

D

02-10-1999

COVER SHEET



100963253

To the Honorable Commission  
copy thereof.

record 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

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

Execution Date: September 22, 1998

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

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

A. Service mark Application No.(s)  
75-199,583

B. Trademark registration No.(s)  
2,203,204

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 account)



02/06/1999 JSMBBAZZ 00000178 73199583

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01-28-1999

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct a copy of the original document.

U.S. Patent & TMO/TM Mail Rcpt Dt. #40

Thomas F. Zych  
Name of Person Signing

1/27/99  
Date

40E

Total Number of pages comprising cover sheet: 1

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

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 KEYCALL (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/199,583, 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: \_\_\_\_\_

Date: \_\_\_\_\_

*J. A. Band*  
*SVP*  
*9-22-98*