

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516177

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the CITIZENSHIP from MINNESOTA to WISCONSIN of the Receiving Party previously recorded on Reel 006181 Frame 0651. Assignor(s) hereby confirms the cover sheet and assignment.

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: WISCONSIN

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

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.

Phone: 612.336.4725

Email: cking@merchantgould.com

Correspondent Name: Danielle I. Mattessich

Address Line 1: P.O. Box 2910

Address Line 4: Minneapolis, MINNESOTA 55402-0910

OP \$215.00 4592557

ATTORNEY DOCKET NUMBER:	16931.0316US01
NAME OF SUBMITTER:	Danielle I. Mattessich
SIGNATURE:	/daniellemattessich/
DATE SIGNED:	03/27/2019

Total Attachments: 5

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM447091

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: 006681 FRAME: 0667

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.