

**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) **File No. TA-2009-0327**
Missouri for the Limited Purpose of Offering)
Lifeline and Link Up Service to Qualified)
Households)

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

STAFF RESPONSE TO NOTICE

COMES NOW the Staff of the Missouri Public Service Commission and for its response to Tracfone Wireless Inc.’s Notice of Fictitious Name, states as follows:

1. Tracfone Wireless, Inc. (“the Company”), is a wireless carrier, designated as an Eligible Telecommunications Carrier (“ETC”) for the purpose of receiving federal universal service fund support for low income customers through the Lifeline program. In its marketing material and on its customer Lifeline application forms, the Company uses the name “Safelink Wireless.”

2. The Staff does not oppose the use of that name, 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 “Safelink Wireless” on those marketing materials, rather than using both or either of the names interchangeably. To that end, the Staff requests that the Commission state in its Order Recognizing Fictitious Name that the Company 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.

WHEREFORE, the Staff asks the Commission to so clarify its recognition of the fictitious name.

Respectfully submitted,



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CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been mailed, hand-delivered, transmitted by facsimile or electronically mailed to all counsel of record this 21st day of December, 2012.

