

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Thrivent Financial Lifelong Resources, Inc.		07/06/2010	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Thrivent Financial for Lutherans		
<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>	Fraternal Benefit Society: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3662081	THRIVENT FINANCIAL FITNESS CLUB	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(312)577-7007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3125777000		
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:	8567-90208		
NAME OF SUBMITTER:	Joseph T. Nabor		
Signature:	/Joseph T. Nabor/		
Date:	07/06/2010		

CH \$40.00 3662081

Total Attachments: 1

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## TRADEMARK ASSIGNMENT


WHEREAS, Thrivent Financial Lifelong Resources, Inc., a Minnesota corporation, doing business at 625 Fourth Avenue South, Minneapolis, Minnesota 55414, is the owner of the following Trademark and Trademark Registration thereof and has adopted and used the mark in connection with the goods and services in the Registration in commerce:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
THRIVENT FINANCIAL FITNESS CLUB	3662081	July 28, 2009

WHEREAS, Thrivent Financial for Lutherans, a Wisconsin fraternal benefit society, having a business address of 4321 North Ballard Road, Appleton, Wisconsin, 54919, is desirous of acquiring the entire right, title and interest in and to said mark, and the Registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Thrivent Financial Lifelong Resources, Inc., does hereby sell, assign and transfer unto said Thrivent Financial for Lutherans, the entire right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, the right to sue for and recover all damages and other remedies in respect of any infringement of the mark which may have occurred prior to the date of this Assignment, and the above-identified Trademark Registration.

Effective this 6<sup>th</sup> day of July, 2010.

By:   
Name: Cynthia J Nigbur  
Title: Assistant Secretary