

07-20-1999

SHEET
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To the Honorable Commis:
copy thereof.



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ease record 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: 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)
75-054,258

Additional numbers attached? Yes No

B. Trademark registration No. **06-30-1999**
2,251,624
U.S. Patent & TMO/c/TM Mail Rcpt Dt. #11

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

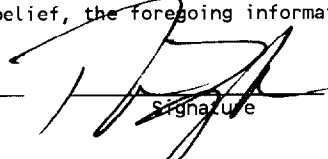
6. Total number of applications and registrations involved: **1**

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  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
2900 Crystal Drive
Arlington, VA 22202-3513

07/19/1999 DNGUYEN 00000232 2251624

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MRD 6-30-99

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 KEYPREMIER (the "Mark"), including without limitation its rights in United States Service Mark Application Serial No. 75/054,258, 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: Elizabeth Bauer Praeger
Its: VP Adv. + Communications
Date: 3/29/99