

09-23-1998

HEET



To the Honorable Commis  
copy thereof.

100838746

ase record and attached original documents or

MR 9-17-98

1. Name of conveying party(ies):  
Keystone Financial Unlimited, Inc.

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

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

2. 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                               Merger  
 Security Agreement                   Change of Name  
 Other \_\_\_\_\_

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 : \_\_\_\_\_  
Additional name(s) at : \_\_\_\_\_

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

A. Service mark Application No.(s)  
s/n 75-198,994

U.S. Patent & TMO/TM Mail RcptDt #67

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

[Signature]  
Signature

8/22/98  
Date

Total Number of pages comprising cover sheet: 1

09/28/1998 DNGUYEN 00000108 75198994  
OMB No. 0651-0011 (exp. 4/94)  
01 FC:481 40.00.00

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

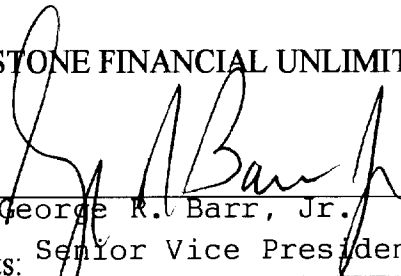
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. 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.

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 KEYCLASSIC (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/198,994, 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