

**BEFORE
THE PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of the Application of McClure)	Case No.17-2274-TP-ACN
Telephone Company to add a trade name of)	
M2X Communications.)	

**REVIEW AND RECOMMENDATION
SUBMITTED ON BEHALF OF THE STAFF OF
THE PUBLIC UTILITIES COMMISSION OF OHIO**

On October 31, 2017, McClure Telephone Company (Applicant) filed an application to add a trade name of M2X Communications for marketing purposes. The Applicant is not changing its legal name but is simply seeking to market its services under the trade name. The Applicant did provide a customer notice to all its customers in Ohio via bill message on November 8, 2017 and will continue to offer its service under the same rates, terms and conditions as before.

Additionally, the Applicant submitted documentation from the Ohio Secretary of State approving the trade name and included the new trade name to all of its tariffs:

- P.U.C.O. Tariff No. 1 – Pole Attachment Tariff
- P.U.C.O. Tariff No. 2 – Intrastate Access Service Tariff
- P.U.C.O. Tariff No. 7 – Basic Local Exchange Service Tariff

The application is being filed pursuant to the Commission’s 10-1010-TP-ORD Retail Rules, as codified in 4901:1-6-29 of the Ohio Administrative Code (O.A.C.). Absent full or partial suspension, applications to change a name will be approved in accordance with the thirty-day automatic approval process described in rule 4901:1-6-05 of the O.A.C.

The Staff reviewed all documents and exhibits filed with this application and has determined that the proposed application appears to satisfy the Commission’s requirements set forth in 4901:1-6-29 of the Ohio Administrative Code. Staff recommends that this application be approved on November 30, 2017.

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Summary: Staff Review and Recommendation electronically filed by Jason Well on behalf of PUCO Staff