

09-26-2003



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J.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):  
United Wisconsin Services, Inc.  
9-23-03  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: American Medical Security  
Group, Inc.  
Internal Address: P.O.Box 19032  
Street Address: 3100 AMS Boulevard  
City: Green Bay State: WI Zip: 54307-  
9032  
 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

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_  
Execution Date: 09/11/1998

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s) 1838117  
Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: ..... 1

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Mr. William Baxter  
Internal Address: \_\_\_\_\_  
Street Address: Godfrey & Kahn, S.C.  
N21 W23350 Ridgeview Parkway  
City: Waukesha State: WI Zip: 53188

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)  
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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.*  
James C. Madoff      [Signature]      9/9/03  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 2

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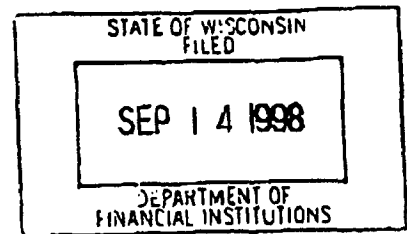
Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
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ARTICLES OF AMENDMENT  
TO THE  
RESTATED AND AMENDED  
ARTICLES OF INCORPORATION  
OF  
UNITED WISCONSIN SERVICES, INC.



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. Bablitch  
Stephen E. Bablitch  
Vice President

This document was drafted by and is returnable to:

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Michael Best & Friedrich LLP  
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Milwaukee, WI 53202  
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