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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): **9.10.01**
United Wisconsin Services, Inc.
401 West Michigan Street
Milwaukee, WI 53203
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State (Wisconsin)
 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: March 23, 2001

2. Name and address of receiving party(ies)
Name: Cobalt Corporation
Internal Address: C-10

Street Address: 401 West Michigan Street
City: Milwaukee State: WI Zip: 53203

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Wisconsin
 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 name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

74698596

B. Trademark Registration No.(s)

2151612

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Heather Cooke

Internal Address: C-10

Street Address: 401 West Michigan Street

City: Milwaukee State: WI Zip: 53203

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Heather D. Cooke

Name of Person Signing

Heather D. Cooke

Signature

September 10, 2001

Date

1

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

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OCTOBER 30, 1999