

MS 3-10-99

03-22-1999

FORM PT  
1-31-94



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To 03-10-1999 Pa  
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100989003

and attached original 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:

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 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)  
s/n 75-380,110

Additional numbers attached?  Yes  No

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)

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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]                      1-27-99  
 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  
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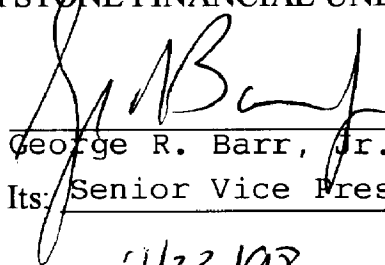
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. 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 1-888-4KEYBUY (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/380,110, 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