

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Notice of Patent and Trademark Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cary Francis Group, Inc.		10/26/2011	CORPORATION: ILLINOIS
<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: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3187049	CARY FRANCIS GROUP	
<b>Registration Number:</b>	3187015	CARY FRANCIS GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)273-5198		
<b>Phone:</b>	414-273-3500		
<b>Email:</b>	bgilpin@gklaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<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>	057401-0099		
<b>NAME OF SUBMITTER:</b>	Brian G. Gilpin		
<b>Signature:</b>	/Brian G. Gilpin/		

**CH \$65.00 3187049**

**900206527**

**TRADEMARK  
 REEL: 004656 FRAME: 0406**

Date:

11/07/2011

Total Attachments: 2

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

This Notice of Patent and Trademark Security Agreement, dated as of October 26, 2011, is made with regard to CARY FRANCIS GROUP, INC, an Illinois corporation, whose address and principal place of business is 9935 South Oakwood Park Drive, Franklin, Wisconsin 53132 (the "Debtor"), by FIRST BUSINESS CAPITAL CORP., with an address of 401 Charmany Drive, Madison, Wisconsin 53719 (the "Secured Party").

R E C I T A L S:

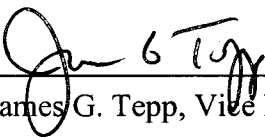
The Debtor and the Secured Party have entered into a Loan and Security Agreement dated as of October 26, 2011 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Secured Party may now or hereafter make certain loans 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 Patent and Trademark Security Agreement (the "Patent and Trademark Security Agreement") by the Debtor.

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


Pursuant to the terms of the Patent and Trademark Security Agreement, 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 "rademarks"), together with the goodwill of the business symbolized by said Trademarks.

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

By:  \_\_\_\_\_  
James G. Tepp, Vice President


STATE OF MILWAUKEE    )  
  )  
COUNTY OF WISCONSIN )

The foregoing instrument was acknowledged before me this 26th day of October, 2011 by James G. Tepp, a Vice President for First Business Capital Corp., on behalf of the corporation.

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Notary Public, State of Wisconsin  
My commission is permanent

SCHEDULE

UNITED STATES TRADEMARKS

MARK	COUNTRY	APP NO. / REG. NO.	FILING DATE/REG. DATE	STATUS	CURRENT RECORD OWNER
	US	3,187,049	12/19/2006	Registered	Cary Francis Group, Inc.
CARY FRANCIS GROUP	US	3,187,015	12/19/2006	Registered	Cary Francis Group, Inc.
DMD MARKETING and Design	Wisconsin		02/01/2006	Registered	Cary Francis Group, Inc.
DMD MARKETING	Wisconsin		02/01/2006	Registered	Cary Francis Group, Inc.
CARY FRANCIS GROUP and Design	Wisconsin		12/28/2005	Registered	Cary Francis Group, Inc.
CARY FRANCIS GROUP	Wisconsin		12/28/2005	Registered	Cary Francis Group, Inc.