BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

In the Matter of a Name Change for Lingo)	File No. DN-2023-0264
Telecom, LLC d/b/a Bullseye)	

STAFF RECOMMENDATION

COMES NOW the Staff of the Missouri Public Service Commission (Staff), by and through counsel, and submits its Recommendation as follows:

- 1. On February 14, 2023, pursuant to 20 CSR 4240-28.011(2), Lingo Telecom, LLC d/b/a Lingo ("Company") submitted a letter to the Commission advising it had registered an additional fictitious name of Bullseye with which it plans to market services in Missouri.
- 2. Previously on February 1, 2022, the Company filed a letter with the Commission informing it that the Company had changed its name from Matrix Telecom, LLC d/b/a Matrix Business Technologies to Lingo Telecom, LLC d/b/a Lingo. On February 17, 2022, the Commission recognized the name change to Lingo Telecom, LLC d/b/a Lingo along with the corresponding Tariff Sheets, and Ordered the same to become effective as of March 2, 2022. The Company is authorized to provide local exchange telecommunications, interexchange telecommunication, and IVoIP services under the name of Lingo Telecom, LLC d/b/a Lingo.
- 3. On February 14, 2023, the Company provided a name change notice containing copies of its registration of its fictitious name of Bullseye with the Missouri Secretary of State.
- 4. On February 15, 2023, the Commission Ordered Staff to file its recommendation regarding the Company's notice by March 2, 2023.

- 5. 20 CSR 4240-28.011(2) states in relevant part:
 - (2) Any company with a certificate or registration that changes its name shall provide advance notice to the commission of the name change.
 - (A) Notice may be in the form of a letter signed by company official submitted into Electronic Filing and Information System (EFIS) as a new case submission containing the following information:
 - 1. The new name of the company and date the new name takes effect;
 - 2. Documentation that the new name is registered with the Missouri Secretary of State; and
 - 3. A statement the company has reviewed and, if necessary, updated the company's contacts in EFIS.
- 6. In lieu of a Memorandum, Staff hereby states the Company has not changed its name nor seeking a name change pursuant to 20 CSR 4240-28.011(2), but is requesting authorization to use an additional name to market services within the State of Missouri. The Commission's authorization applies to one name and not multiple names; and therefore, if a company wants to operate under multiple names, then it should seek separate authorizations for each business name it wants to market services under. Furthermore, this minimizes confusion when it comes to ensuring company compliance with assessments and reporting requirements. No entities have intervened to oppose the fictitious name. There are no tariffs in this matter. The Company is not delinquent in any required filings with the Commission. On February 15, 2023 Staff contacted the company to withdraw this filing and file a service authorization application for Bullseye; however, to date, the company has not responded. Consequently, Staff requests the Commission deny the Company's request to use the additional fictitious name to market services and dismiss this matter. If the Company wants to use an additional name, then require the

Company to submit a new application requesting separate authorization pursuant to 20 CSR 4240-28,011(1) to provide services under the additional name it wants to provide services under.

WHEREFORE, Staff respectfully recommends the Commission deny the Company's request as it is not a name change and dismiss this matter as it is requesting the use of an additional name, and such requires a separate authorization under each name. Staff further requests the Commission grant such other and further relief as the Commission finds appropriate under the circumstances.

Respectfully submitted,

/s/ J. Scott Stacey

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CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been transmitted by electronic mail to counsel of record this 2nd day of March, 2023.

/s/ J. Scott Stacey