

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of the Petition of TracFone Wireless, Inc.)
For Designation as an Eligible Telecommunications)
Carrier in the State of Missouri for the Limited Purpose)
Of Offering Lifeline and LinkUp Service to Qualified)
Households)
File No. TA-2009-0327

In the Matter of the Name Change of TracFone Wireless,)
Inc. to TracFone Wireless, Inc., d/b/a SafeLink Wireless)
File No. RA-2013-0333

ORDER RECOGNIZING FICTITIOUS NAME

Issue Date: January 2, 2013

Effective Date: January 12, 2013

On December 11, 2012, TracFone Wireless, Inc., filed the above-referenced name change notice, pursuant to Commission Rule 4 CSR 240-2.060(1)(E). On December 21, 2012, Staff filed its Recommendation.

Staff states that it does not oppose TracFone Wireless, Inc., using the name Safelink Wireless as long as the Commission’s records are clear that Safelink Wireless is the recognized name for ETC designation, not Tracfone, and as long as the company uses only the name Safelink Wireless on its marketing materials, rather than using both names or using either name interchangeably.

Commission Rule 4 CSR 240-2.080(15) allows parties ten days to respond to pleadings or motions unless otherwise ordered by the Commission. The Commission issued no order to the contrary, and ten days have elapsed since Staff’s December 21,

2012 pleading. Thus, the Commission will recognize the name change and will order the conditions requested by Staff.

THE COMMISSION ORDERS THAT:

1. The Commission recognizes the fictitious name of Safelink Wireless for TracFone Wireless, Inc.
2. TracFone Wireless, Inc., d/b/a SafeLink Wireless shall use only the name Safelink Wireless on all marketing materials, customer Lifeline application forms, and any other materials pertaining to its provision of service under the Lifeline program in Missouri.
3. This order shall become effective on January 12, 2013.
4. This case shall be closed on January 13, 2013.

BY THE COMMISSION



Shelley Brueggemann
Acting Secretary

(S E A L)

Ronald D. Pridgin, Senior Regulatory
Law Judge, by delegation of authority
under Section 386.240, RSMo 2000.

Dated at Jefferson City, Missouri,
on this 2nd day of January, 2013.