

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 12/20/2005 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------------------|----------|----------------|------------------------|
| American Medical Security Group, Inc. | | 04/17/2007 | CORPORATION: WISCONSIN |

RECEIVING PARTY DATA

| | |
|-------------------|---------------------------------|
| Name: | UnitedHealth Group Incorporated |
| Street Address: | 9900 Bren Road East |
| Internal Address: | MN008-T410 |
| City: | Minnetonka |
| State/Country: | MINNESOTA |
| Postal Code: | 55343 |
| Entity Type: | CORPORATION: MINNESOTA |

PROPERTY NUMBERS Total: 29

| Property Type | Number | Word Mark |
|----------------------|---------|---|
| Registration Number: | 1612329 | AMERICAN MEDICAL SECURITY R FOR GOOD HEALTH |
| Registration Number: | 2056818 | AMERICAN MEDICAL SECURITY |
| Registration Number: | 2215696 | IT'S YOUR CHOICE |
| Registration Number: | 2558472 | AMS GROUPTENTAL CHOICE |
| Registration Number: | 2575863 | AMERICAN ACCESS |
| Registration Number: | 2577595 | AMS GROUPTMED CHOICE |
| Registration Number: | 2608554 | SECUREPREFERRED |
| Registration Number: | 2611610 | MEDONE CHOICE |
| Registration Number: | 2616667 | MEDONE |
| Registration Number: | 2619266 | COBRACARE |
| Registration Number: | 2622843 | AFFORDABLEONE |

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| Registration Number: | 2660300 | GOOD HEALTH TRUST OF AMERICA |
| Registration Number: | 2660784 | AMS |
| Registration Number: | 2679531 | ASSOCIATE ADVANTAGE HEALTH PLAN |
| Registration Number: | 2681504 | GROUPDENTALCHOICE |
| Registration Number: | 2702728 | MEDONE PLUS |
| Registration Number: | 2721851 | AFFORDABLE GROUP |
| Registration Number: | 2740614 | AMS CHOICES. DEFINED CONTRIBUTION AT WORK |
| Registration Number: | 2745607 | HEALTHWRAP |
| Registration Number: | 2778868 | TRAVEL CARE |
| Registration Number: | 2805428 | AMERICAN MEDICAL SECURITY |
| Registration Number: | 2830470 | AMERICAN MEDICAL SECURITY GROUP |
| Registration Number: | 2862944 | AMS CHOICES |
| Registration Number: | 2921438 | NURSE HEALTHLINE INC. |
| Registration Number: | 2968329 | WE'RE ALL ABOUT YOU |
| Registration Number: | 3012246 | MEDONE SECURITY |
| Registration Number: | 3124365 | MEDONE HSAVINGS |
| Registration Number: | 3133943 | AMERICAN MEDICAL SECURITY LIFE INSURANCE COMPANY |
| Registration Number: | 3189887 | AGENT ESSENTIALS |

CORRESPONDENCE DATA

Fax Number: (512)536-4598
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 512.474.5201
Email: aotrademark@fulbright.com
Correspondent Name: Fulbright & Jaworski, L.L.P.
Address Line 1: 600 Congress Avenue
Address Line 2: Suite 2400
Address Line 4: Austin, TEXAS 78701

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|-------------------------|-------------------------|
| ATTORNEY DOCKET NUMBER: | UH GK:005 |
| NAME OF SUBMITTER: | Attorney for Registrant |
| Signature: | /Alicia Morris Groos/ |
| Date: | 04/19/2007 |

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, American Medical Security Group, Inc., a Wisconsin corporation having a mailing address of 3100 AMS Boulevard, Green Bay, Wisconsin 54313 ("AMS") merged with and into American Medical Security Life Insurance Company, a Wisconsin corporation having a mailing address of 3100 AMS Boulevard, Green Bay, Wisconsin 54313 ("AMSLIC"), with AMSLIC the surviving entity and successor in interest to AMS;

WHEREAS, AMSLIC, including through its predecessor in interest, AMS, has adopted, used and is using the marks listed in Exhibit A, for which AMS obtained United States trademark registrations (hereinafter the "Marks");

WHEREAS, UnitedHealth Group Incorporated ("UHG"), a Minnesota corporation having a business address of 9900 Bren Road East, MN008-T410, Minnetonka, Minnesota 55343, desires to confirm its acquisition of said Marks, the registrations for said Marks, and all rights and goodwill associated therewith as of December 20, 2005;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, AMSLIC does hereby confirm and assign, effective as of December 20, 2005, to UHG all its right, title and interest in and to said Marks and the registrations for said Marks, including the right to enforce the Marks and the registrations of said Marks, and the right to recover for past damages for infringement thereof, together with the goodwill of the business symbolized by the Marks.

The Commissioner of Patents and Trademarks is requested to issue any Certificate of Registration to UnitedHealth Group Incorporated.

American Medical Security Life Insurance Company

By: 

Name: Julie A. Van Straten

Title: Vice President and General Counsel

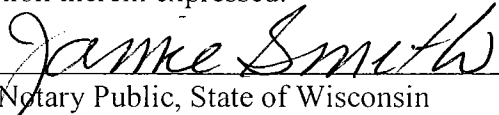
Date: 4-17-07

STATE OF WISCONSIN

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COUNTY OF Brown

Before me, the undersigned authority, on this 17th day of April, 2007 personally appeared Julie Van Straten known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that she is authorized to execute the same on behalf of the identified corporation and that she executed the same on behalf of the corporation for the purposes and consideration therein expressed.


Notary Public, State of Wisconsin

Name Printed: Jamie Smith

My Commission Expires: 12-9-07

EXHIBIT A

| <u>Mark</u> | <u>Registration No.</u> |
|---|-------------------------|
| AMERICAN MEDICAL SECURITY RX FOR GOOD HEALTH & Design | 1,612,329 |
| AMERICAN MEDICAL SECURITY | 2,056,818 |
| IT'S YOUR CHOICE | 2,215,696 |
| AMS GROUPTENTAL CHOICE & Design | 2,558,472 |
| AMERICAN ACCESS | 2,575,863 |
| AMS GROUPTMED CHOICE & Design | 2,577,595 |
| SECUREPREFERRED | 2,608,554 |
| MEDONE CHOICE | 2,611,610 |
| MEDONE | 2,616,667 |
| COBRACARE | 2,619,266 |
| AFFORDABLEONE | 2,622,843 |
| GOOD HEALTH TRUST OF AMERICA | 2,660,300 |
| AMS & Design | 2,660,784 |
| ASSOCIATE ADVANTAGE HEALTH PLAN | 2,679,531 |
| GROUPTENTALCHOICE | 2,681,504 |
| MEDONE PLUS | 2,702,728 |
| AFFORDABLE GROUP | 2,721,851 |
| AMS CHOICES. DEFINED CONTRIBUTION AT WORK | 2,740,614 |
| HEALTHWRAP | 2,745,607 |
| TRAVEL CARE | 2,778,868 |
| AMERICAN MEDICAL SECURITY & Design | 2,805,428 |
| AMERICAN MEDICAL SECURITY GROUP & Design | 2,830,470 |
| AMS CHOICES | 2,862,944 |
| NURSE HEALTHLINE INC. & Design | 2,921,438 |
| WE'RE ALL ABOUT YOU | 2,968,329 |
| MEDONE SECURITY | 3,012,246 |
| MEDONE HSAVINGS | 3,124,365 |
| AMERICAN MEDICAL SECURITY LIFE INSURANCE COMPANY | 3,133,943 |
| AGENT ESSENTIALS | 3,189,887 |