

ESTTA Tracking number: **ESTTA304142**

Filing date: **09/02/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	Thrivent Financial For Lutherans
Granted to Date of previous extension	09/02/2009
Address	625 Fourth Avenue South Minneapolis, MN 55414 UNITED STATES

Attorney information	Joseph T. Nabor Fitch Even Tabin & Flannery 120 South LaSalle Street, Suite 1600 Chicago, IL 60603 UNITED STATES trademark@fitcheven.com Phone:312 577-7000
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**Applicant Information**

Application No	77605854	Publication date	05/05/2009
Opposition Filing Date	09/02/2009	Opposition Period Ends	09/02/2009
Applicant	ThriveOn, Inc. 1545 Kensington Circle Los Altos, CA 94024 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 041. All goods and services in the class are opposed, namely: Education services, namely, providing online interactive lessons, and interactive learning tools, namely, polls, surveys, quizzes, calculators, financial planning models, checklists, progress tracking, ratings/reviews, comments, personal coaching and online questions and answers in the field of corporate, organization and government well being topics, namely, financial wellness, finance, financial planning and benefits
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	2815440	Application Date	10/12/2001
Registration Date	02/17/2004	Foreign Priority	NONE

		Date	
Word Mark	THRIVENT		
Design Mark	<h1>THRIVENT</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Computer software for personal financial planning and estate planning</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters</p> <p>Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes</p>		

U.S. Registration No.	2995822	Application Date	07/09/2003
Registration Date	09/13/2005	Foreign Priority Date	NONE
Word Mark	HELPING YOU THRIVE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p>		

	Class 041. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes		
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U.S. Registration No.	3006446	Application Date	07/09/2003
Registration Date	10/11/2005	Foreign Priority Date	NONE
Word Mark	WHERE VALUES THRIVE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2003/12/00 First Use In Commerce: 2003/12/00 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2003/12/00 First Use In Commerce: 2003/12/00 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes</p>		

U.S. Registration No.	3193489	Application Date	02/24/2006
Registration Date	01/02/2007	Foreign Priority Date	NONE
Word Mark	THRIVENT ASSET MANAGEMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2006/02/28 First Use In Commerce: 2006/02/28 Investment advisory services; securities underwriting services; investment management and consultation services; financial planning services		

U.S. Registration No.	2830481	Application Date	11/02/2001
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Registration Date	04/06/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL		
Design Mark	<b>THRIVENT FINANCIAL</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Computer software for personal financial planning and estate planning</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters</p> <p>Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes</p>		

U.S. Registration No.	2813735	Application Date	02/22/2002
Registration Date	02/10/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL		
Design Mark	 <b><i>Thrivent Financial</i></b>		
Description of Mark	The mark consists of the wording "THRIVENT FINANCIAL" and a stylized representation of a heart.		
Goods/Services	Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Computer software for personal financial planning and estate planning		

	<p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters</p> <p>Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes</p>
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U.S. Registration No.	2882443	Application Date	07/03/2002
Registration Date	09/07/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL BANK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 FINANCIAL SERVICES, NAMELY FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES, DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES		

U.S. Registration No.	2854577	Application Date	07/03/2002
Registration Date	06/15/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL BANK		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 FINANCIAL SERVICES, NAMELY FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES, DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES
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U.S. Registration No.	3006447	Application Date	07/09/2003
Registration Date	10/11/2005	Foreign Priority Date	NONE
Word Mark	HELPING OTHERS THRIVE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes</p>		

U.S. Registration No.	2821568	Application Date	12/27/2001
Registration Date	03/09/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL FOR LUTHERANS		
Design Mark	<p style="text-align: center;"><b>THRIVENT FINANCIAL FOR LUTHERANS</b></p>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Computer software for personal financial planning and estate planning</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters</p> <p>Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and</p>		

	<p>consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes</p>
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U.S. Registration No.	2821594	Application Date	02/22/2002
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Registration Date	03/09/2004	Foreign Priority Date	NONE
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Word Mark	THRIVENT FINANCIAL FOR LUTHERANS		
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Design Mark			
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Description of Mark	The mark consists of the wording THRIVENT FINANCIAL FOR LUTHERANS and a stylized representation of a heart.		
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Goods/Services	<p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Computer software for personal financial planning and estate planning</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters</p> <p>Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations</p> <p>Class 041. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes</p>		
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U.S. Registration No.	2854576	Application Date	07/03/2002
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Registration Date	06/15/2004	Foreign Priority Date	NONE
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Word Mark	THRIVENT INVESTMENT MANAGEMENT		
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Design Mark	<b>THRIVENT INVESTMENT MANAGEMENT</b>		
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 SECURITIES DISTRIBUTION, BROKERAGE, AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL PLANNING SERVICES		

U.S. Registration No.	2870176	Application Date	07/03/2002
Registration Date	08/03/2004	Foreign Priority Date	NONE

Word Mark	THRIVENT INVESTMENT MANAGEMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 SECURITIES DISTRIBUTION, BROKERAGE, AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL PLANNING SERVICES		

U.S. Registration No.	3250713	Application Date	11/08/2005
Registration Date	06/12/2007	Foreign Priority Date	NONE

Word Mark	THRIVENT BUILDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/09/01 First Use In Commerce: 2005/09/01 Recruiting and organizing volunteers for renovating and constructing homes for low-income families Class 036. First use: First Use: 2005/09/01 First Use In Commerce: 2005/09/01 Charitable fundraising services; charitable services, namely, providing funding		

	for renovation and construction of homes for low-income families		
U.S. Registration No.	2798598	Application Date	11/15/2001
Registration Date	12/23/2003	Foreign Priority Date	NONE
Word Mark	THRIVENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 006. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items made of metal, namely, metal key holders</p> <p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional computer accessory items, namely, tape measures, decorative magnets</p> <p>Class 011. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, flashlights</p> <p>Class 014. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional jewelry items, namely, jewelry, watches, clocks, ornamental pins</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional printed and [ stationary ] * stationery * items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars, paper napkins</p> <p>Class 018. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags, umbrellas</p> <p>Class 020. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, non-metal key holders</p> <p>Class 021. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, paper plates, paper cups</p> <p>Class 024. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional textile items, namely, golf towels</p> <p>Class 025. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, [ , hats ] and visors</p> <p>Class 028. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional toys and games, namely, golf balls, flying discs</p> <p>Class 030. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional food items, namely, candy</p>		

U.S. Registration No.	2792314	Application Date	12/03/2001
Registration Date	12/09/2003	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL		
Design Mark	<b>THRIVENT FINANCIAL</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 006. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items made of metal, namely, metal key holders</p> <p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional computer accessory items, namely tape measures and decorative magnet</p> <p>Class 011. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, flashlights</p> <p>Class 014. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins</p> <p>Class 018. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas</p> <p>Class 020. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Non-metal key holders</p> <p>Class 021. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups</p> <p>Class 024. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional textile items, namely, golf towels</p> <p>Class 025. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors</p> <p>Class 028. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional toys and games, namely, golf balls and flying discs</p> <p>Class 030. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional food items, namely, candy</p>		

U.S. Registration No.	2792413	Application Date	02/22/2002
Registration Date	12/09/2003	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL		

Design Mark	
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Description of Mark	The mark consists of the wording "THRIVENT FINANCIAL" and a stylized representation of a heart.
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Goods/Services	<p>Class 006. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items made of metal, namely, metal key holders</p> <p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional computer accessory items, namely, tape measures and decorative magnets</p> <p>Class 011. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, flashlights</p> <p>Class 014. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins</p> <p>Class 018. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas</p> <p>Class 020. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Non-metal key holders</p> <p>Class 021. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups</p> <p>Class 024. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional textile items, namely, golf towels</p> <p>Class 025. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors</p> <p>Class 028. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional toys and games, namely, golf balls and flying discs</p> <p>Class 030. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional food items, namely, candy</p>
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U.S. Registration No.	2798657	Application Date	12/27/2001
Registration Date	12/23/2003	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL FOR LUTHERANS		

Design Mark	<b>THRIVENT FINANCIAL FOR LUTHERANS</b>
Description of Mark	NONE
Goods/Services	<p>Class 006. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items made of metal, namely, metal key holders</p> <p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional [ computer accessory ] items, namely, [ computer mouse pads, ] tape measures, decorative magnets</p> <p>Class 011. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, flashlights</p> <p>Class 014. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional jewelry items, namely, jewelry, watches, clocks, ornamental pins</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional printed and [ stationary ] * stationery * items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars, paper napkins</p> <p>Class 018. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags, umbrellas, [ leather portfolios ]</p> <p>Class 020. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, non-metal key holders</p> <p>Class 021. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, [ cutting boards, ] paper plates, paper cups</p> <p>Class 024. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional textile items, namely, golf towels</p> <p>Class 025. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, hats and visors</p> <p>Class 028. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional toys and games, namely, golf balls, flying discs</p> <p>Class 030. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional food items, namely, candy</p>

U.S. Registration No.	2818060	Application Date	02/22/2002
Registration Date	02/24/2004	Foreign Priority Date	NONE
Word Mark	THRIVENT FINANCIAL FOR LUTHERANS		
Design Mark	 <b>Thrivent Financial for Lutherans</b>		
Description of Mark	The mark consists of the wording "THRIVENT FINANCIAL FOR LUTHERANS" and a stylized representation of a heart.		

Goods/Services	<p>Class 006. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items made of metal, namely, metal key holders</p> <p>Class 009. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional computer accessory items, namely, tape measures and decorative magnets</p> <p>Class 011. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely, flashlights</p> <p>Class 014. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins</p> <p>Class 016. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional printed and [ stationary ] * stationery * items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins</p> <p>Class 018. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas</p> <p>Class 020. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Non-metal key holders</p> <p>Class 021. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, [ non-metal key holders, ] paper plates, paper cups</p> <p>Class 024. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional textile items, namely, golf towels</p> <p>Class 025. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, [ hats ] and visors</p> <p>Class 028. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional toys and games, namely, golf balls and flying discs</p> <p>Class 030. First use: First Use: 2002/05/21 First Use In Commerce: 2002/05/21 Promotional food items, namely, candy</p>
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Attachments	<p>76324049#TMSN.gif ( 1 page )( bytes )  78822811#TMSN.jpeg ( 1 page )( bytes )  76333561#TMSN.gif ( 1 page )( bytes )  76374397#TMSN.gif ( 1 page )( bytes )  76427181#TMSN.gif ( 1 page )( bytes )  76427414#TMSN.gif ( 1 page )( bytes )  76354506#TMSN.gif ( 1 page )( bytes )  76374130#TMSN.gif ( 1 page )( bytes )  76427413#TMSN.gif ( 1 page )( bytes )  76427416#TMSN.gif ( 1 page )( bytes )  78749183#TMSN.jpeg ( 1 page )( bytes )  76338285#TMSN.gif ( 1 page )( bytes )  76344522#TMSN.gif ( 1 page )( bytes )  76374360#TMSN.gif ( 1 page )( bytes )  76354508#TMSN.gif ( 1 page )( bytes )  76374365#TMSN.gif ( 1 page )( bytes )  THRIVEON Notice of Opp_1.PDF ( 20 pages )(1032222 bytes )  THRIVEON Exhibits_1.PDF ( 92 pages )(3995226 bytes )</p>
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joseph T. Nabor/
Name	Joseph T. Nabor
Date	09/02/2009

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Thrivent Financial for Lutherans	)	
	)	
Opposer,	)	Opposition No.
	)	
v.	)	
	)	
ThriveOn, Inc.	)	
	)	
Applicant.	)	
_____	)	
	)	
Serial No.: 77/605,854	)	
Filed: November 3, 2008	)	
Mark: THRIVEON	)	
Published: May 5, 2009	)	

**NOTICE OF OPPOSITION**

Thrivent Financial For Lutherans, a Wisconsin fraternal benefits Society located and doing business at 625 Fourth Avenue South Minneapolis, MN 55414 (hereinafter "Thrivent"), believes that it will be damaged by registration of the THRIVEON trademark Application No. 77/605,854, and hereby opposes the same on the following grounds:

**COUNT I - TRADEMARK INFRINGEMENT**

1. In Application Serial No. 77/605,854, ThriveOn, Inc. ("Applicant"), is seeking to obtain registration on the Principal Register for the mark THRIVEON for use in connection with "Education services, namely, providing online interactive lessons, and interactive learning tools, namely, polls, surveys, quizzes, calculators, financial planning models, checklists, progress tracking, ratings/reviews, comments, personal coaching and online questions and answers in the field of corporate, organization and government well being topics, namely, financial wellness, finance, financial planning and benefits" in International Class 41.

2. Upon information and belief, Applicant filed its application to register the mark THRIVEON on November 3, 2008, based upon an intent-to-use the mark in commerce and has made no use of said mark in the United States prior to its application filing date.

3. Thrivent is the owner of U.S. Trademark Registration No. 2,815,440, registered February 17, 2004 for the mark THRIVENT for: “insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; “education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes” in International Class 41; computer software for personal financial planning and estate planning” in International Class 9; and “print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters” in International Class 16.

4. At all relevant times, Thrivent has continuously used the mark THRIVENT for the goods and services recited in paragraph 3, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark

Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit A.

5. Thrivent is also the owner of U.S. Trademark Registration No. 2,995,822, registered September 13, 2005 for the mark HELPING YOU THRIVE for “insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36 and “education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes” in International Class 41.

6. At all relevant times, Thrivent has continuously used the mark HELPING YOU THRIVE for the services recited in paragraph 5, above, in interstate commerce, since at least as early as January 2004. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit B.

7. Thrivent is the owner of U.S. Trademark Registration No. 3,006,446 registered October 11, 2005, for the mark WHERE VALUES THRIVE for “insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services;

providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36 and “education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes” in International Class 41.

8. At all relevant times, Thrivent has continuously used the mark WHERE VALUES THRIVE for the services recited in paragraph 7, above, in interstate commerce, since at least as early as December 2003. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit C.

9. Thrivent is also the owner of U.S. Trademark Registration No. 3,193,489, registered January 2, 2007 for the mark THRIVENT ASSET MANAGEMENT for “investment advisory services; securities underwriting services; investment management and consultation services; financial planning services” in International Class 36.

10. At all relevant times, Thrivent has continuously used the mark THRIVENT ASSET MANAGEMENT for the services recited in paragraph 9, above, in interstate commerce, since at least as early as February 28, 2006. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit D.

11. Thrivent is the owner of U.S. Trademark Registration No. 2,830,481, registered April 6, 2004, for the mark THRIVENT FINANCIAL for “insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial

analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; “education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes” in International Class 41; Computer software for personal financial planning and estate planning” in International Class 9; and “print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters” in International Class 16.

12. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL for the goods and services recited in paragraph 11, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit E.

13. Thrivent is the owner of U.S. Trademark Registration No. 2,813,735, registered February 10, 2004 for the mark THRIVENT FINANCIAL and Design for “insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services;

investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; “education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes” in International Class 41; “computer software for personal financial planning and estate planning” in International Class 9; and “print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters” in International Class 16.

14. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL and Design for the goods and services recited in paragraph 13, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit F.

15. Thrivent is also the owner of U.S. Trademark Registration No. 2,882,443, registered September 7, 2004 for the mark THRIVENT FINANCIAL BANK for “financial services, namely full-service banking services, trust services, mortgage lending services, commercial and consumer lending services, investment management and investment advice and consultation services, debit and credit card services, and online banking services” in International Class 36.

16. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL BANK for the services recited in paragraph 15, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit G.

17. Thrivent is also the owner of U.S. Trademark Registration No. 2,854,577, registered June 15, 2004 for the mark THRIVENT FINANCIAL BANK and Design for “financial services, namely full-service banking services, trust services, mortgage lending services, commercial and consumer lending services, investment management and investment advice and consultation services, debit and credit card services, and online banking services” in International Class 36.

18. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL BANK and Design for the services recited in paragraph 17, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit H.

19. Thrivent is also the owner of U.S. Trademark Registration No. 3,006,447 registered October 11, 2005 for the mark HELPING OTHERS THRIVE for “Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; and “Education and training in the field of financial

planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes” in International Class 41.

20. At all relevant times, Thrivent has continuously used the mark HELPING OTHERS THRIVE for the services recited in paragraph 19, above, in interstate commerce since at least as early as January 2004. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit I.

21. Thrivent is also the owner of U.S. Trademark Registration No. 2,821,568 registered March 9, 2004 for the mark THRIVENT FINANCIAL FOR LUTHERANS for “Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; for “Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes” in International Class 41; for “Computer software for personal financial planning and estate planning” in International Class 9; and for “Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance

planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters” in International Class 16.

22. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL FOR LUTHERANS for the goods and services recited in paragraph 21, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit J.

23. Thrivent is also the owner of U.S. Trademark Registration No. 2,821,594 registered March 9, 2004 for the mark THRIVENT FINANCIAL FOR LUTHERANS and Design for “Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations” in International Class 36; for “Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes” in International Class 41; for “Computer software for personal financial planning and estate planning” in International Class 9; and for “Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and

retirement planning, long-term care, fundraising, faith and family matters” in International Class 16.

24. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL FOR LUTHERANS and Design for the goods and services recited in paragraph 23, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit K.

25. Thrivent is also the owner of U.S. Trademark Registration No. 2,854,576 registered June 15, 2004 for the mark THRIVENT INVESTMENT MANAGEMENT for “Securities distribution, brokerage, and investment services; securities underwriting services; investment management and consultation services; financial planning services” in International Class 36.

26. At all relevant times, Thrivent has continuously used the mark THRIVENT INVESTMENT MANAGEMENT for the services recited in paragraph 25, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit L.

27. Thrivent is also the owner of U.S. Trademark Registration No. 2,870,176 registered August 3, 2004 for the mark THRIVENT INVESTMENT MANAGEMENT and Design for “Securities distribution, brokerage, and investment services; securities underwriting services; investment management and consultation services; financial planning services” in International Class 36.

28. At all relevant times, Thrivent has continuously used the mark THRIVENT INVESTMENT MANAGEMENT and Design for the services recited in paragraph 27, above, in

interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit M.

29. Thrivent is also the owner of U.S. Trademark Registration No. 3,250,713 registered June 12, 2007 for the mark THRIVENT BUILDS and Design for “Recruiting and organizing volunteers for renovating and constructing homes for low-income families” in International Class 35; and “Charitable fundraising services; charitable services, namely, providing funding for renovation and construction of homes for low-income families” in International Class 36.

30. At all relevant times, Thrivent has continuously used the mark THRIVENT BUILDS and Design for the services recited in paragraph 29, above, in interstate commerce since at least as early as September 1, 2005. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit N.

31. Thrivent is also the owner of U.S. Trademark Registration No. 2,798,598 registered December 23, 2003 for the mark THRIVENT for “Promotional computer accessory items, namely, tape measures, decorative magnets” in International Class 9; for “Promotional items made of metal, namely, metal key holders” in International Class 6; for “Promotional items, namely, flashlights” in International Class 11; for “Promotional jewelry items, namely, jewelry, watches, clocks, ornamental pins” in International Class 14; for “Promotional printed and stationery items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars, paper napkins” in International Class 16; for “Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags, umbrellas” in International Class 18; for “Promotional housewares and

glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, paper plates, paper cups” in International Class 21; for “Promotional textile items, namely, golf towels” in International Class 24; for “Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, hats and visors” in International Class 25; for “Promotional toys and games, namely, golf balls, flying discs” in International Class 28; for “Promotional food items, namely, candy” in International Class 30; for “Promotional items, namely, non-metal key holders” in International Class 20.

32. At all relevant times, Thrivent has continuously used the mark THRIVENT for the goods recited in paragraph 31, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit O.

33. Thrivent is also the owner of U.S. Trademark Registration No. 2,792,314 registered for the mark THRIVENT FINANCIAL for “Promotional items made of metal, namely, metal key holders” in International Class 6; for “Promotional computer accessory items, namely tape measures and decorative” in International Class 9; for “Promotional items, namely, flashlights” in International Class 11; for “Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins” in International Class 14; for “Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins” in International Class 16; for “Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas” in International Class 18; for “Non-metal key holders” in International Class 20; for “Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs,

portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups” in International Class 21; for “Promotional textile items, namely, golf towels” in International Class 24; for “Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors” in International Class 25; for “Promotional toys and games, namely, golf balls and flying discs ” in International Class 28; and for “Promotional food items, namely, candy” in International Class 30.

34. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL for the goods recited in paragraph 33, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit P.

35. Thrivent is also the owner of U.S. Trademark Registration No. 2,792,413 registered December 9, 2003 for the mark THRIVENT FINANCIAL and Design for “Promotional items made of metal, namely, metal key holders” in International Class 6; for “Promotional computer accessory items, namely tape measures and decorative” in International Class 9; for “Promotional items, namely, flashlights” in International Class 11; for “Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins” in International Class 14; for “Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins” in International Class 16; for “Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas” in International Class 18; for “Non-metal key holders” in International Class 20; for “Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle

holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups” in International Class 21; for “Promotional textile items, namely, golf towels” in International Class 24; for “Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors” in International Class 25; for “Promotional toys and games, namely, golf balls and flying discs” in International Class 28; and for “Promotional food items, namely, candy” in International Class 30.

36. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL and Design for the goods recited in paragraph 35, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit Q.

37. Thrivent is also the owner of U.S. Trademark Registration No. 2,798,657 registered December 23, 2003 for the mark THRIVENT FINANCIAL FOR LUTHERANS for “Promotional items made of metal, namely, metal key holders” in International Class 6; for “Promotional computer accessory items, namely tape measures and decorative” in International Class 9; for “Promotional items, namely, flashlights” in International Class 11; for “Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins” in International Class 14; for “Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins” in International Class 16; for “Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas” in International Class 18; for “Non-metal key holders” in International Class 20; for “Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle

holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups” in International Class 21; for “Promotional textile items, namely, golf towels” in International Class 24; for “Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors” in International Class 25; for “Promotional toys and games, namely, golf balls and flying discs ” in International Class 28; and for “Promotional food items, namely, candy” in International Class 30.

38. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL FOR LUTHERANS for the goods recited in paragraph 37, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit R.

39. Thrivent is also the owner of U.S. Trademark Registration No. 2,818,060 registered February 24, 2004 for the mark THRIVENT FINANCIAL FOR LUTHERANS and Design for “Promotional items made of metal, namely, metal key holders” in International Class 6; for “Promotional computer accessory items, namely tape measures and decorative” in International Class 9; for “Promotional items, namely, flashlights” in International Class 11; for “Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins” in International Class 14; for “Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins” in International Class 16; for “Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas” in International Class 18; for “Non-metal key holders” in International Class 20; for “Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers,

insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups” in International Class 21; for “Promotional textile items, namely, golf towels” in International Class 24; for “Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors” in International Class 25; for “Promotional toys and games, namely, golf balls and flying discs” in International Class 28; and for “Promotional food items, namely, candy” in International Class 30.

40. At all relevant times, Thrivent has continuously used the mark THRIVENT FINANCIAL FOR LUTHERANS and Design for the goods recited in paragraph 39, above, in interstate commerce since at least as early as May 21, 2002. Details of this registration printed from the United States Patent and Trademark Office Trademark Applications and Registrations Retrieval (TARR) database are enclosed herewith as Exhibit S.

41. Thrivent is the owner of all right, title and interest in the foregoing Federal trademark Registrations.

42. Thrivent has used the term “THRIVE” as a source identifying mark and prominent element of marks in connection with advertising, marketing and promotion for its full range of financial, investment, money management, banking, insurance and estate planning goods and services long before the filing date of Applicant’s Application No. 77/605,854.

43. Thrivent also possess certain common law rights in the mark THRIVENT as well as other marks that use the term “THRIVE” by virtue of its use of said marks.

44. Thrivent has also engaged in a wide variety of educational services and interactive learning tools using many of the aforesaid marks.

45. Thrivent has expended substantial monies in marketing, advertising, and promoting its aforesaid marks and building the goodwill of the aforesaid marks, including the term

“THRIVE” as a source identifying mark, in connection with a wide variety of goods and services in interstate commerce throughout the United States, and as a result of such efforts and expenditures, as well as the quality of its goods and services, Thrivent has enjoyed substantial revenue from the sale of its goods and services associated with these aforesaid marks.

46. There is no issue of priority concerning application Serial No. 77/605,854 since Thrivent has use and registrations of each of the foregoing prior to Applicant's November 3, 2008 filing date.

47. Applicant's filing for registration of the THRIVEON mark has been without the consent or permission of Thrivent.

48. On information and belief, Applicant's intended adoption of its mark has been with actual or constructive knowledge of Thrivent's prior use and registration of the aforesaid marks of Thrivent in connection with its goods and services.

49. On information and belief, the services for which Applicant seeks registration of its THRIVEON mark are identical to the goods and services Thrivent provides in connection with its aforesaid marks and specified in Thrivent's trademark registrations.

50. On information and belief, the Applicant's services in connection with its mark is promoted to the same customers and in the same channels of trade as Thrivent in connection with the aforesaid marks of Thrivent.

51. Applicant's THRIVEON mark is confusingly similar to the aforesaid marks of Thrivent in connection with the services as specified in Application Serial No. 77/605,854 and is likely to cause confusion, mistake, or deception that Applicant's services are those of Thrivent or are otherwise endorsed, sponsored, or approved by Thrivent, whereby Thrivent will be damaged by the registration of Applicant's mark.

## COUNT II - DILUTION

52. Paragraph nos. 1-51 are incorporated by reference herein.

53. Applicant's mark THRIVEON will dilute Thrivent's marks within the meaning of 15 U.S.C.A. § 1125(c).

54. Thrivent's aforementioned marks have become famous based on its longstanding and extensive use of the marks, as well as its extensive marketing, publicity, advertising, and promotion of its goods and services in connection with the marks that has resulted in the marks becoming widely recognized by the public and among relevant consumers as a designator of source of Thrivent's goods and services.

55. Thrivent's aforementioned marks are distinctive and have been used in interstate commerce, some since at least as early as May 2002. Such use has been continuous, uninterrupted, and extensive.

56. Thrivent's marks were famous prior to November 3, 2008 when Applicant filed an application for its THRIVEON mark. On information and belief, Applicant cannot claim use of or other priority in the mark THRIVEON until after the Thrivent's marks became famous and distinctive.

57. Applicant's use of its THRIVEON mark will constitute a commercial use of the mark in commerce.

58. Thrivent is engaged in the substantially exclusive use of the term "THRIVENT" as a source indicator and Applicant's use of the THRIVEON mark will blur and diminish the distinctiveness of Thrivent's famous marks due to the high degree of similarity between Applicant's mark and Thrivent's famous marks.

59. Applicant's acts of trademark dilution have been deliberate, knowing, willful, and/or in bad faith.

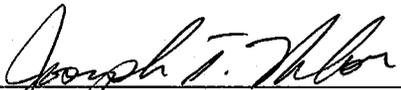
60. If Applicant is granted registration of its mark as shown in Application Serial No. 77/605,854, Applicant will thereby obtain the *prima facie* exclusive right to use such mark, and such registration will impair, diminish, and dilute Thrivent's goodwill and rights in its aforesaid marks, causing irreparable injury to Thrivent.

**REQUEST FOR RELIEF**

WHEREFORE, Thrivent respectfully requests that Application Serial No. 77/605,854 be rejected and that registration of the mark THRIVEON for the services specified therein be refused.

Respectfully submitted,

Date: September 2, 2009

  
\_\_\_\_\_  
Joseph T. Nabor  
Fitch, Even, Tabin and Flannery  
120 South LaSalle Street, Suite 1600  
Chicago, IL 60603-3406  
Telephone: 312.577.7000  
Facsimile: 312.577.7007

*Attorney for Opposer*

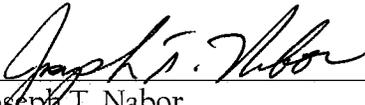
CERTIFICATE OF SERVICE

I, Joseph Nabor, Attorney for the Applicant, hereby certify that a copy of the foregoing NOTICE OF OPPOSITION was served by first class mail, postage prepaid, upon:

KENNETH F. FLOREK  
HEDMAN & COSTIGAN, P.C.  
1185 AVENUE OF THE AMERICAS  
NEW YORK, NY 10036-2601

Date: September 2, 2009

By:

  
\_\_\_\_\_  
Joseph T. Nabor  
FITCH, EVEN, TABIN & FLANNERY  
120 South LaSalle Street, Suite 1600  
Chicago, Illinois 60603-3406  
Telephone: 312.577.7000  
Facsimile: 312.577.7007

*Attorney for Opposer*

# **EXHIBIT A**

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:41:00 ET**

**Serial Number:** 76324049 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2815440

**Mark (words only):** THRIVENT

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-02-17

**Filing Date:** 2001-10-12

**Transformed into a National Application:** No

**Registration Date:** 2004-02-17

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-02-23

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009

**Class Status:** Active

Computer software for personal financial planning and estate planning

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-10-11 - TEAS Change Of Correspondence Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2004-02-17 - Registered - Principal Register  
2003-12-03 - Allowed for Registration - Principal Register (SOU accepted)  
2003-10-20 - Communication received from applicant  
2003-10-20 - PAPER RECEIVED  
2003-09-29 - Non-final action mailed  
2003-09-10 - Assigned To Examiner  
2003-09-08 - Case File In TICRS  
2003-08-21 - Statement of use processing complete  
2003-08-20 - Extension 1 granted  
2003-07-21 - Amendment to Use filed  
2003-07-21 - Extension 1 filed  
2003-07-23 - PAPER RECEIVED  
2003-01-21 - Noa Mailed - SOU Required From Applicant  
2002-10-29 - Published for opposition  
2002-10-09 - Notice of publication  
2002-08-13 - Approved for Pub - Principal Register (Initial exam)  
2002-08-09 - Assigned To Examiner  
2002-07-18 - Communication received from applicant  
2002-07-18 - PAPER RECEIVED  
2002-01-15 - Non-final action mailed  
2002-01-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

## **EXHIBIT B**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:42:15 ET**

**Serial Number:** 78271916 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2995822

**Mark (words only):** HELPING YOU THRIVE

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2005-09-13

**Filing Date:** 2003-07-09

**Transformed into a National Application:** No

**Registration Date:** 2005-09-13

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 102

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-08-01

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2004-01-00

**First Use in Commerce Date:** 2004-01-00

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes

**Basis:** 1(a)

**First Use Date:** 2004-01-00

**First Use in Commerce Date:** 2004-01-00

---

#### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2005-09-13 - Registered - Principal Register

2005-08-15 - PAPER RECEIVED

2005-08-02 - PAPER RECEIVED

2005-07-30 - Law Office Registration Review Completed

2005-07-29 - Assigned To LIE

2005-07-27 - Allowed for Registration - Principal Register (SOU accepted)

2005-07-26 - Amendment From Applicant Entered

2005-07-19 - Communication received from applicant

2005-07-19 - PAPER RECEIVED

2005-03-07 - NON-FINAL ACTION E-MAILED

2005-03-07 - SU - Non-Final Action - Written

2005-03-02 - Statement of use processing complete

2005-01-10 - Amendment to Use filed

2005-01-10 - PAPER RECEIVED

2004-07-13 - Noa Mailed - SOU Required From Applicant

2004-04-20 - Published for opposition

2004-03-31 - Notice of publication

2004-03-31 - Notice of publication

2004-02-19 - Approved for Pub - Principal Register (Initial exam)

2004-02-19 - EXAMINERS AMENDMENT E-MAILED

2003-12-29 - Communication received from applicant

2004-01-05 - PAPER RECEIVED

2003-12-09 - Non-final action e-mailed

2003-12-02 - Assigned To Examiner

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

##### **Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

##### **Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center

90 South Seventh Street

# **EXHIBIT C**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:42:49 ET**

**Serial Number:** 78271911 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3006446

**Mark (words only):** WHERE VALUES THRIVE

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2005-10-11

**Filing Date:** 2003-07-09

**Transformed into a National Application:** No

**Registration Date:** 2005-10-11

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 104

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-08-31

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2003-12-00

**First Use in Commerce Date:** 2003-12-00

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes

**Basis:** 1(a)

**First Use Date:** 2003-12-00

**First Use in Commerce Date:** 2003-12-00

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#### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2005-10-11 - Registered - Principal Register

2005-08-30 - Law Office Registration Review Completed

2005-08-19 - Assigned To LIE

2005-08-15 - Allowed for Registration - Principal Register (SOU accepted)

2005-07-26 - Amendment From Applicant Entered

2005-07-18 - Communication received from applicant  
2005-07-18 - PAPER RECEIVED  
2005-03-29 - NON-FINAL ACTION E-MAILED  
2005-03-29 - SU - Non-Final Action - Written  
2005-03-28 - Statement of use processing complete  
2005-01-10 - Amendment to Use filed  
2005-01-10 - PAPER RECEIVED  
2004-07-29 - FAX RECEIVED  
2004-07-13 - Noa Mailed - SOU Required From Applicant  
2004-04-20 - Published for opposition  
2004-03-31 - Notice of publication  
2004-03-31 - Notice of publication  
2004-02-19 - Approved for Pub - Principal Register (Initial exam)  
2004-02-19 - EXAMINERS AMENDMENT E-MAILED  
2004-01-05 - Communication received from applicant  
2004-01-05 - PAPER RECEIVED  
2003-12-09 - Non-final action e-mailed  
2003-12-02 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901

Phone Number: 612/766-7196

Fax Number: 612/766-1600

---

# **EXHIBIT D**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:43:12 ET**

**Serial Number:** 78822811 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3193489

**Mark**

**THRIVENT ASSET MANAGEMENT**

**(words only):** THRIVENT ASSET MANAGEMENT

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2007-01-02

**Filing Date:** 2006-02-24

**Transformed into a National Application:** No

**Registration Date:** 2007-01-02

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 104

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 830 -Post Registration

**Date In Location:** 2009-05-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Thrivent Financial for Lutherans

**Address:**

Thrivent Financial for Lutherans  
4321 North Ballard Rd.

Appleton, WI 54919

United States

**Legal Entity Type:** Fraternal Benefit Society

**State or Country Where Organized:** Wisconsin

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

Investment advisory services; securities underwriting services; investment management and consultation services; financial planning services

**Basis:** 1(a)

**First Use Date:** 2006-02-28

**First Use in Commerce Date:** 2006-02-28

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "ASSET MANAGEMENT"

**Prior Registration Number(s):**

2815440

2830481

2854576

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-05-13 - Review Of Correspondence Complete

2009-05-06 - PAPER RECEIVED

2008-10-01 - Assignment Of Ownership Not Updated Automatically

2008-10-01 - Assignment Of Ownership Not Updated Automatically

2008-09-24 - Assignment Of Ownership Not Updated Automatically

2008-09-24 - Assignment Of Ownership Not Updated Automatically

2008-09-24 - Assignment Of Ownership Not Updated Automatically

2008-08-27 - Automatic Update Of Assignment Of Ownership

2008-08-20 - Automatic Update Of Assignment Of Ownership  
2007-01-02 - Registered - Principal Register  
2006-10-17 - Published for opposition  
2006-09-27 - Notice of publication  
2006-08-28 - Law Office Publication Review Completed  
2006-08-25 - Assigned To LIE  
2006-08-18 - Approved for Pub - Principal Register (Initial exam)  
2006-08-18 - Amendment to Use approved  
2006-08-18 - Examiner's Amendment Entered  
2006-08-18 - Examiner's Amendment Entered  
2006-08-18 - Examiners amendment e-mailed  
2006-08-18 - Examiners Amendment -Written  
2006-08-15 - Assigned To Examiner  
2006-06-30 - Amendment to use processing complete  
2006-06-05 - Amendment to Use filed  
2006-06-05 - TEAS Amendment of Use Received  
2006-03-02 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Barbara J. Grahn, Esq.

**Correspondent**

BARBARA J. GRAHN, ESQ.  
OPPENHEIMER WOLFF & DONNELLY LLP  
SUITE 3300, 45 SOUTH SEVENTH ST.  
MINNEAPOLIS, MN 55402-1609  
Phone Number: 612-607-7325  
Fax Number: 612-607-7100

---

# **EXHIBIT E**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:43:34 ET**

**Serial Number:** 76333561 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2830481

**Mark (words only):** THRIVENT FINANCIAL

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-04-06

**Filing Date:** 2001-11-02

**Transformed into a National Application:** No

**Registration Date:** 2004-04-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-04-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009

**Class Status:** Active

Computer software for personal financial planning and estate planning

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL"

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-10-11 - TEAS Change Of Correspondence Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2004-04-06 - Registered - Principal Register  
2004-01-20 - Allowed for Registration - Principal Register (SOU accepted)  
2003-11-10 - PAPER RECEIVED  
2003-11-19 - Extension 1 granted  
2003-09-04 - Extension 1 filed  
2003-09-08 - PAPER RECEIVED  
2003-10-15 - Non-final action mailed  
2003-09-26 - Assigned To Examiner  
2003-09-24 - Case File In TICRS  
2003-07-30 - Statement of use processing complete  
2003-07-30 - Amendment to Use filed  
2003-08-04 - PAPER RECEIVED  
2003-03-04 - Noa Mailed - SOU Required From Applicant  
2002-12-10 - Published for opposition  
2002-11-20 - Notice of publication  
2002-09-25 - Approved for Pub - Principal Register (Initial exam)  
2002-09-13 - Communication received from applicant  
2002-09-13 - PAPER RECEIVED  
2002-09-03 - Final refusal e-mailed  
2002-08-30 - Assigned To Examiner  
2002-08-01 - Communication received from applicant

2002-08-01 - PAPER RECEIVED

2002-02-01 - Non-final action mailed

2002-01-29 - Assigned To Examiner

2002-01-25 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT F**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:44:03 ET**

**Serial Number:** 76374397 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2813735

**Mark**



**(words only):** THRIVENT FINANCIAL

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-02-10

**Filing Date:** 2002-02-22

**Transformed into a National Application:** No

**Registration Date:** 2004-02-10

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-02-17

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Computer software for personal financial planning and estate planning

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL"

**Description of Mark:** The mark consists of the wording "THRIVENT FINANCIAL" and a stylized

representation of a heart.

**Design Search Code(s):**

**09.01.04** - Bows, decorative; Ribbons, giftwrap (gift wrap); Ribbons, hair

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed  
2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-10-11 - TEAS Change Of Correspondence Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2004-02-10 - Registered - Principal Register  
2003-11-28 - Allowed for Registration - Principal Register (SOU accepted)  
2003-11-20 - Assigned To Examiner  
2003-10-20 - PAPER RECEIVED  
2003-09-29 - Non-final action mailed  
2003-09-10 - Assigned To Examiner  
2003-09-08 - Case File In TICRS  
2003-08-26 - Statement of use processing complete  
2003-08-26 - Extension 1 granted  
2003-08-04 - Extension 1 filed  
2003-08-04 - Amendment to Use filed  
2003-08-04 - PAPER RECEIVED  
2003-02-11 - Noa Mailed - SOU Required From Applicant

2002-11-19 - Published for opposition  
2002-10-30 - Notice of publication  
2002-09-18 - Approved for Pub - Principal Register (Initial exam)  
2002-09-17 - Examiner's amendment mailed  
2002-09-11 - NON-FINAL ACTION E-MAILED  
2002-08-12 - Communication received from applicant  
2002-08-12 - PAPER RECEIVED  
2002-09-11 - Non-final action mailed  
2002-06-19 - Assigned To Examiner  
2002-06-18 - Assigned To Examiner  
2002-06-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT G**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:44:39 ET**

**Serial Number:** 76427181 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2882443

**Mark (words only):** THRIVENT FINANCIAL BANK

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-09-07

**Filing Date:** 2002-07-03

**Transformed into a National Application:** No

**Registration Date:** 2004-09-07

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-09-16

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

FINANCIAL SERVICES, NAMELY FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES, DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL BANK"

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2004-09-07 - Registered - Principal Register

2004-06-16 - Allowed for Registration - Principal Register (SOU accepted)

2004-06-07 - Statement of use processing complete

2004-01-30 - Amendment to Use filed

2004-04-23 - PAPER RECEIVED

2004-02-02 - PAPER RECEIVED

2003-11-04 - Noa Mailed - SOU Required From Applicant

2003-08-12 - Published for opposition

2003-07-23 - Notice of publication

2003-06-19 - Approved for Pub - Principal Register (Initial exam)

2003-05-12 - Communication received from applicant

2003-05-12 - PAPER RECEIVED

2002-11-20 - Non-final action mailed

2002-11-06 - Assigned To Examiner

2002-11-05 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT H**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:45:04 ET**

**Serial Number:** 76427414 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2854577

**Mark**



**(words only):** THRIVENT FINANCIAL BANK

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-06-15

**Filing Date:** 2002-07-03

**Transformed into a National Application:** No

**Registration Date:** 2004-06-15

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-07-07

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 036

**Class Status:** Active

FINANCIAL SERVICES, NAMELY FULL-SERVICE BANKING SERVICES, TRUST SERVICES, MORTGAGE LENDING SERVICES, COMMERCIAL AND CONSUMER LENDING SERVICES, INVESTMENT MANAGEMENT AND INVESTMENT ADVICE AND CONSULTATION SERVICES, DEBIT AND CREDIT CARD SERVICES, AND ONLINE BANKING SERVICES

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL BANK"

**Design Search Code(s):**

02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards

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### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2004-06-15 - Registered - Principal Register

2004-04-07 - Allowed for Registration - Principal Register (SOU accepted)

2004-03-23 - Case File In TICRS

2004-03-17 - Statement of use processing complete  
2004-02-26 - Amendment to Use filed  
2004-02-26 - PAPER RECEIVED  
2003-11-18 - Noa Mailed - SOU Required From Applicant  
2003-08-26 - Published for opposition  
2003-08-06 - Notice of publication  
2003-06-26 - Approved for Pub - Principal Register (Initial exam)  
2003-05-27 - Communication received from applicant  
2003-05-27 - PAPER RECEIVED  
2002-11-26 - Non-final action mailed  
2002-11-07 - Assigned To Examiner  
2002-11-06 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT I**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:45:30 ET**

**Serial Number:** 78271922 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3006447

**Mark (words only):** HELPING OTHERS THRIVE

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2005-10-11

**Filing Date:** 2003-07-09

**Transformed into a National Application:** No

**Registration Date:** 2005-10-11

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 102

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-08-31

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

#### GOODS AND/OR SERVICES

---

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2004-01-00

**First Use in Commerce Date:** 2004-01-00

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars and videotapes

**Basis:** 1(a)

**First Use Date:** 2004-01-00

**First Use in Commerce Date:** 2004-01-00

---

#### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2005-10-11 - Registered - Principal Register

2005-08-30 - Law Office Registration Review Completed

2005-08-19 - Assigned To LIE

2005-08-15 - Allowed for Registration - Principal Register (SOU accepted)

2005-07-26 - Amendment From Applicant Entered

2005-07-19 - Communication received from applicant  
2005-07-19 - PAPER RECEIVED  
2005-04-18 - NON-FINAL ACTION E-MAILED  
2005-04-18 - SU - Non-Final Action - Written  
2005-03-02 - Statement of use processing complete  
2005-01-05 - Amendment to Use filed  
2005-01-10 - PAPER RECEIVED  
2004-07-06 - Noa Mailed - SOU Required From Applicant  
2004-04-13 - Published for opposition  
2004-03-24 - Notice of publication  
2004-02-19 - Approved for Pub - Principal Register (Initial exam)  
2004-02-19 - EXAMINERS AMENDMENT E-MAILED  
2004-01-05 - Communication received from applicant  
2004-01-05 - PAPER RECEIVED  
2003-12-08 - Non-final action e-mailed  
2003-12-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT J**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:45:53 ET**

**Serial Number:** 76354506 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2821568

**Mark (words only):** THRIVENT FINANCIAL FOR LUTHERANS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-03-09

**Filing Date:** 2001-12-27

**Transformed into a National Application:** No

**Registration Date:** 2004-03-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-03-15

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009

**Class Status:** Active

Computer software for personal financial planning and estate planning

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL FOR LUTHERANS"

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-10-11 - TEAS Change Of Correspondence Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2004-03-09 - Registered - Principal Register  
2004-01-05 - Allowed for Registration - Principal Register (SOU accepted)  
2003-11-10 - Communication received from applicant  
2003-11-10 - PAPER RECEIVED  
2003-10-15 - Non-final action mailed  
2003-09-25 - Assigned To Examiner  
2003-09-23 - Case File In TICRS  
2003-08-25 - Statement of use processing complete  
2003-08-04 - Amendment to Use filed  
2003-08-04 - PAPER RECEIVED  
2003-07-08 - Noa Mailed - SOU Required From Applicant  
2003-04-15 - Published for opposition  
2003-03-26 - Notice of publication  
2002-12-30 - Approved for Pub - Principal Register (Initial exam)  
2002-11-11 - Communication received from applicant  
2002-11-11 - TEAS Response to Office Action Received  
2002-09-05 - Final refusal e-mailed  
2002-09-03 - Assigned To Examiner  
2002-08-12 - Communication received from applicant  
2002-08-12 - PAPER RECEIVED  
2002-05-08 - Non-final action mailed

2002-04-18 - Assigned To Examiner

2002-04-15 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT K**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:46:19 ET**

**Serial Number:** 76374130 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2821594

**Mark**



**(words only):** THRIVENT FINANCIAL FOR LUTHERANS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-03-09

**Filing Date:** 2002-02-22

**Transformed into a National Application:** No

**Registration Date:** 2004-03-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-03-15

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Computer software for personal financial planning and estate planning

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Print publications, namely, brochures, information sheets, printed educational and teaching materials, books, and membership magazines for a fraternal benefits society, all in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 036

**Class Status:** Active

Insurance underwriting in the field of life, medical, long-term care, disability and annuities; insurance brokerage services; financial analysis and consultation services; insurance consultation services; investment management and consultation services; mutual fund investment services; banking services; providing educational scholarships and monetary grants to individuals; charitable fundraising services and providing grants to other organizations, institutions, communities, and church congregations

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 041

**Class Status:** Active

Education and training in the field of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising, faith and family matters, offered through workshops, seminars, and video tapes

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL FOR LUTHERANS"

**Description of Mark:** The mark consists of the wording THRIVENT FINANCIAL FOR

LUTHERANS and a stylized representation of a heart.

**Design Search Code(s):**

**02.11.01** - Hearts excluding hearts as carriers or depicted on playing cards

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2004-03-09 - Registered - Principal Register

2004-01-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-11-10 - Communication received from applicant

2003-11-10 - PAPER RECEIVED

2003-10-15 - Non-final action mailed

2003-09-22 - Assigned To Examiner

2003-09-16 - Case File In TICRS

2003-08-26 - Statement of use processing complete

2003-07-30 - Amendment to Use filed

2003-08-04 - PAPER RECEIVED

2003-04-29 - Noa Mailed - SOU Required From Applicant

2003-02-04 - Published for opposition

2003-01-15 - Notice of publication

2002-12-09 - Approved for Pub - Principal Register (Initial exam)

2002-11-11 - Communication received from applicant

2002-11-11 - TEAS Response to Office Action Received

2002-09-05 - NON-FINAL ACTION E-MAILED

2002-08-12 - Communication received from applicant

2002-08-12 - PAPER RECEIVED

2002-09-11 - Non-final action mailed

2002-06-18 - Assigned To Examiner

2002-06-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT L**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:46:45 ET**

**Serial Number:** 76427413 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2854576

**Mark (words only):** THRIVENT INVESTMENT MANAGEMENT

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-06-15

**Filing Date:** 2002-07-03

**Transformed into a National Application:** No

**Registration Date:** 2004-06-15

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-07-07

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

SECURITIES DISTRIBUTION, BROKERAGE, AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL PLANNING SERVICES

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "INVESTMENT MANAGEMENT"

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2004-06-15 - Registered - Principal Register

2004-04-07 - Allowed for Registration - Principal Register (SOU accepted)

2004-03-23 - Case File In TICRS

2004-03-17 - Statement of use processing complete

2004-02-26 - Amendment to Use filed

2004-02-26 - PAPER RECEIVED

2003-11-18 - Noa Mailed - SOU Required From Applicant

2003-08-26 - Published for opposition

2003-08-06 - Notice of publication

2003-06-26 - Approved for Pub - Principal Register (Initial exam)

2003-05-27 - Communication received from applicant

2003-05-27 - PAPER RECEIVED

2002-11-26 - Non-final action mailed

2002-11-07 - Assigned To Examiner

2002-11-06 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT M**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:47:10 ET**

**Serial Number:** 76427416 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2870176

**Mark**



**(words only):** THRIVENT INVESTMENT MANAGEMENT

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-08-03

**Filing Date:** 2002-07-03

**Transformed into a National Application:** No

**Registration Date:** 2004-08-03

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-08-10

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY; WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036

**Class Status:** Active

SECURITIES DISTRIBUTION, BROKERAGE, AND INVESTMENT SERVICES; SECURITIES UNDERWRITING SERVICES; INVESTMENT MANAGEMENT AND CONSULTATION SERVICES; FINANCIAL PLANNING SERVICES

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "INVESTMENT MANAGEMENT"

**Design Search Code(s):**

02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2004-08-03 - Registered - Principal Register

2004-05-26 - Allowed for Registration - Principal Register (SOU accepted)

2004-05-17 - Statement of use processing complete

2004-02-02 - Amendment to Use filed

2004-04-28 - PAPER RECEIVED

2004-02-02 - PAPER RECEIVED

2003-11-04 - Noa Mailed - SOU Required From Applicant

2003-08-12 - Published for opposition

2003-07-23 - Notice of publication

2003-06-12 - Approved for Pub - Principal Register (Initial exam)

2003-05-12 - Communication received from applicant

2003-05-12 - PAPER RECEIVED

2002-11-20 - Non-final action mailed

2002-11-06 - Assigned To Examiner

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

##### **Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

##### **Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT N**

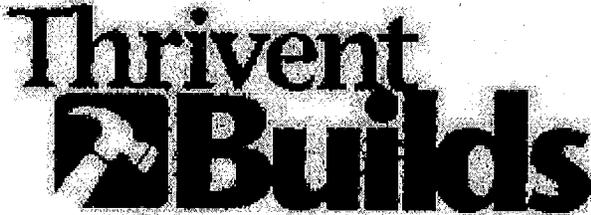
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:48:01 ET**

**Serial Number:** 78749183 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3250713

**Mark**



**(words only):** THRIVENT BUILDS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2007-06-12

**Filing Date:** 2005-11-08

**Transformed into a National Application:** No

**Registration Date:** 2007-06-12

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 102

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-06-12

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Thrivent Financial for Lutherans

**Address:**

Thrivent Financial for Lutherans  
625 Fourth Avenue South

Minneapolis, MN 55415

United States

**Legal Entity Type:** Fraternal Benefit Society

**State or Country Where Organized:** Wisconsin

---

### GOODS AND/OR SERVICES

---

**International Class:** 035

**Class Status:** Active

Recruiting and organizing volunteers for renovating and constructing homes for low-income families

**Basis:** 1(a)

**First Use Date:** 2005-09-01

**First Use in Commerce Date:** 2005-09-01

**International Class:** 036

**Class Status:** Active

Charitable fundraising services; charitable services, namely, providing funding for renovation and construction of homes for low-income families

**Basis:** 1(a)

**First Use Date:** 2005-09-01

**First Use in Commerce Date:** 2005-09-01

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "BUILDS"

**Design Search Code(s):**

14.05.01 - Gavel; Hammers; Mallets (tools)

26.09.02 - Plain single line squares; Squares, plain single line

26.09.21 - Squares that are completely or partially shaded

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-06-12 - Registered - Principal Register

2007-05-18 - Attorney Revoked And/Or Appointed

2007-05-18 - TEAS Revoke/Appoint Attorney Received

2007-03-27 - Published for opposition

2007-03-07 - Notice of publication  
2007-02-12 - Law Office Publication Review Completed  
2007-02-10 - Approved for Pub - Principal Register (Initial exam)  
2007-01-17 - Assigned To Examiner  
2007-01-04 - Teas/Email Correspondence Entered  
2007-01-04 - Communication received from applicant  
2006-12-14 - Assigned To LIE  
2006-11-25 - TEAS Response to Office Action Received  
2006-05-26 - Non-final action e-mailed  
2006-05-26 - Non-Final Action Written  
2006-05-13 - Assigned To Examiner  
2005-11-15 - Notice Of Design Search Code Mailed  
2005-11-14 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

Joseph T. Nabor  
Fitch Even Tabin & Flannery  
Suite 1600  
120 South LaSalle Street  
Chicago IL 60603  
Phone Number: 312-577-7000  
Fax Number: 312-577-7007

---

# **EXHIBIT O**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:48:29 ET**

**Serial Number:** 76338285 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2798598

**Mark (words only):** THRIVENT

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-12-23

**Filing Date:** 2001-11-15

**Transformed into a National Application:** No

**Registration Date:** 2003-12-23

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-06-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY

**State or Country Where Organized:** Wisconsin

---

**GOODS AND/OR SERVICES**

---

**International Class:** 006

**Class Status:** Active

Promotional items made of metal, namely, metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 009

**Class Status:** Active

Promotional computer accessory items, namely, tape measures, decorative magnets

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 011

**Class Status:** Active

Promotional items, namely, flashlights

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 014

**Class Status:** Active

Promotional jewelry items, namely, jewelry, watches, clocks, ornamental pins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Promotional printed and stationery items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars, paper napkins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 018

**Class Status:** Active

Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags, umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 020

**Class Status:** Active

Promotional items, namely, non-metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 021

**Class Status:** Active

Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, paper plates, paper cups

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 024

**Class Status:** Active

Promotional textile items, namely, golf towels

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 025

**Class Status:** Active

Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, and visors

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 028

**Class Status:** Active

Promotional toys and games, namely, golf balls, flying discs

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 030

**Class Status:** Active

Promotional food items, namely, candy

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-05-09 - Section 7 correction issued

2007-04-13 - On Hold - Electronic Record Review Required

2007-04-12 - Section 7 correction issued

2007-03-09 - On Hold - Electronic Record Review Required

2007-03-07 - Section 7 correction issued

2007-01-19 - On Hold - Electronic Record Review Required

2007-01-16 - Section 7 correction issued

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2006-05-31 - Petition To Director Denied

2006-02-06 - Petition To Director Received

2006-02-06 - PAPER RECEIVED

2005-08-03 - Post Registration action mailed - Section 7

2005-08-02 - Section 7 correction issued

2004-12-21 - Response received for Post Registration action

2004-12-21 - PAPER RECEIVED

2004-06-14 - Post Registration action mailed - Section 7

2004-03-29 - Section 7 amendment filed

2003-12-23 - Registered - Principal Register

2003-10-21 - Allowed for Registration - Principal Register (SOU accepted)

2003-10-16 - Assigned To Examiner

2003-10-08 - Case File In TICRS

2003-09-17 - Statement of use processing complete

2003-08-04 - Amendment to Use filed

2003-08-04 - PAPER RECEIVED

2003-05-20 - Noa Mailed - SOU Required From Applicant  
2003-02-25 - Published for opposition  
2003-02-05 - Notice of publication  
2002-12-14 - Approved for Pub - Principal Register (Initial exam)  
2002-11-10 - Communication received from applicant  
2002-11-10 - TEAS Response to Office Action Received  
2002-10-02 - Final refusal mailed  
2002-09-13 - Assigned To Examiner  
2002-08-19 - Communication received from applicant  
2002-08-23 - Communication received from applicant  
2002-08-23 - PAPER RECEIVED  
2002-02-19 - Non-final action mailed  
2002-02-06 - Assigned To Examiner  
2002-01-30 - Assigned To Examiner  
2002-01-25 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT P**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:48:53 ET**

**Serial Number:** 76344522 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2792314

**Mark (words only):** THRIVENT FINANCIAL

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-12-09

**Filing Date:** 2001-12-03

**Transformed into a National Application:** No

**Registration Date:** 2003-12-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-12-16

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 006

**Class Status:** Active

Promotional items made of metal, namely, metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 009

**Class Status:** Active

Promotional computer accessory items, namely tape measures and decorative magnet

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 011

**Class Status:** Active

Promotional items, namely, flashlights

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 014

**Class Status:** Active

Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 018

**Class Status:** Active

Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 020

**Class Status:** Active

Non-metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 021

**Class Status:** Active

Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 024

**Class Status:** Active

Promotional textile items, namely, golf towels

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 025

**Class Status:** Active

Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 028

**Class Status:** Active

Promotional toys and games, namely, golf balls and flying discs

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 030

**Class Status:** Active

Promotional food items, namely, candy

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "FINANCIAL" for CDROMs and DVDs featuring information in the fields of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-12-11 - Attorney Revoked And/Or Appointed  
2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-10-11 - TEAS Change Of Correspondence Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2003-12-09 - Registered - Principal Register  
2003-10-06 - Allowed for Registration - Principal Register (SOU accepted)  
2003-09-26 - Case File In TICRS  
2003-08-04 - Statement of use processing complete  
2003-08-04 - Amendment to Use filed  
2003-08-04 - PAPER RECEIVED  
2003-06-24 - Noa Mailed - SOU Required From Applicant  
2003-04-01 - Published for opposition  
2003-03-12 - Notice of publication  
2002-12-18 - Approved for Pub - Principal Register (Initial exam)  
2002-12-16 - Examiner's amendment mailed  
2002-11-10 - Communication received from applicant  
2002-11-10 - TEAS Response to Office Action Received  
2002-10-02 - Final refusal mailed  
2002-09-16 - Assigned To Examiner  
2002-08-26 - Communication received from applicant  
2002-08-26 - PAPER RECEIVED  
2002-03-14 - Non-final action mailed  
2002-03-06 - Assigned To Examiner  
2002-03-05 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

---

# **EXHIBIT Q**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:49:20 ET**

**Serial Number:** 76374360 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2792413

**Mark**



**(words only):** THRIVENT FINANCIAL

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-12-09

**Filing Date:** 2002-02-22

**Transformed into a National Application:** No

**Registration Date:** 2003-12-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-12-23

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 006

**Class Status:** Active

Promotional items made of metal, namely, metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 009

**Class Status:** Active

Promotional computer accessory items, namely, tape measures and decorative magnets

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 011

**Class Status:** Active

Promotional items, namely, flashlights

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 014

**Class Status:** Active

Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Promotional printed and stationary items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 018

**Class Status:** Active

Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class: 020****Class Status:** Active

Non-metal key holders

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class: 021****Class Status:** Active

Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, non-metal key holders, paper plates, paper cups

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class: 024****Class Status:** Active

Promotional textile items, namely, golf towels

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class: 025****Class Status:** Active

Promotional clothing items, namely, jackets, shirts, T-shirts, hats, sweatshirts, hats and visors

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class: 028****Class Status:** Active

Promotional toys and games, namely, golf balls and flying discs

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class: 030****Class Status:** Active

Promotional food items, namely, candy

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "FINANCIAL" as to the following goods: "CDROMs and DVDs featuring information in the fields of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising,

faith and family matters"

**Description of Mark:** The mark consists of the wording "THRIVENT FINANCIAL" and a stylized representation of a heart.

**Design Search Code(s):**

02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards

26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received

2006-10-11 - TEAS Change Of Correspondence Received

2006-09-14 - TEAS Change Of Correspondence Received

2006-08-23 - Automatic Update Of Assignment Of Ownership

2003-12-09 - Registered - Principal Register

2003-10-06 - Allowed for Registration - Principal Register (SOU accepted)

2003-09-24 - Case File In TICRS

2003-09-08 - PAPER RECEIVED

2003-08-27 - Statement of use processing complete

2003-08-04 - Amendment to Use filed

2003-08-04 - PAPER RECEIVED

2003-03-04 - Noa Mailed - SOU Required From Applicant

2002-12-10 - Published for opposition

2002-11-20 - Notice of publication

2002-10-02 - Approved for Pub - Principal Register (Initial exam)

2002-09-18 - Examiner's amendment mailed  
2002-09-11 - NON-FINAL ACTION E-MAILED  
2002-08-26 - Communication received from applicant  
2002-08-26 - PAPER RECEIVED  
2002-09-11 - Non-final action mailed  
2002-06-19 - Assigned To Examiner  
2002-06-17 - Assigned To Examiner  
2002-06-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

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# **EXHIBIT R**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:49:54 ET**

**Serial Number:** 76354508 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2798657

**Mark (words only):** THRIVENT FINANCIAL FOR LUTHERANS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-12-23

**Filing Date:** 2001-12-27

**Transformed into a National Application:** No

**Registration Date:** 2003-12-23

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-07-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MN 55414  
United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN  
**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 006

**Class Status:** Active

Promotional items made of metal, namely, metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 009

**Class Status:** Active

Promotional items, namely, tape measures, decorative magnets

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 011

**Class Status:** Active

Promotional items, namely, flashlights

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 014

**Class Status:** Active

Promotional jewelry items, namely, jewelry, watches, clocks, ornamental pins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Promotional printed and stationery items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars, paper napkins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 018

**Class Status:** Active

Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags, umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 020

**Class Status:** Active

Promotional items, namely, non-metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 021

**Class Status:** Active

Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, paper plates, paper cups

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 024

**Class Status:** Active

Promotional textile items, namely, golf towels

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 025

**Class Status:** Active

Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, hats and visors

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 028

**Class Status:** Active

Promotional toys and games, namely, golf balls, flying discs

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 030

**Class Status:** Active

Promotional food items, namely, candy

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

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#### ADDITIONAL INFORMATION

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**Disclaimer:** "FINANCIAL FOR LUTHERANS"

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-12-11 - Attorney Revoked And/Or Appointed

2006-12-11 - TEAS Revoke/Appoint Attorney Received  
2006-09-14 - TEAS Change Of Correspondence Received  
2006-08-23 - Automatic Update Of Assignment Of Ownership  
2004-05-28 - Section 7 correction issued  
2004-03-29 - Section 7 amendment filed  
2003-12-23 - Registered - Principal Register  
2003-10-21 - Allowed for Registration - Principal Register (SOU accepted)  
2003-10-15 - Assigned To Examiner  
2003-10-09 - Case File In TICRS  
2003-09-23 - Statement of use processing complete  
2003-08-04 - Amendment to Use filed  
2003-08-04 - PAPER RECEIVED  
2003-05-20 - Noa Mailed - SOU Required From Applicant  
2003-02-25 - Published for opposition  
2003-02-05 - Notice of publication  
2002-12-14 - Approved for Pub - Principal Register (Initial exam)  
2002-11-10 - Communication received from applicant  
2002-11-10 - TEAS Response to Office Action Received  
2002-10-08 - Final refusal mailed  
2002-10-03 - Assigned To Examiner  
2002-09-12 - Communication received from applicant  
2002-09-12 - PAPER RECEIVED  
2002-04-11 - Non-final action mailed  
2002-03-29 - Assigned To Examiner  
2002-03-20 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Sandra Epp Ryan and John L. Beard, Felicia J. Boyd, Laura G. Coates, Jodi A. DeSchane, John M. Haurykiewicz, Calvin L. Litsey, Patricia I. Reding, Karl G. Schwappach, James R. Steffen, Gary S. Weinstein, Christopher P. Beall, Jennifer D. Collins, Natalie Hanlon-Leh, Peter J. Kinsella, Leslie P. Kramer and Lisa C. Walter

**Correspondent**

Sandra Epp Ryan  
Faegre & Benson LLP  
2200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis MN 55402-3901  
Phone Number: 612/766-7196  
Fax Number: 612/766-1600

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# **EXHIBIT S**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2009-06-03 14:50:22 ET**

**Serial Number:** 76374365 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2818060

**Mark**



**(words only):** THRIVENT FINANCIAL FOR LUTHERANS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-02-24

**Filing Date:** 2002-02-22

**Transformed into a National Application:** No

**Registration Date:** 2004-02-24

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-03-07

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THRIVENT FINANCIAL FOR LUTHERANS

**Address:**

THRIVENT FINANCIAL FOR LUTHERANS  
625 FOURTH AVENUE SOUTH

MINNEAPOLIS, MN 55414

United States

**Legal Entity Type:** FRATERNAL BENEFITS SOCIETY: WISCONSIN

**State or Country Where Organized:** (NOT AVAILABLE)

---

**GOODS AND/OR SERVICES**

---

**International Class:** 006

**Class Status:** Active

Promotional items made of metal, namely, metal key holders

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 009

**Class Status:** Active

Promotional computer accessory items, namely, tape measures and decorative magnets

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 011

**Class Status:** Active

Promotional items, namely, flashlights

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 014

**Class Status:** Active

Promotional jewelry items, namely, jewelry, watches, clocks and ornamental pins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 016

**Class Status:** Active

Promotional printed and stationery items, namely, pens, pencils, high-lighting markers, letter openers, paperweights, note pads, decals and stickers, calendars and paper napkins

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 018

**Class Status:** Active

Promotional items, namely attache cases, billfolds, business card cases, traveling bags, canvas tote bags, carry-all bags and umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-05-21

**First Use in Commerce Date:** 2002-05-21

**International Class:** 020**Class Status:** Active

Non-metal key holders

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class:** 021**Class Status:** Active

Promotional housewares and glass items, namely, mugs, beverage glassware, travel mugs, portable coolers, insulated can and bottle holder, plastic sports bottles sold empty, paper plates, paper cups

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class:** 024**Class Status:** Active

Promotional textile items, namely, golf towels

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class:** 025**Class Status:** Active

Promotional clothing items, namely, jackets, shirts, t-shirts, hats, sweatshirts, and visors

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class:** 028**Class Status:** Active

Promotional toys and games, namely, golf balls and flying discs

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21**International Class:** 030**Class Status:** Active

Promotional food items, namely, candy

**Basis:** 1(a)**First Use Date:** 2002-05-21**First Use in Commerce Date:** 2002-05-21

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "FINANCIAL FOR LUTHERANS" for "CDROMs and DVDs featuring information in the fields of financial planning and management, investment planning, estate planning, insurance planning, tax planning, charitable planning, life and retirement planning, long-term care, fundraising" in class 9,

**Description of Mark:** The mark consists of the wording "THRIVENT FINANCIAL FOR LUTHERANS" and a stylized representation of a heart.

**Design Search Code(s):**

**02.11.01** - Hearts excluding hearts as carriers or depicted on playing cards

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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