.239 of the Minnesota Statutes, as amended, to the adoption of the following resolution with the same effect as though it had been adopted at a regular meeting of the Board of Directors of the Corporation.

WHEREAS, the Board of Directors determines it to be in the best interest of Generation Way, Inc. to change its name to Thrivent Financial Lifelong Resources Inc.

RESOLVED, effective January 22, 2007, the name of Generation Way, Inc. is Thrivent Financial Lifelong Resources Inc.

WITNESS the due execution hereof this 18 day of January, 2007.

  
William B. McKinney, Director

