

09-23-1998

To the Honorable Commissioner or  
copy thereof.



and attached original documents or

1. Name of conveying party(ies):

Keystone Financial Unlimited, Inc.

- Individual(s)
- General Partnership
- Corporation-State [Pennsylvania]
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached  Yes  No

100838743

Name and address of receiving party(ies):

Name: KeyCorp  
Internal Address:  
Street Address: 127 Public Square  
City: Cleveland State: OH Zip: 44114

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State [Ohio]
- Other

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 23, 1998

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes  No

Designation must be a separate  
Additional name(s) and address



09-17-1998

U.S. Patent & TMO/TM Mail Rcpt Dt. #67

4. Application number(s) or registration number(s):

A. Service mark Application No.(s)  
s/n 75-199,593

B. Trademark registration No.(s)  
N/A

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Thomas F. Zych

Internal Address: 3900 Key Center

Street Address: 127 Public Square

City: Cleveland State: OH Zip: 44114-1216

6. Total number of applications and registrations involved: . . . . . 1

7. Total fee (37 CFR 3.41) . . . . . \$40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account Number:

(Attached duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Thomas F. Zych  
Name of Person Signing

8/21/98  
Date

09/28/1998 DNGUYEN 00000106 75199593

Total Number of pages comprising cover sheet: 1

01 FC:481 No. 0651-0011 (exp. 4/94) 40.00 DP

Do not detach this portion

Mail documents to be recorded with required cover sheet information to: Assistant Commissioner for Trademarks  
Box Assignments  
2900 Crystal Drive  
Arlington, VA 22202-3513

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information System, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

MRD 9-17-98

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ASSIGNMENT

For \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Keystone Financial Unlimited, Inc. (the "Assignor") hereby assigns, conveys and transfers to KeyCorp and its successors and assigns, all of Assignor's rights in and to the service mark KEYASSIST (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/199,593, and any registration or registrations that may issue from or as a result of that application, and all goodwill attendant to the Mark and its use.

KEYSTONE FINANCIAL UNLIMITED, INC.

By: 

George R. Barr, Jr.

Its: Senior Vice President

Date: 

7/23/98