

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

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

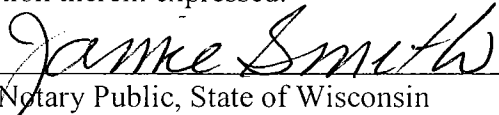
Date: 4-17-07

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

Mark	Registration No.
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