

12-07-1998

FORM PTO-1594
1-31-94

REC

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



100916139

To the Honorable Commissioner of Patents
copy thereof.

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

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
Designation must be a separate document from Assignment.
Additional name(s) and address(es) attached: Yes No

Execution Date: July 23, 1998



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

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

B. Trademark registration
N/A

11-10-1998

U.S. Patent & TMO/TM Mail Rcpt Dt: #7

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

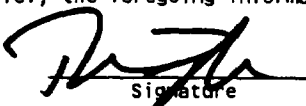
8. Deposit account Number:

(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  8/27/98
Name of Person Signing Signature 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

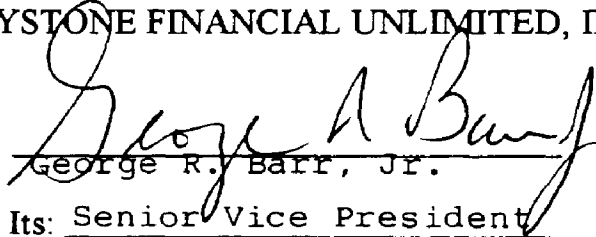
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S.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