

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|----------------|-----------------------|
| 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 Corporation | | 12/21/2009 | 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 Benefit Society: WISCONSIN | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2811339 | | |
| Registration Number: | 2798710 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)577-7007 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 312-577-7000 | | |
| Email: | trademark@fitcheven.com | | |
| Correspondent Name: | Joseph T. Nabor | | |
| Address Line 1: | 120 South LaSalle Street, Suite 1600 | | |
| Address Line 4: | Chicago, ILLINOIS 60603 | | |
| ATTORNEY DOCKET NUMBER: | 8567-90411 | | |
| NAME OF SUBMITTER: | Joseph T. Nabor | | |
| Signature: | /Joseph T. Nabor/ | | |
| Date: | 01/06/2010 | | |

CH \$65.00 2811339

Total Attachments: 16

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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 federal trademark applications for the Marks identified in the attached Trademarkscan printouts (hereinafter "Marks") and has filed an Amendment to Allege Use or a Statement of Use for such 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 applications, 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 U.S. applications 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 so that Assignee's ownership of the assigned rights is duly made of record in the United States.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative this 21st day of December 2009.

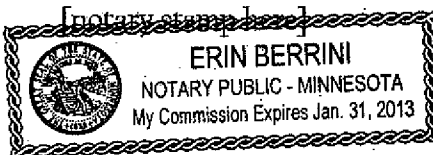
ABC LICENSING CORP.

Dated: 12/21/09

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

STATE OF MINNESOTA)
) ss.
COUNTY OF Anoka)

Subscribed and sworn to before me this 21st day of December 2009.



[Signature]
Notary Public

1 of 24 Complete record With Design Codes

06324049 -- TRADEMARKSCAN(r)-Federal

THRIVENT

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-324,049

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

2 of 24 Complete record With Design Codes

06324300 -- TRADEMARKSCAN(r)-Federal

A HERITAGE OF LUTHERAN SERVICE

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS,

SERIAL NO.: 76-324,300

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

3 of 24 Complete record With Design Codes

06324301 -- TRADEMARKSCAN(r)-Federal

SIGNPOST

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS,

SERIAL NO.: 76-324,301

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

4 of 24 Complete record With Design Codes

06324302 -- TRADEMARKSCAN(r)-Federal

CONCLAVE

INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS,
SERIAL NO.: 76-324,302
FILED: October 12, 2001
ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)
FILING CORRESPONDENT: JOHN L. BEARD, , JOHN L. BEARD,, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

5 of 24 Complete record With Design Codes

06324310 -- TRADEMARKSCAN(r)-Federal
SERVING THE LUTHERAN COMMUNITY
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS
SERIAL NO.: 76-324,310
FILED: October 12, 2001
ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)
FILING CORRESPONDENT: JOHN L. BEARD , JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

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06324311 -- TRADEMARKSCAN(r)-Federal
CLAVIGER
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS
SERIAL NO.: 76-324,311
FILED: October 12, 2001
ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)
FILING CORRESPONDENT: JOHN L. BEARD , JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

7 of 24 Complete record With Design Codes

06324313 -- TRADEMARKSCAN(r)-Federal
SERVING LUTHERANS SINCE 1902
INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-324,313

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

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06324314 -- TRADEMARKSCAN(r)-Federal

CONSONANT

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-324,314

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

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06324315 -- TRADEMARKSCAN(r)-Federal

HELPING LUTHERANS SINCE 1902

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-324,315

FILED: October 12, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

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06324823 -- TRADEMARKSCAN(r)-Federal

CONSONANCE

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)
STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; -
Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS
SERIAL NO.: 76-324,823
FILED: October 12, 2001
ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)
FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., PO BOX 2910,
MINNEAPOLIS MN 55402-0910

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06337513 -- TRADEMARKSCAN(r)-Federal

A CENTURY OF SERVING THE LUTHERAN COMMUNITY
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)

STATUS: Pending; New Application - Assigned to Examiner; Intent to Use - Application;
Intent To Use; - Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING
AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING
SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES,
EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-337,513

FILED: November 13, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., P.O. BOX 2910,
MINNEAPOLIS, MN 55402-0910

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06338285 -- TRADEMARKSCAN(r)-Federal

THRIVENT

INTL CLASS: 9 (Electrical & Scientific Apparatus)
T&T INTL CLASS: 6 (Metal Goods)
8 (Hand Tools)
14 (Jewelry)
16 (Paper Goods & Printed Matter)
18 (Leather Goods)
25 (Clothing)
28 (Toys & Sporting Goods)
30 (Staple Foods)
35 (Advertising & Business Services)
US CLASS: 21 (Electrical Apparatus, Machines & Supplies)
23 (Cutlery, Machines, & Tools, Parts Therof)
26 (Measuring & Scientific Appliances)
36 (Musical Instruments & Supplies)
38 (Prints & Publications)
T&T US CLASS: 1 (Raw Or Partly Prepared Materials)
3 (Baggage, Animal Equipment, Portfolios, Pocketbooks)
5 (Adhesives)
13 (Hardware, Plumbing, Steam-fitting Supplies)
14 (Metals, Metal Castings & Forgings)
22 (Games, Toys, & Sporting Goods)
25 (Locks & Safes)
27 (Horological Instruments)
28 (Jewelry & Precious Metalware)
37 (Paper & Stationery)
39 (Clothing)
41 (Canes, Parasols, & Umbrellas)
46 (Foods & Ingredients of Foods)

101 (Advertising & Business Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CD ROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE (CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS ; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSE WARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-338,285

FILED: November 15, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., PO BOX 2910, MINNEAPOLIS MN 55402-0910

13 of 24 Complete record With Design Codes

06338298 -- TRADEMARKSCAN(r)-Federal

A CENTURY OF SERVING THE LUTHERAN COMMUNITY

INTL CLASS: 9 (Electrical & Scientific Apparatus)

T&T INTL CLASS: 6 (Metal Goods)

8 (Hand Tools)

14 (Jewelry)

18 (Leather Goods)

20 (Furniture & Articles Not Otherwise Classified)

25 (Clothing)

28 (Toys & Sporting Goods)

30 (Staple Foods)

35 (Advertising & Business Services)

US CLASS: 21 (Electrical Apparatus, Machines & Supplies)

23 (Cutlery, Machines, & Tools, Parts Therof)

26 (Measuring & Scientific Appliances)

36 (Musical Instruments & Supplies)

38 (Prints & Publications)

T&T US CLASS: 1 (Raw Or Partly Prepared Materials)

3 (Baggage, Animal Equipment, Portfolios, Pocketbooks)

13 (Hardware, Plumbing, Steam-fitting Supplies)

14 (Metals, Metal Castings & Forgings)

22 (Games, Toys, & Sporting Goods)

25 (Locks & Safes)

27 (Horological Instruments)

28 (Jewelry & Precious Metalware)

32 (Furniture & Upholstery)

39 (Clothing)

41 (Canes, Parasols, & Umbrellas)

46 (Foods & Ingredients of Foods)

101 (Advertising & Business Services)

STATUS: Pending; Non-Final Action - Mailed; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CD ROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE

CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLAS; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASS WARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-338,298

FILED: November 15, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., PO BOX 2910, MINNEAPOLIS MN 55402-0910

14 of 24 Complete record With Design Codes

06344522 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL

INTL CLASS: 35 (Advertising & Business Services)

T&T INTL CLASS: 6 (Metal Goods)

8 (Hand Tools)

9 (Electrical & Scientific Apparatus)

14 (Jewelry)

16 (Paper Goods & Printed Matter)

18 (Leather Goods)

20 (Furniture & Articles Not Otherwise Classified)

21 (Housewares & Glass)

24 (Fabrics)

25 (Clothing)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

T&T US CLASS: 1 (Raw Or Partly Prepared Materials)

2 (Receptacles)

3 (Baggage, Animal Equipment, Portfolios, Pocketbooks)

5 (Adhesives)

13 (Hardware, Plumbing, Steam-fitting Supplies)

14 (Metals, Metal Castings & Forgings)

21 (Electrical Apparatus, Machines & Supplies)

23 (Cutlery, Machines, & Tools, Parts Therof)

25 (Locks & Safes)

26 (Measuring & Scientific Appliances)

27 (Horological Instruments)

28 (Jewelry & Precious Metalware)

29 (Brooms, Brushes, & Dusters)

30 (Crockery, Earthenware, & Porcelain)

32 (Furniture & Upholstery)

33 (Glassware)

36 (Musical Instruments & Supplies)

37 (Paper & Stationery)

38 (Prints & Publications)

39 (Clothing)

41 (Canes, Parasols, & Umbrellas)

42 (Knitted, Netted, Textile Fabrics, & Substitutes)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CD ROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS;

BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASS WARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-344,522

FILED: December 3, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD, PO BOX 2910, MINNEAPOLIS MN 55402-0910

15 of 24 Complete record With Design Codes

06354506 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL FOR LUTHERANS

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES, EDUCATIONAL AND TRAINING SERVICES AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-354,506

FILED: December 27, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

16 of 24 Complete record With Design Codes

06354508 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL FOR LUTHERANS

INTL CLASS: 6 (Metal Goods)

9 (Electrical & Scientific Apparatus)

14 (Jewelry)

16 (Paper Goods & Printed Matter)

18 (Leather Goods)

21 (Housewares & Glass)

24 (Fabrics)

25 (Clothing)

28 (Toys & Sporting Goods)

30 (Staple Foods)

T&T INTL CLASS: 8 (Hand Tools)

11 (Environmental Control Apparatus)

US CLASS: 1 (Raw Or Partly Prepared Materials)

2 (Receptacles)

3 (Baggage, Animal Equipment, Portfolios, Pocketbooks)

5 (Adhesives)

12 (Construction Materials)

13 (Hardware, Plumbing, Steam-fitting Supplies)

14 (Metals, Metal Castings & Forgings)

21 (Electrical Apparatus, Machines & Supplies)

22 (Games, Toys, & Sporting Goods)

23 (Cutlery, Machines, & Tools, Parts Therof)

25 (Locks & Safes)

26 (Measuring & Scientific Appliances)

27 (Horological Instruments)

28 (Jewelry & Precious Metalware)

- 29 (Brooms, Brushes, & Dusters)
- 30 (Crockery, Earthenware, & Porcelain)
- 33 (Glassware)
- 36 (Musical Instruments & Supplies)
- 37 (Paper & Stationery)
- 38 (Prints & Publications)
- 39 (Clothing)
- 40 (Fancy Goods, Furnishings, & Notions)
- 41 (Canes, Parasols, & Umbrellas)
- 42 (Knitted, Netted, Textile Fabrics, & Substitutes)
- 46 (Foods & Ingredients of Foods)
- 50 (Merchandise Not Otherwise Classified)

T&T US CLASS: 31 (Filters & Refrigerators)
 34 (Heating, Lighting, & Ventilating Apparatus)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: (INT. CL. 6) PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES (INT. CL. 9) COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CDROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS (INT. CL. 14) PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS (INT. CL. 16) PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES (INT. CL. 18) PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS (INT. CL. 21) PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS (INT. CL. 24) PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS (INT. CL. 25) PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS (INT. CL. 28) PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH---TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS (INT. CL. 30) PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-354,508

FILED: December 27, 2001

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, JOHN L. BEARD, MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

17 of 24 Complete record With Design Codes

06374130 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL FOR LUTHERANS and Design

INTL CLASS: 36 (Insurance & Financial Services)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

102 (Financial & Insurance Services)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES, EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS,

SERIAL NO.: 76-374,130

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

DESIGN PHRASE: THE MARK CONSISTS OF THE WORDING THRIVENT FINANCIAL FOR LUTHERANS AND A STYLIZED REPRESENTATION OF A HEART.

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

02 (HUMAN BEINGS)

0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)

021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)

24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
2419 (NOTATIONAL SIGNS & SYMBOLS)
241912 (INFINITY SYMBOLS)



18 of 24 Complete record With Design Codes
06374358 -- TRADEMARKSCAN(r)-Federal
THRIVENT FINANCIAL FOR LUTHERANS A CENTURY OF SERVING THE LUTHERAN COMMUNITY and Design
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES, EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS
SERIAL NO.: 76-374,358
FILED: February 22, 2002
ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)
FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910
DESIGN CODES:
02 (HUMAN BEINGS)
0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
2419 (NOTATIONAL SIGNS & SYMBOLS)
241912 (INFINITY SYMBOLS)



19 of 24 Complete record With Design Codes
06374359 -- TRADEMARKSCAN(r)-Federal
DESIGN ONLY
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)
STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current
GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES, EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS
SERIAL NO.: 76-374,359
FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET,
CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of
America)

DESIGN PHRASE: THE MARK CONSISTS OF A STYLIZED REPRESENTATION OF A HEART.

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C.,
P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

02 (HUMAN BEINGS)
0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
2419 (NOTATIONAL SIGNS & SYMBOLS)
241912 (INFINITY SYMBOLS)



20 of 24 Complete record with Design Codes

06374360 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL and Design

INTL CLASS: 42 (Scientific, technological & legal services)

T&T INTL CLASS: 6 (Metal Goods)

8 (Hand Tools)
11 (Environmental Control Apparatus)
14 (Jewelry)
16 (Paper Goods & Printed Matter)
21 (Housewares & Glass)
25 (Clothing)
28 (Toys & Sporting Goods)
30 (Staple Foods)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

T&T US CLASS: 2 (Receptacles)

5 (Adhesives)
13 (Hardware, Plumbing, Steam-fitting Supplies)
14 (Metals, Metal Castings & Forgings)
21 (Electrical Apparatus, Machines & Supplies)
22 (Games, Toys, & Sporting Goods)
23 (Cutlery, Machines, & Tools, Parts Thereof)
25 (Locks & Safes)
27 (Horological Instruments)
28 (Jewelry & Precious Metalware)
29 (Brooms, Brushes, & Dusters)
30 (Crocery, Earthenware, & Porcelain)
31 (Filters & Refrigerators)
33 (Glassware)
34 (Heating, Lighting, & Ventilating Apparatus)
37 (Paper & Stationery)
38 (Prints & Publications)
39 (Clothing)
46 (Foods & Ingredients of Foods)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to
Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING,
METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING
POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL
COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CDROMS AND DVDS,
TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS,
JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS,
INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE

CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY;

SERIAL NO.: 76-374,360

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

DESIGN PHRASE: THE MARK CONSISTS OF THE WORDING THRIVENT FINANCIAL AND A STYLIZED REPRESENTATION OF A HEART.

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

02 (HUMAN BEINGS)
0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
2419 (NOTATIONAL SIGNS & SYMBOLS)
241912 (INFINITY SYMBOLS)



Thrivent Financial

21 of 24 Complete record With Design Codes

06374364 -- TRADEMARKSCAN(r)-Federal

THRIVENT FINANCIAL FOR LUTHERANS A CENTURY OF SERVING THE LUTHERAN COMMUNITY and Design

INTL CLASS: 42 (Scientific, technological & legal services)

T&T INTL CLASS: 6 (Metal Goods)

8 (Hand Tools)
11 (Environmental Control Apparatus)
14 (Jewelry)
16 (Paper Goods & Printed Matter)
21 (Housewares & Glass)
25 (Clothing)
28 (Toys & Sporting Goods)
30 (Staple Foods)

US CLASS: 100 (Miscellaneous Service Marks)

101 (Advertising & Business Services)

T&T US CLASS: 2 (Receptacles)

5 (Adhesives)
13 (Hardware, Plumbing, Steam-fitting Supplies)
14 (Metals, Metal Castings & Forgings)
21 (Electrical Apparatus, Machines & Supplies)
22 (Games, Toys, & Sporting Goods)
23 (Cutlery, Machines, & Tools, Parts Therof)
25 (Locks & Safes)
27 (Horological Instruments)
28 (Jewelry & Precious Metalware)
29 (Brooms, Brushes, & Dusters)
30 (Crocery, Earthenware, & Porcelain)
31 (Filters & Refrigerators)
33 (Glassware)
34 (Heating, Lighting, & Ventilating Apparatus)
37 (Paper & Stationery)

- 38 (Prints & Publications)
- 39 (Clothing)
- 46 (Foods & Ingredients of Foods)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CDROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, FLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-374,364

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

- 02 (HUMAN BEINGS)
- 0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
- 021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
- 24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
- 2419 (NOTATIONAL SIGNS & SYMBOLS)
- 241912 (INFINITY SYMBOLS)



22 of 24 Complete record With Design Codes
 06374365 -- TRADEMARKSCAN(r)-Federal
 THRIVENT FINANCIAL FOR LUTHERANS and Design
 INTL CLASS: 42 (Scientific, technological & legal services)
 T&T INTL CLASS: 6 (Metal Goods)
 8 (Hand Tools)
 11 (Environmental Control Apparatus)
 14 (Jewelry)
 16 (Paper Goods & Printed Matter)
 21 (Housewares & Glass)
 25 (Clothing)
 28 (Toys & Sporting Goods)
 30 (Staple Foods)
 US CLASS: 100 (Miscellaneous Service Marks)
 101 (Advertising & Business Services)
 T&T US CLASS: 2 (Receptacles)
 5 (Adhesives)
 13 (Hardware, Plumbing, Steam-fitting Supplies)
 14 (Metals, Metal Castings & Forgings)
 21 (Electrical Apparatus, Machines & Supplies)
 22 (Games, Toys, & Sporting Goods)

- 23 (Cutlery, Machines, & Tools, Parts Therof)
- 25 (Locks & Safes)
- 27 (Horological Instruments)
- 28 (Jewelry & Precious Metalware)
- 29 (Brooms, Brushes, & Dusters)
- 30 (Crockery, Earthenware, & Porcelain)
- 31 (Filters & Refrigerators)
- 33 (Glassware)
- 34 (Heating, Lighting, & Ventilating Apparatus)
- 37 (Paper & Stationery)
- 38 (Prints & Publications)
- 39 (Clothing)
- 46 (Foods & Ingredients of Foods)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CDROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-374,365

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

- 02 (HUMAN BEINGS)
- 0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
- 021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
- 24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
- 2419 (NOTATIONAL SIGNS & SYMBOLS)
- 241912 (INFINITY SYMBOLS)



23 of 24 Complete record With Design Codes

06374366 -- TRADEMARKSCAN(r)-Federal

DESIGN ONLY

INTL CLASS: 42 (Scientific, technological & legal services)

T&T INTL CLASS: 6 (Metal Goods)

- 8 (Hand Tools)
- 11 (Environmental Control Apparatus)
- 14 (Jewelry)
- 16 (Paper Goods & Printed Matter)
- 21 (Housewares & Glass)
- 25 (Clothing)

28 (Toys & Sporting Goods)
 30 (Staple Foods)
 US CLASS: 100 (Miscellaneous Service Marks)
 101 (Advertising & Business Services)
 T&T US CLASS: 2 (Receptacles)
 5 (Adhesives)
 13 (Hardware, Plumbing, Steam-fitting Supplies)
 14 (Metals, Metal Castings & Forgings)
 21 (Electrical Apparatus, Machines & Supplies)
 22 (Games, Toys, & Sporting Goods)
 23 (Cutlery, Machines, & Tools, Parts Therof)
 25 (Locks & Safes)
 27 (Horological Instruments)
 28 (Jewelry & Precious Metalware)
 29 (Brooms, Brushes, & Dusters)
 30 (Crockery, Earthenware, & Porcelain)
 31 (Filters & Refrigerators)
 33 (Glassware)
 34 (Heating, Lighting, & Ventilating Apparatus)
 37 (Paper & Stationery)
 38 (Prints & Publications)
 39 (Clothing)
 46 (Foods & Ingredients of Foods)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: PROMOTIONAL ITEMS, INCLUDING PROMOTIONAL ITEMS MADE OF METAL, INCLUDING, METAL KEY HOLDERS, METAL MONEY CLIPS; PROMOTIONAL HAND TOOLS AND UTENSILS, INCLUDING POCKET KNIVES; COMPUTER SOFTWARE, INCLUDING SOFTWARE FOR FINANCIAL PLANNING; PROMOTIONAL COMPUTER ACCESSORY ITEMS, INCLUDING COMPUTER MOUSE PADS, PROMOTIONAL CDROMS AND DVDS, TAPE MEASURES; FLASHLIGHTS; PROMOTIONAL JEWELRY ITEMS, INCLUDING WATCHES, CLOCKS, JEWELRY, CUFF-LINKS, ORNAMENTAL PINS; PROMOTIONAL PRINTED AND STATIONARY ITEMS, INCLUDING PENS, HIGH-LIGHTING MARKERS, LETTER OPENERS, PAPERWEIGHTS, NOTE PADS, NOTE CARDS, POST CARDS, DECALS AND STICKERS, LEATHER PORTFOLIOS AND APPOINTMENT BOOKS, DESK PADS, CALENDARS, ROAD ATLASES; PROMOTIONAL ITEMS, INCLUDING ATTACHE CASES, BILLFOLDS; BUSINESS CARD CASES, TRAVELING BAGS, CANVAS TOTE BAGS AND OTHER CARRYING BAGS, FANNY PACKS, AND UMBRELLAS; PROMOTIONAL ITEMS, INCLUDING NON-METAL KEY HOLDERS; PROMOTIONAL HOUSEWARES AND GLASS ITEMS, INCLUDING, MUGS, BEVERAGE GLASSWARE, TRAVEL MUGS, COOLERS, COASTERS, PLASTIC SPORTS BOTTLES SOLD EMPTY, CUTTING BOARDS, PAPER PLATES, PAPER NAPKINS; PROMOTIONAL TEXTILE ITEMS, INCLUDING GOLF TOWELS, BEACH TOWELS; PROMOTIONAL CLOTHING ITEMS, INCLUDING, JACKETS, SHIRTS, T-SHIRTS, HATS, SWEATSHIRTS, SHORTS, HATS AND VISORS; PROMOTIONAL TOYS AND GAMES, INCLUDING, PLUSH TOYS, BOARD GAMES, PLAYING CARDS, TOY BANKS, TENNIS BALLS, AND GOLF BALLS; PROMOTIONAL FOOD ITEMS, INCLUDING PREPARED DESSERTS, CANDY

SERIAL NO.: 76-374,366

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

DESIGN CODES:

02 (HUMAN BEINGS)
 0211 (PARTS OF THE HUMAN BODY, EXCLUDING HEADS)
 021101 (HEARTS, INCLUDING FIGURES OF HEARTS AS DEPICTED ON PLAYING CARDS)
 24 (HERALDRY, FLAGS, CROWNS, CROSSES, ARROWS & SYMBOLS)
 2419 (NOTATIONAL SIGNS & SYMBOLS)
 241912 (INFINITY SYMBOLS)



24 of 24 Complete record With Design Codes

06374397 -- TRADEMARKSCAN(r)-Federal
THRIVENT FINANCIAL and Design
INTL CLASS: 36 (Insurance & Financial Services)
US CLASS: 100 (Miscellaneous Service Marks)
101 (Advertising & Business Services)
102 (Financial & Insurance Services)

STATUS: Pending; New Application - Record Initialized Not Assigned to Examiner; Intent to Use - Application; Intent To Use; - Current

GOODS/SERVICES: FINANCIAL SERVICES, INCLUDING INSURANCE UNDERWRITING, FINANCIAL PLANNING AND INVESTMENT MANAGEMENT AND CONSULTATION SERVICES, BANKING SERVICES, PROVIDING SCHOLARSHIPS, CHARITABLE SERVICES INCLUDING FUND RAISING AND DISBURSEMENT SERVICES, EDUCATIONAL AND TRAINING SERVICES, AND SOFTWARE AND PRINTED MATERIALS

SERIAL NO.: 76-374,397

FILED: February 22, 2002

ORIGINAL APPLICANT: ABC LICENSING CORP. (Delaware Corporation), 1209 ORANGE STREET, CORPORATION TRUST CENTER, WILMINGTON, DE (Delaware), 19801, USA (United States of America)

DESIGN PHRASE: THE MARK CONSISTS OF THE WORDING THRIVENT FINANCIAL AND A STYLIZED REPRESENTATION OF A HEART.

FILING CORRESPONDENT: JOHN L. BEARD, ESQ., JOHN L. BEARD, ESQ., MERCHANT & GOULD P.C., P.O. BOX 2910, MINNEAPOLIS, MN 55402-0910

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