

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

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

**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. On February 15, 2023 Staff contacted the company to withdraw this filing and file a service authorization application for Bullseye; however, the company did not make these filings.

6. On March 3, 2023, Staff filed its recommendation with the Commission; wherein, asking the Commission to deny the application because the Company did not change its name but was seeking to use an additional name to market services within the State of Missouri.

7. On March 16, 2023, the Commission issued its Order Directing a Response from Staff regarding Staff's position on the matter.

8. Staff had discussions with the Company directly afterwards; wherein, the Company indicated it would file an amendment to its application as it was meant to be a name change and not the addition of an additional d/b/a.

9. On March 26, 2023, the Company filed an Amended Notice of the Company reflecting the name change. The Company later made a supplemental filing on March 29, 2023, to include tariff adoption notices for Tariff No. 4 and Tariff No. 9.

10. 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;

3. A statement the company has reviewed and, if necessary, updated the company's contacts in EFIS; and
4. If the company maintains a tariff, either a tariff filing that replaces the existing tariff in its entirety or a one page adoption notice of the existing tariff.

11. In lieu of a Memorandum, Staff hereby states: the Company has filed all the requisite documentation and has complied with all other aspects of the rules set forth in 20 CSR 4240-28.011(2). No entities have intervened to oppose the name change. The Company is not delinquent in any required filings with the Commission.

**WHEREFORE**, Staff recommends the Commission recognize the name change of Lingo Telecom, LLC d/b/a Lingo to Lingo Telecom, LLC d/b/a Bullseye and 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 30<sup>th</sup> day of March, 2023.

**/s/ J. Scott Stacey**