

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Golden Rule Insurance Company		11/25/2008	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	UnitedHealth Group Incorporated		
Street Address:	9900 Bren Road East		
City:	Minnetonka		
State/Country:	MINNESOTA		
Postal Code:	55343		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1526117	GOLDEN RULE	
CORRESPONDENCE DATA			
Fax Number:	(512)536-4598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-321-2800		
Email:	aotrademark@fulbright.com		
Correspondent Name:	T. Kenny, Fulbright & Jaworski L.L.P.		
Address Line 1:	600 Congress Ave., Suite 2400		
Address Line 2:	c/o Trademark Docketing Dept.		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	UHGR:020 10715803		
NAME OF SUBMITTER:	Timothy M. Kenny		
Signature:	/Timothy M. Kenny/		
Date:	12/02/2008		

OP \$40.00 1526117

Total Attachments: 2

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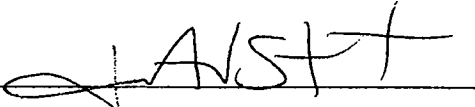
Golden Rule Insurance Company (“Assignor”), 7440 Woodland Drive, Indianapolis, Indiana 46278, is the owner of the following trademark (which is referred to herein as the “Mark”):

<u>Mark</u>	<u>Jurisdiction</u>	<u>Registration No.</u>	<u>Registration Date</u>
GOLDEN RULE	United States	1,526,117	February 21, 1989

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: 

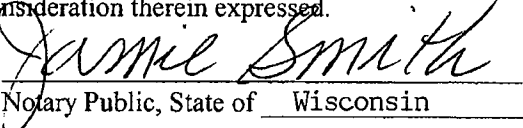
Name: Julie A. Van Straten

Title: General Counsel

Date: 11/25/08

STATE OF Wisconsin §
 §
COUNTY OF Brown §

Before me, the undersigned authority, on this 25th day of Nov, 2008, 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 (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