First Business Financial Services, Inc. Form 4

12/17/2010

Stock

Common

February 14,	2011										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION									OMB APPROVAL		
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549										3235-0287	
Check thi				inigion,	<b>D</b> .C. <b>2</b> 0				Number: Expires:	January 31,	
if no long subject to Section 10 Form 4 or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHI								Estimated a burden hou response	irs per	
Form 5 obligations may continue. See Instruction 1(b). Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940											
(Print or Type R	esponses)										
1. Name and A Estate of San	Name <b>and</b> Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer						
		Inc. [FB	siness Fin IZ]	ancial S	ervic	es,	(Check all applicable)				
(Month/I				e of Earliest Transaction h/Day/Year)				Director Officer (give below)	title $X_109$ below)		
P.O. BOX 6	20127		12/02/20	010					001011)		
MIDDI FTC	(Street) DN, WI 53562			ndment, Dat th/Day/Year)	-			6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by N		erson	
		<b></b>						Person			
(City)	(State) (	Zip)	Table	e I - Non-D	erivative	Securi	ities Acc	quired, Disposed of	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	. Transaction Date 2A. Deemed Month/Day/Year) Execution Date, if any (Month/Day/Year)			4. Securi on(A) or Di (D) (Instr. 3,	ispose	d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common				Code V	Amount	(D)	Price	(IIIsu: 5 and 4)			
Stock	12/02/2010			S	974	D	\$ 14	325,562	D		
Common Stock	12/03/2010			S	230	D	\$ 14	325,332	D		
Common Stock	12/10/2010			S	700	D	\$ 14	324,632	D		
Common Stock	12/15/2010			S	425	D	\$ 13.5	324,207	D		

D

\$ 12.9

323,707

D

500

S

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Common Stock	12/22/2010	S	200	D	\$ 13.6 323,507	D
Common Stock	01/03/2011	S	1,964	D	\$ 13.5 321,543	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Title	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underl	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ties	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

<b>Reporting Owner Name / Address</b>		Relationsh		
	Director	10% Owner	Officer	Other
Estate of Sam J. Jacobsen P.O. BOX 620127 MIDDLETON, WI 53562		Х		
Signaturas				

#### Signatures

/s/ Connie Salmon, Co-Personal Representative, in her fiduciary capacity and not in her personal or individual capacity

\*\*Signature of Reporting Person

### **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

02/14/2011

Date