

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
First Business Capital Corp.		03/31/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	First Business Financial Services, Inc.		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2720014	FIRST BUSINESS CAPITAL CORP.	
CORRESPONDENCE DATA			
Fax Number:	(414)277-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	100 East Wisconsin Avenue		
Address Line 2:	Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202-4108		
NAME OF SUBMITTER:	Lori S. Meddings		
Signature:	/lori s. meddings/		
Date:	04/06/2005		

CH \$40.00 2720014

Total Attachments: 1

ASSIGNMENT OF REGISTRATION OF A MARK

WHEREAS, First Business Capital Corp., a Wisconsin corporation of 401 Charmany Drive, Madison, Wisconsin (hereinafter "Assignor") has adopted and is using the mark FIRST BUSINESS CAPITAL CORP. which is registered in the United States Patent and Trademark Office, Reg. No. 2,720,014, dated May 27, 2003; and

WHEREAS, First Business Financial Services, Inc., a Wisconsin corporation of 401 Charmany Drive, Madison, Wisconsin (hereinafter "Assignee") is desirous of acquiring said Mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified registration of said mark.

The Commissioner for Trademarks is requested to assign the registration to Assignee.

FIRST BUSINESS CAPITAL CORP.
("Assignor")

By: EAH
Name: Erick Hefty
Title: Operations Officer

State of Wisconsin)
) SS
County of Dane)

Signed and sworn to before me this 31st day of March, 2005.

Quinn Anderson
Notary Public
My Commission Expires: 8/17/08