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

1. Name of conveying party(ies): G-10-01 United Wisconsin Services, Inc. 401 West Michigan Street Milwaukee, WI 53203 [] Individual(s) [] Association [] General Partnership [] Limited Partnership [X] Corporation-State (Wisconsin) [] Other Additional name(s) of conveying party(ies) attached? [] Yes [X] No

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 [X] Corporation-State Wisconsin [] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [X] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [X] No

3. Nature of conveyance: [] 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) 74706583 B. Trademark Registration No.(s) 1978510 Additional number(s) attached [] Yes [X] 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 [X] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number: (Attach duplicate copy of this page if paying by deposit account)

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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 Heather D. Cooke September 10, 2001 Name of Person Signing Signature Date

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

1

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

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