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**STATE OF MISSOURI
PUBLIC SERVICE COMMISSION**

At a session of the Public Service Commission held at its office in Jefferson City on the 4th day of November, 1997.

In the Matter of the Application of United Telephone Company of Missouri d/b/a Sprint for Approval of Name Change to Sprint Missouri, Inc.)
) Case No. TO-98-107
)
)

ORDER APPROVING CHANGE OF NAME

United Telephone Company of Missouri d/b/a Sprint (Sprint-United) filed an Application for Approval of Name Change on September 5, 1997. Sprint-United asked that its corporate name be changed to Sprint Missouri, Inc. and referenced the Commission's decision in Case No. TO-97-53, which acknowledged the adoption by the company of the fictitious name Sprint. Sprint-United stated that, since the decision in TO-97-53, Sprint-United has been widely using the name Sprint with customers. The company stated that it does not anticipate any harm or confusion to customers with the proposed change in the corporate name, and points out that customer bills reflect the name Sprint and will continue to do so after approval of the name change. Sprint-United stated that, according to the Secretary of State's Office, it will be able to retain the fictitious name of d/b/a Sprint without filing a new fictitious name registration. Sprint-United included with its application a Certificate of Amendment from the Secretary of State's Office as well as a copy of the Amendment to its Articles of Incorporation and an illustrative adoption notice tariff sheet.

The Staff of the Commission (Staff) filed a Memorandum on October 2 recommending that the Commission conditionally approve the

company's name change and direct the company to file an adoption notice within 30 days so that the name change and adoption notice would become effective on the same date. Staff stated that any concerns about customer confusion from having two corporate subsidiaries operating in the same territory, under the same name, were addressed by the Commission in Case No. TO-97-53.

A review of the Commission's Order Acknowledging Adoption of a Fictitious Name and Approving Tariffs, issued on September 20, 1996, in Case No. TO-97-53, indicates that the Commission directed a Staff investigation into the use of the name "Sprint/United Telephone" by United Telephone Company of Missouri. The Commission also directed Staff to conduct an investigation into the use of the name "Sprint" by Sprint Communications Company L.P., the results to be filed in Case No. TA-96-424. Staff filed its report on October 23, 1996. The Commission took no formal action in response to the report other than to issue a notice closing Case No. TO-97-53.

The Commission has reviewed Sprint's application, the Staff report filed in Cases TO-97-53 and TA-96-424, and the Staff recommendation in this case. The Commission finds that the name change is reasonable, will not cause undue customer confusion, and should be approved. Sprint shall file an adoption notice within 30 days reflecting the name change.

IT IS THEREFORE ORDERED:

1. That the Application for Approval of Name Change filed by United Telephone Company of Missouri d/b/a Sprint on September 5, 1997, is conditionally granted to become effective on the effective date of the adoption notice ordered in Paragraph 3 below.

2. That the change of corporate name from United Telephone Company of Missouri d/b/a Sprint to "Sprint Missouri, Inc. d/b/a Sprint" is recognized.

3. That Sprint Missouri, Inc. d/b/a Sprint shall file an adoption notice reflecting the change of name for approval no later than January 5, 1998.

4. That this order shall become effective on December 4, 1997.

BY THE COMMISSION



Dale Hardy Roberts
Secretary/Chief Regulatory Law Judge

(S E A L)

Lumpe, Ch., Crumpton, Drainer
and Murray, CC., concur.

Wickliffe, Deputy Chief Regulatory Law Judge