

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Notice of Trademark Security Agreement	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cincinnati Incorporated		03/24/2011	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	First Business Capital Corp.		
<b>Street Address:</b>	401 Chamany Drive		
<b>City:</b>	Madison		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53719		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3691120	CINCINNATI	
Registration Number:	2374477	CINCINNATI	
Registration Number:	1308652	AUTO CROWN	
Registration Number:	1266903	CINCINNATI	
Registration Number:	0928671	CINCINNATI	
Registration Number:	0663754	CINCINNATI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)273-5198		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	414-273-3500		
<b>Email:</b>	bgilpin@gklaw.com		
<b>Correspondent Name:</b>	Brian G. Gilpin; Godfrey & Kahn, S.C.		
<b>Address Line 1:</b>	780 N. Water Street		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	057401-0089		

CH \$165.00 3691120

NAME OF SUBMITTER:	Brian G. Gilpin
Signature:	/Brian G. Gilpin/
Date:	04/01/2011
Total Attachments: 2 source=cinctm#page1.tif source=cinctm#page2.tif	

**NOTICE OF TRADEMARK SECURITY AGREEMENT**  
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of March 24, 2011, is made with regard to CINCINNATI INCORPORATED, an Ohio corporation, whose address and principal place of business is 7420 Kilby Road, Harrison, Ohio 45030 (the "Debtor"), by FIRST BUSINESS CAPITAL CORP., a Wisconsin corporation, whose address and principal place of business is 401 Charmany Drive, Madison, Wisconsin 53719 (the "Secured Party").

R E C I T A L S:

The Debtor and the Secured Party have entered into a Loan and Security Agreement dated as of March 24, 2011 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement"), setting forth the terms on which the Secured Party may now or hereafter make certain loans or other financial accommodations to or for the account of the Debtor.

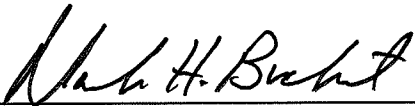
As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Secured Party has required the execution and delivery of a Trademark Security Agreement by the Debtor.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Trademark Security Agreement, and herein, the undersigned gives notice as follows:

Debtor has granted a security interest in favor of the Secured Party in and with respect to the entire right, title, and interest of Debtor in the trademarks identified in the attached schedule (the "Trademarks"), together with the goodwill of the business symbolized by said Trademarks.

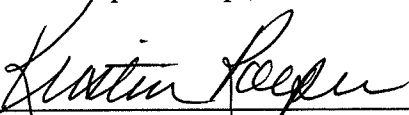
IN WITNESS WHEREOF, the undersigned has executed this Notice of Trademark Security Agreement as of the date written above.

FIRST BUSINESS CAPITAL CORP.

By:   
Name: Mark H. Buchert  
Title: Vice President

STATE OF WISCONSIN     )  
  )  
COUNTY OF MILWAUKEE   )

The foregoing instrument was acknowledged before me this 24<sup>th</sup> day of March, 2011, by Mark H. Buchert, a Vice President of First Business Capital Corp., a Wisconsin corporation, on behalf of the corporation.

  
Notary Public, State of Wisconsin  
My commission is permanent

SCHEDULE

UNITED STATES TRADEMARKS

MARK	COUNTRY/ STATE	APP NO./ REG. NO.	FILING DATE/REG. DATE	STATUS
AUTO SHAPE	CA	TMA522,229	01/26/2000	Registered
CINCINNATI and Design	CA	TMA114,388	06/12/1959	Registered
CINCINNATI	US	3,691,120	10/06/2009	Registered
<b>CINCINNATI</b>	US	2,374,477	08/08/2000	Registered
AUTO CROWN	US	1,308,652	12/11/1984	Registered
<b>CINCINNATI</b>	US	1,266,903	02/14/1984	Registered
CINCINNATI	US	928,671	02/08/1972	Registered
<b>CINCINNATI</b>	US	663,754	07/01/1958	Registered
CINCINNATI Stylized	European Community	1167881	12/08/2000	Registered
CINCINNATI	European Community	818070	02/19/2001	Registered
AUTOFORM	European Community	713909	11/19/1999	Registered
CINCINNATI	France	N 1330442	11/08/1985	Registered
CINCINNATI	Benelux	R 15346	03/09/1971	Registered
CINCINNATI Stylized	Denmark	VR 001352 1960	06/11/1960	Registered
CINCINNATI Stylized	Switzerland	P-468612	01/18/2000	Registered
CINCINNATI	Switzerland	2P-302711	02/29/1980	Registered
CINCINNATI and Design	Mexico	655701	05/29/2000	Registered
CINCINNATI	Italy	1260178	03/15/2010	Registered