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

In Re: Embarq Communications, Inc.'s	)	
Tariff to Reflect Name Change from	)	Case No. TN-2006-0364
Sprint Long Distance, Inc., to Embarq	)	Tariff File No.YX-2006-0731
Communications. Inc.	)	

## **STAFF RECOMMENDATION**

**COMES NOW** the Staff of the Missouri Public Service Commission (Staff) and for its recommendation states:

- 1. In the attached Memorandum, labeled Appendix A, the Staff recommends that the Missouri Public Service Commission recognize that Sprint Long Distance, Inc., has changed its name and now intends to provide telecommunications services in Missouri under the name of Embarq Communications, Inc. The company recently received authority to provide intrastate interexchange telecommunications services in Missouri in Case No. LA-2006-0075.
- 2. The company has fulfilled the requirements the Commission's rule governing name changes at 4 CSR 240-2.060(5), in that the request contains a clear statement of the old and new names; the request was accompanied by a registration of the new corporate name with the Missouri Secretary of State; and revised tariff sheets with the new name.
- 3. The Commission's rule at 4 CSR 240-3.545(20) requires that a company changing its name must notify its customers at or before the next billing cycle of any name change affecting customer recognition of the company. Sprint Long Distance, Inc. has already notified all of its customers advising of the upcoming change in name to Embarq in the form of a general letter (see attachment to *Supplement to Tariff Filing*). Sprint further has indicated that existing customers of Sprint Long Distance, Inc. will receive a bill message that advises them of the name

change, and this message will be provided in the next billing cycle (see *Supplement to Tariff Filing* at paragraph 2).

- 4. Staff notes that the form notices attached to the initial Application in this case are in the format agreed to by the parties to Case No. IO-2006-0086, and address the transfer of long distance customers of Sprint Communications Company, L.P. to the entity (1) currently known as Sprint Long Distance, Inc., but (2) which will (assuming Commission recognition in this case) be known as Embarq Communications, Inc., at the time the customers are transferred. These customers are not affected by the change of name proposed in this case because they are not and will not be customers of Sprint Long Distance, Inc. during the time that it bears that name rather, they will be transferred after the name change and will only receive service from an entity under the name of Embarq Communications, Inc.
- 5. In conjunction with and to effectuate the name change, the company has submitted revised tariff sheets with an effective date of April 24, 2006, but seeks an effective date of April 3, 2006. The tariff sheets were filed in conjunction with the Application in this case on March 23, 2006. The Commission's rule governing name changes at 4 CSR 240-2.060(5)(C) requires revised tariff sheets to have effective dates not fewer than thirty days after the filing date of the application. The Application was accompanied by a *Motion for Expedited Treatment*. In the *Motion*, Sprint Long Distance, Inc. notes that this filing continues the process set in motion in the transfer of control case, Case No. IO-2006-0086. Sprint Long Distance, Inc. proposes to commence transferring customers to the newly-named entity on or about April 29, 2006, and seeks to have authority to use its new name in advance of that date. Staff has no objection to Sprint Long Distance, Inc.'s request for expedited treatment.

WHEREFORE, Staff recommends that the Commission issue an order acknowledging the change of Sprint Long Distance, Inc.'s name to Embarq Communications, Inc.; and approving the tariff sheets filed in conjunction with this case with an effective date of April 3, 2006.

Respectfully submitted,

## /s/ David A. Meyer

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## **Certificate of Service**

I hereby certify that copies of the foregoing have been mailed, hand-delivered, or transmitted by facsimile or electronic mail to all counsel of record this 27<sup>th</sup> day of March 2006.

/s/ David A. Meyer