

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM402553

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Jewish Federations of North America, Inc.		10/05/2016	Non-Profit Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Thrivent Financial for Lutherans		
Street Address:	4321 N. Ballard Road		
City:	Appleton		
State/Country:	WISCONSIN		
Postal Code:	54919		
Entity Type:	fraternal benefit society: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3014742	LIVE GENEROUSLY	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>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.</i>			
Phone:	612.371.5213		
Email:	dockmpls@merchantgould.com		
Correspondent Name:	Heather J. Kliebenstein		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
NAME OF SUBMITTER:	Heather J. Kliebenstein		
SIGNATURE:	/Heather J. Kliebenstein/		
DATE SIGNED:	10/19/2016		
Total Attachments: 1			
source=JFNA - TFL Assignment#page1.tif			

OP \$40.00 3014742

ASSIGNMENT OF TRADEMARK

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Jewish Federations of North America, Inc., a New York not-for-profit corporation with offices located at 25 Broadway, 17th Floor, New York, New York 10004 ("JFNA"), hereby sells, assigns, transfers, and conveys to Thrivent Financial for Lutherans, a Wisconsin fraternal benefit society, with a principal office at 4321 N. Ballard Rd., Appleton, Wisconsin 54919 ("Thrivent"), pursuant to the intellectual property acquisition agreement by and between those entities, all JFNA's right, title, and interest in and to the trademark LIVE GENEROUSLY, and its registration in The United States Patent and Trademark Office ("USPTO") under Reg. No. 3,014,742, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to that trademark, whether accruing before, on, or after the Effective Date.

JFNA hereby authorizes the Commissioner for Trademarks in the USPTO to record and register this Assignment of Trademark upon request by Buyer.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademark to be executed on this 5th day of October, 2016 by its duly authorized officer.

THE JEWISH FEDERATIONS OF NORTH AMERICA, INC.

By: [Signature]

Name: MARK GURAN

Title: EXECUTIVE V.P.

ACKNOWLEDGED BY ASSIGNEE:

THRIVENT FINANCIAL FOR LUTHERANS

By: [Signature]

Name: KAREN L. HIMBLE

Title: VP Corporate Affairs