

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454501

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 Insanely Practical Company LLC		10/13/2017	Limited Liability Company: GEORGIA
RECEIVING PARTY DATA			
Name:	Thrivent Financial for Lutherans		
Street Address:	625 Fourth Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55415		
Entity Type:	Fraternal Benefit Society: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5140857	CHURCH FUEL	
Registration Number:	5194559	INSANELY PRACTICAL	
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:	612.332.5300		
Email:	cking@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:	12/14/2017		
Total Attachments: 3			
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source=The Insanely Practical Company LLC to Thrivent Financial for Lutherans - Trademark			

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the “**Assignment**”) between The Insanely Practical Company LLC, a Georgia limited liability company d/b/a Church Fuel (the “**Assignor**”), and Thrivent Financial for Lutherans, a not-for-profit Fraternal Benefit Society corporation organized under the laws of the State of Wisconsin (the “**Company**”), is effective as of October 13, 2017 (“**Effective Date**”).

RECITALS

- A. Assignor is the owner of the trademarks listed on **Schedule A** (the “**Marks**”).
- B. Assignor hereby assigns the Marks to the Company, pursuant to the terms and conditions of the Asset Purchase Agreement between Assignor, the Company, and Michael Lukaszewski and Robert Whitmire, Jr. (collectively the “**Seller Equityholders**”) dated October 13, 2017.
- C. Assignor is executing this short-form assignment for recordation with the United States Patent and Trademark Office.

AGREEMENT

In consideration of the above recitals and the promises set forth in the Asset Purchase Agreement, the parties agree as follows:

Assignor hereby transfers and assigns to the Company all of Assignor’s right, title, and interest in and to the Marks, together with all associated good will and all related rights, and all registrations and applications for registration of the Marks in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of the Company, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns, and other legal representatives.

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The parties have executed this Assignment as of the Effective Date.

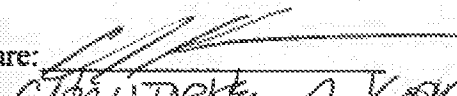
Assignor:

THE INSANELY PRACTICAL COMPANY LLC,
d/b/a CHURCH FUEL

Signature: 
By: Michael Lukaszewski
Its: Manager

Company:

THRIVENT FINANCIAL
FOR LUTHERANS

Signature: 
By: CHRISTOPHER J. KOSKA
Its: PRESIDENT,
CHURCH SOLUTIONS

*[Signature Page for the Trademark Assignment between The Insanely Practical Company LLC
and Thrivent Financial for Lutherans]*

SCHEDULE A

United States Trademarks

MARK	SERIAL NO.	REGISTRATION NO.
"CHURCH FUEL"	87086275	5140857
"INSANELY PRACTICAL"	87086287	5194559

GP:4825-8594-2609 v3