



To the Honorable Commissioner of  
copy thereof.

100960775

rd 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

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:

1-28-99

- 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 75-347,715

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

1-27-99  
Date

Total Number of pages comprising cover sheet: 1

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

Do not detach this portion

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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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Public burden reporting for this s  
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 Information System, PK2-1000C, Wash  
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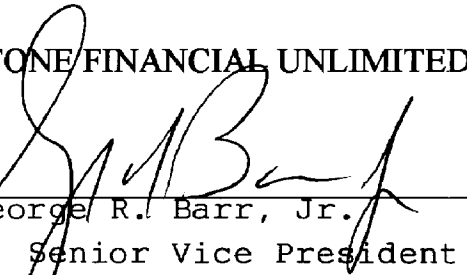
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average about 30 minutes per document to be  
 re data needed, and completing and reviewing the  
 to the U.S. Patent and Trademark Office, Office of  
 and to the Office of Management and Budget, Paperwork

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 KEYBUY (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/347,715, 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