

MPP
4-30-99

07-20-1999



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To the Honorable Commissioner of Patent and Trademark Office
copy thereof.

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: March 29, 1999

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)
75-236,573

B. Trademark registration No.
2,210,138

U.S. Patent & TMO/TM Mail Rpt Dt. #70 06-30-1999

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)

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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]* 6/29/99
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
Box Assignments
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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 KEYDIRECT (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/236,573, Registration No. 2,210,138, and all goodwill attendant to the Mark and its use.

KEYSTONE FINANCIAL UNLIMITED, INC.

By: Lybelle Fauer Bruegard
Its: V.P. Atty. Communications
Date: 3/29/99