

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM447091

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|---|--|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Thrivent Trust Company | | 08/01/2017 | limited purpose federal savings association: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | Thrivent Financial for Lutherans | | |
| Street Address: | 625 Fourth Ave. S. | | |
| City: | Minneapolis | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55415 | | |
| Entity Type: | fraternal benefit society: MINNESOTA | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4592557 | RONALD BLUE & CO. | |
| Registration Number: | 2382493 | RONALD BLUE & CO. | |
| Registration Number: | 4592555 | WISDOM FOR WEALTH. FOR LIFE. | |
| Registration Number: | 4794531 | EVERYDAY STEWARD | |
| Registration Number: | 4657413 | PRINCIPLED REASONING | |
| Registration Number: | 3446386 | STEWARDSHIP COACH | |
| Registration Number: | 3627877 | BLUE PORT | |
| Registration Number: | 3516259 | WISDOM FOR WEALTH. FOR LIFE. | |
| 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 | | |
| ATTORNEY DOCKET NUMBER: | 16931.00000001 | | |
| NAME OF SUBMITTER: | Heather J. Kliebenstein | | |

OP \$215.00 4592557

| | |
|--|---------------------------|
| SIGNATURE: | /Heather J. Kliebenstein/ |
| DATE SIGNED: | 10/12/2017 |
| Total Attachments: 3 source=Trademark Assignment -Thrivent Financial for Lutherans#page1.tif source=Trademark Assignment -Thrivent Financial for Lutherans#page2.tif source=Trademark Assignment -Thrivent Financial for Lutherans#page3.tif | |

ASSIGNMENT OF U.S. TRADEMARKS

This ASSIGNMENT OF U.S. TRADEMARKS (the "Assignment") is made as of August 1, 2017 by Thrivent Trust Company, a limited purpose federal savings association having a principal place of business at 4321 N. Ballard Rd., Appleton, WI 54919 ("Assignor"), to Thrivent Financial for Lutherans, a fraternal benefit society having a principal place of business at 625 Fourth Ave. S., Minneapolis, MN 55415 ("Assignee").

WHEREAS, by way of an Asset Purchase Agreement dated November 9, 2016 ("Asset Purchase Agreement") and an assignment dated August 1, 2017 between Assignor and Ronald Blue & Co., LLC, Assignor now owns and is currently using the marks set forth on Schedule I hereto, which are registered in, or for which application for registration has been filed in, the United States Patent and Trademark Office, and other marks set forth on Schedule I (collectively, the "Assigned Marks");

WHEREAS, Assignor has agreed to sell, transfer and convey to Assignee the right, title and interest of Assignor in and to the Assigned Marks; and

WHEREAS, Assignor has agreed to execute and deliver this Assignment for recording with the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all right, title and interest of Assignor in and to the Assigned Marks, the registrations and applications for registrations thereof, and the goodwill of the business connected with the use thereof and symbolized thereby, free and clear of all liens, other than Permitted Liens as defined in the Asset Purchase Agreement; all rights of priority therein in any country as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or equity that Assignor has or may have in profits and damages for past, present and future infringements of the Assigned Marks, including, without limitation, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby agrees that Assignor shall execute and deliver to Assignee such additional instruments, documents, conveyances or assurances, and take such other action as shall be necessary or otherwise reasonably requested by Assignee, to confirm and assure the rights and obligations provided for in this Assignment and render effective the consummation of the transactions contemplated hereby, or otherwise to carry out the intent and purposes of this Assignment.

This Assignment shall be governed by, and construed in accordance with, the laws of the United States, in respect to trademark issues, and in all other respects, including as to validity,

interpretation and effect, by the laws of the State of Delaware, without giving effect to the conflict of laws rules thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

Thrivent Trust Company

By: 

Name: *Nicholas A. Stone*

Title: *CEO*

TRADEMARK

REEL: 006181 FRAME: 0654

SCHEDULE I

1. Trademark Registrations

| Trademark | Status | Registration No. | Registration Date/Expiration Date |
|---------------------------------|--------|------------------|-----------------------------------|
| Ronald Blue & Co. | Live | 4592557 | August 26, 2014 |
| Ronald Blue & Co. | Live | 2382493 | September 5, 2000 |
| Wisdom for Wealth. For Life. | Live | 4592555 | August 26, 2014 |
| Everyday Steward | Live | 4794531 | August 18, 2015 |
| Principled Reasoning | Live | 4657413 | December 16, 2014 |
| Stewardship Coach | Dead | 3446386 | January 16, 2015 (cancelled) |
| Blue Port | Live | 3627877 | May 26, 2009 |
| Wisdom for Wealth. For Life. | Live | 3516259 | October 14, 2008 |

2. Common Law Trademark

Ronald Blue & Co.