

02-26-1999

Form PTO-1594

RECORDED



J.S. Department of Commerce
Patent and Trademark Office

MP
2-23-99

TR
PAGE

100973753

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 United Wisconsin Services, Inc. **FINANCE**
 Individual(s) Association
 General Partnership Limited
 Corporation-State WI Partnership
 Other:
 Additional name(s) of conveying party(ies) attached?
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: September 11, 1998

2. Name and address of receiving party(ies):
 Name: American Medical Security Group, Inc.
 Internal Address:
 Street Address: 3100 AMS Boulevard
 City: Green Bay State: WI Zip: 54313
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State WI
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment) Additional names(s) & address(es) attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

 SEE SCHEDULE A

 Additional numbers

B. Trademark registration No.(s)

 SEE SCHEDULE A

 attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Nicholas A. Kees
Godfrey & Kahn, S.C.
 Internal Address:
 Street Address: 780 North Water Street
 City: Milwaukee State: WI Zip: 53202

6. Total number of applications and registrations involved:.....[16]
 7. Total fee (37 CFR 3.41):\$415.00
 Enclosed
 Authorized to be charged to deposit account for any deficiencies
 8. Deposit account number: 07-1509
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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01 FC:481
02 FC:482

40.00 OP
375.00 OP

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Nicholas A. Kees
Name of Person Signing

Nicholas A. Kees
Signature

2/22/99
Date

Total Number of pages comprising cover sheet: [1]

EL059119067US

TRADEMARK
REEL: 1863 FRAME: 0823

SCHEDULE A

MARK	REG/APP NUMBER
ACCOUNTABLE HEALTH PLANS	75/530,636
IT'S YOUR CHOICE	75/175,344
DESIGN ONLY	2,054,721
AMSCHOICES.COM	75/051,348
PPO CARE EVERYWHERE	2,040,158
AMERICAN MEDICAL SECURITY	2,056,818
LIFESTYLE CHOICES	2,026,373
PLAINES HEALTH NETWORKS, INC.	1,966,452
CHERISHED MOMENTS	1,968,913
ACCOUNTABLE HEALTH PLAN	2,035,893
ACCESS TO HEALTHCARE and Design	1,814,045
ACCESS TO HEALTHCARE	1,814,044
AMERICAN MEDICAL SECURITY RX FOR GOOD HEALTH and Design	1,612,329
HEALTHCARE CHOICES	2,089,209
ATLANTIC HEALTH PLANS and Design	75/002,788
ATLANTIC HEALTH PLANS FIRST CHOICE OF THE CAROLINAS and Design	75/002,703

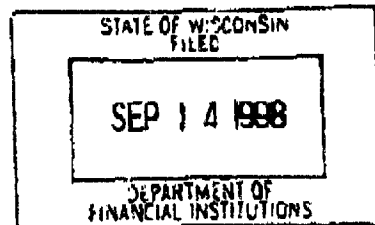
MW2-164812-1

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SEP 11 1998

WISCONSIN
DFI

ARTICLES OF AMENDMENT
TO THE
RESTATED AND AMENDED
ARTICLES OF INCORPORATION
OF
UNITED WISCONSIN SERVICES, INC.



United Wisconsin Services, Inc., a corporation organized and existing under Chapter 180 of the Wisconsin Statutes, does hereby certify that Article First of the existing Restated and Amended Articles of Incorporation was duly amended in its entirety to read as follows:

FIRST: The name of the corporation shall be American Medical Security Group, Inc.

Said amendment was duly adopted action of the Board of Directors and Shareholders at a Special Meeting of the Shareholders held on July 24, 1998, in accordance with Section 180.1003 of the Wisconsin Business Corporation Law.

This Amendment will not effect an exchange, reclassification or cancellation of the issued shares of the corporation.

Dated this 11 day of September, 1998.

UNITED WISCONSIN SERVICES, INC.

By: Stephen E. Babel
Stephen E. Babel
Vice President

This document was drafted by and is returnable to.

Geoffrey R. Morgan
Michael Best & Friedrich LLP
100 East Wisconsin Avenue
Milwaukee, WI 53202
(414) 271-6560

Wisconsin 02/00, 02/14, 02/15, 02/16, 02/17, 02/18, 02/19, 02/20, 02/21, 02/22, 02/23, 02/24, 02/25, 02/26, 02/27, 02/28, 02/29, 02/30, 03/01, 03/02, 03/03, 03/04, 03/05, 03/06, 03/07, 03/08, 03/09, 03/10, 03/11, 03/12, 03/13, 03/14, 03/15, 03/16, 03/17, 03/18, 03/19, 03/20, 03/21, 03/22, 03/23, 03/24, 03/25, 03/26, 03/27, 03/28, 03/29, 03/30, 03/31, 04/01, 04/02, 04/03, 04/04, 04/05, 04/06, 04/07, 04/08, 04/09, 04/10, 04/11, 04/12, 04/13, 04/14, 04/15, 04/16, 04/17, 04/18, 04/19, 04/20, 04/21, 04/22, 04/23, 04/24, 04/25, 04/26, 04/27, 04/28, 04/29, 04/30, 05/01, 05/02, 05/03, 05/04, 05/05, 05/06, 05/07, 05/08, 05/09, 05/10, 05/11, 05/12, 05/13, 05/14, 05/15, 05/16, 05/17, 05/18, 05/19, 05/20, 05/21, 05/22, 05/23, 05/24, 05/25, 05/26, 05/27, 05/28, 05/29, 05/30, 05/31, 06/01, 06/02, 06/03, 06/04, 06/05, 06/06, 06/07, 06/08, 06/09, 06/10, 06/11, 06/12, 06/13, 06/14, 06/15, 06/16, 06/17, 06/18, 06/19, 06/20, 06/21, 06/22, 06/23, 06/24, 06/25, 06/26, 06/27, 06/28, 06/29, 06/30, 07/01, 07/02, 07/03, 07/04, 07/05, 07/06, 07/07, 07/08, 07/09, 07/10, 07/11, 07/12, 07/13, 07/14, 07/15, 07/16, 07/17, 07/18, 07/19, 07/20, 07/21, 07/22, 07/23, 07/24, 07/25, 07/26, 07/27, 07/28, 07/29, 07/30, 07/31, 08/01, 08/02, 08/03, 08/04, 08/05, 08/06, 08/07, 08/08, 08/09, 08/10, 08/11, 08/12, 08/13, 08/14, 08/15, 08/16, 08/17, 08/18, 08/19, 08/20, 08/21, 08/22, 08/23, 08/24, 08/25, 08/26, 08/27, 08/28, 08/29, 08/30, 08/31, 09/01, 09/02, 09/03, 09/04, 09/05, 09/06, 09/07, 09/08, 09/09, 09/10, 09/11, 09/12, 09/13, 09/14, 09/15, 09/16, 09/17, 09/18, 09/19, 09/20, 09/21, 09/22, 09/23, 09/24, 09/25, 09/26, 09/27, 09/28, 09/29, 09/30, 10/01, 10/02, 10/03, 10/04, 10/05, 10/06, 10/07, 10/08, 10/09, 10/10, 10/11, 10/12, 10/13, 10/14, 10/15, 10/16, 10/17, 10/18, 10/19, 10/20, 10/21, 10/22, 10/23, 10/24, 10/25, 10/26, 10/27, 10/28, 10/29, 10/30, 10/31, 11/01, 11/02, 11/03, 11/04, 11/05, 11/06, 11/07, 11/08, 11/09, 11/10, 11/11, 11/12, 11/13, 11/14, 11/15, 11/16, 11/17, 11/18, 11/19, 11/20, 11/21, 11/22, 11/23, 11/24, 11/25, 11/26, 11/27, 11/28, 11/29, 11/30, 12/01, 12/02, 12/03, 12/04, 12/05, 12/06, 12/07, 12/08, 12/09, 12/10, 12/11, 12/12, 12/13, 12/14, 12/15, 12/16, 12/17, 12/18, 12/19, 12/20, 12/21, 12/22, 12/23, 12/24, 12/25, 12/26, 12/27, 12/28, 12/29, 12/30, 12/31