

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S.P. atent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

United Wisconsin Services, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Execution Date(s) 09/11/1998

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: American Medical Security Group, Inc.

Internal

Address:

Street Address: 3100 AMS Boulevard

City: Green Bay

State: WI

Country: USA Zip: 53202

Association Citizenship

General Partnership Citizenship

Limited Partnership Citizenship

Corporation Citizenship USA

Other Citizenship

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)

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other change of name at Reel 2379, Frame 0169
- Merger
- Change of Name Corrective change of name, erroneously recorded

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,215,696

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: William K. Baxter

Internal Address: GODFREY & KAHN, S.C.

Street Address: 780 N. Water Street

City: Milwaukee

State: WI Zip: 53202

Phone Number: 414-273-3500

Fax Number: 414-273-5198

Email Address: wbaxter@gklaw.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 07-1509

Authorized User Name William K. Baxter

9. Signature: William K. Baxter
Signature

10/19/2004
Date

William K. Baxter

Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

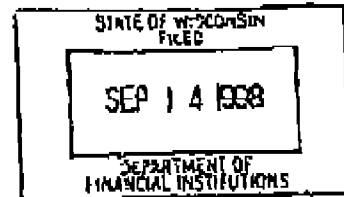
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ARTICLES OF AMENDMENT
TO THE
RESTATED AND AMENDED
ARTICLES OF INCORPORATION
OF
UNITED WISCONSIN SERVICES, INC.



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 4th day of September, 1998.

UNITED WISCONSIN SERVICES, INC.

By:

Stephen E. Babikian
Stephen E. Babikian
Vice President

This document was drafted by and is returnable to:

Geoffrey K. Morgan
Michael Best & Friedrich LLP
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Milwaukee, WI 53202
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