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10-07-1998

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Office



To the Honorable Commissioner of Patents and Trademarks: Please re  
copy thereof.

100845191

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

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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 31, 1998

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

Designa Additio on Assignment) d:  Yes  No



09-17-1998

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

A. Service mark Application No.(s)  
s/n 75-199,579

U.S. Patent & TMO/c/TM Mail Rcpt Dt #39

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

Additional numbers attached?  Yes  No

9.17.98

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

8/27/98  
Date

Total Number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

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

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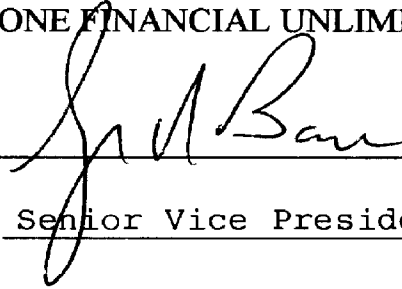
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ASSIGNMENT

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 1-888-KEYCALL (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/199,579, 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: \_\_\_\_\_



Its: Senior Vice President

Date: July 31, 1998