

10-07-1998

FORM PTO-1594  
1-31-94

RECORDATION FORM COVER  
TRADEMARKS ONI

DEPARTMENT OF COMMERCE  
Trademark Office



100845195

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

Documents or

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: 9.17-28

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 \_\_\_\_\_  
Additional \_\_\_\_\_

Assignment)  Yes  No

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

A. Service mark Application No.(s)  
s/n 75-199,645

Additional numbers attached?  Yes  No

09-17-1998  
U.S. Patent & TMO/c/TM Mail Rcpt Dt. #39

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

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                      [Signature]                      8/27/98  
Name of Person Signing                      Signature                      Date

Total Number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)  
10/02/1998 DNGUYEN - 00000192 75199645  
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Mail documents to be recorded with required cover sheet information to: Assistant Commissioner for Trademarks  
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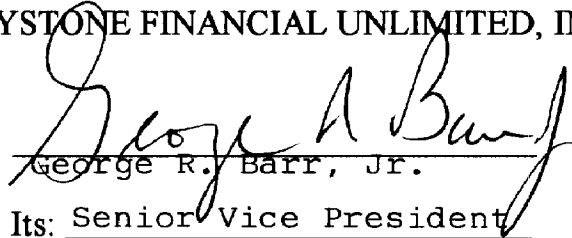
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. 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 KEYPRIME BEATER (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/199,645, 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