

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

Mail Stop 4720

August 30, 2017

Randall J. Erickson, Esq. Executive Vice President and General Counsel Associated Banc-Corp 433 Main Street Green Bay, WI 54301

Re: Associated Banc-Corp

Registration Statement on Form S-4

Filed August 21, 2017 File No. 333-220067

Dear Mr. Erickson:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact David Gessert at (202) 551-2326 with any questions.

Sincerely,

/s/ Era Anagnosti

Era Anagnosti Legal Branch Chief Office of Financial Services