

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. CN-2023-0262**

In the Matter of a Name Change for Lingo)
Telecom, LLC d/b/a Bullseye) **File No. XN-2023-0263**

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

ORDER DIRECTING A RESPONSE

Issue Date: March 16, 2023

Effective Date: March 16, 2023

Lingo Telecom, LLC d/b/a Lingo submitted a letter on February 14, 2023, advising that it has registered the additional fictitious name of Bullseye with which it plans to market services in Missouri. The Staff of the Commission (Staff) was directed to file a recommendation regarding the notice. On March 2, 2023, Staff filed its recommendation.

In all three of the above captioned files, Staff recommended the Commission deny the requested name change. Staff's recommendation stated that Lingo Telecom, LLC has not changed its name nor is it seeking a name change pursuant to 20 CSR 4240-28.011(2); rather, it requested authorization to use an additional name to market services. Staff further stated that the Commission's authorization applies to one name and not multiple names; 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.

The Commission will direct a further response from Staff regarding the following:

- How does Section 392.611, RSMo (2016) affect Staff's recommendation?

- Please provide examples of past Commission decisions addressing multiple corporate pseudonyms or d/b/a's (especially any that occurred after August 28, 2013, the legislative enactment of Section 392.611).

THE COMMISSION ORDERS THAT:

1. Staff shall file its response regarding the items specified in the body of this order, an updated recommendation, or a status report no later than April 10, 2023.
2. No other parties are required to respond, but any party that wishes to do so shall file its response no later than April 10, 2023.
3. This order shall be effective when issued.



BY THE COMMISSION

Nancy Dippell

Nancy Dippell
Secretary

Charles Hatcher, Senior Regulatory
Law Judge, by delegation of authority
pursuant to Section 386.240, RSMo 2016.

Dated at Jefferson City, Missouri,
on this 16th day of March, 2023.

STATE OF MISSOURI

OFFICE OF THE PUBLIC SERVICE COMMISSION

I have compared the preceding copy with the original on file in this office and I do hereby certify the same to be a true copy therefrom and the whole thereof.

WITNESS my hand and seal of the Public Service Commission, at Jefferson City, Missouri, this 16th day of March, 2023.



Nancy Dippell

Nancy Dippell
Secretary

MISSOURI PUBLIC SERVICE COMMISSION

March 16, 2023

File/Case No. CN-2023-0262, XN-2023-0263 and DN-2023-0264

**Missouri Public Service
Commission**

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Commission**

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Enclosed find a certified copy of an Order or Notice issued in the above-referenced matter(s).

Sincerely,



**Nancy Dippell
Secretary**

Recipients listed above with a valid e-mail address will receive electronic service. Recipients without a valid e-mail address will receive paper service.