

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                      |
|----------------------------------|--|-----------------------|----------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                      |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                      |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                      |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>   |
| Golden Rule Insurance Company    |  | 03/07/2008            | CORPORATION: INDIANA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                      |
| <b>Name:</b>                     | UnitedHealth Group Incorporated  |                       |                      |
| <b>Street Address:</b>           | 9900 Bren Road East  |                       |                      |
| <b>City:</b>                     | Minnetonka   |                       |                      |
| <b>State/Country:</b>            | MINNESOTA  |                       |                      |
| <b>Postal Code:</b>              | 55343  |                       |                      |
| <b>Entity Type:</b>              | CORPORATION: MINNESOTA   |                       |                      |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                      |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                      |
| Registration Number:             | 2151909  | CE                    |                      |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                      |
| <b>Fax Number:</b>               | (512)536-4598  |                       |                      |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                      |
| <b>Phone:</b>                    | 612-321-2800   |                       |                      |
| <b>Email:</b>                    | aotrademark@fulbright.com  |                       |                      |
| <b>Correspondent Name:</b>       | Timothy M. Kenny   |                       |                      |
| <b>Address Line 1:</b>           | 600 Congress Avenue, Suite 2400  |                       |                      |
| <b>Address Line 2:</b>           | c/o Trademark Docketing Dept.  |                       |                      |
| <b>Address Line 4:</b>           | Austin, TEXAS 78701  |                       |                      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | UHGR:031 CE & DESIGN   |                       |                      |
| <b>NAME OF SUBMITTER:</b>        | Timothy M. Kenny   |                       |                      |
| <b>Signature:</b>                | /Timothy M. Kenny/   |                       |                      |
| <b>Date:</b>                     | 03/12/2008   |                       |                      |

OP \$40.00 2151909

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**


Golden Rule Insurance Company (“Assignor”), 7440 Woodland Drive, Indianapolis, Indiana 46278, is the owner of the following trademark (which is referred to herein as the “Mark”):

| <u>Mark</u> | <u>Jurisdiction of Registration</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|-------------|-------------------------------------|----------------------------|--------------------------|
| CE & Design | Federal                             | 2,151,909                  | April 21, 1998           |

For valuable consideration hereby acknowledged as received, Assignor hereby sells, assigns, and transfers to UnitedHealth Group Incorporated (“Assignee”), 9900 Bren Road East, Minnetonka, Minnesota 55343, all Assignor’s right, title and interest in and to the Mark, together with (a) the good will of the business symbolized by the Mark and (b) all causes of action and rights of recovery for past and future infringement of the Mark. Assignor expressly agrees that it is not retaining any rights in the Mark covered by this assignment and that Assignee shall have the rights, without limitation, to hold, enforce and register the Mark in the name of Assignee, and without any duty to compensate or account to Assignor.

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**GOLDEN RULE INSURANCE COMPANY**

By: 

Name: Julie A. Van Straten

Title: Vice President & General Counsel

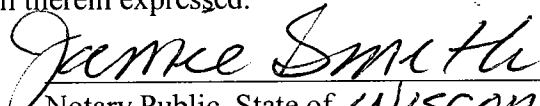
Date: 3-7-08

STATE OF WISCONSIN §

§

COUNTY OF BROWN §

Before me, the undersigned authority, on this 7<sup>th</sup> day of March, 2008, personally appeared Julie A. Van Straten known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/she) is authorized to execute the same on behalf of the identified corporation and that (he/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: 10/30/2011