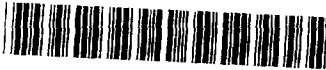


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1. Name of conveying party(ies): G-10-01 United Wisconsin Services, Inc. 401 West Michigan Street Milwaukee, WI 53203

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

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [X] Change of Name [] Other Execution Date: March 23, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75162744

B. Trademark Registration No.(s) 2125181

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 [X] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number:

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