ITEM NO. CA14

PUBLIC UTILITY COMMISSION OF OREGON
STAFF REPORT
PUBLIC MEETING DATE: November 16, 2021

REGULAR ____ CONSENT X EFFECTIVE DATE November 17, 2021

DATE: November 1, 2021

TO: Public Utility Commission

FROM: Stephanie Yamada

THROUGH: Bryan Conway, John Crider, and Bruce Hellebuyck **SIGNED**

SUBJECT: UNITED TELEPHONE COMPANY OF THE NORTHWEST:
(Docket No. PL 186/Advice No. 21-008)
Updates trade names in the Trade Names, Trademarks and Service Marks section of the Price List.

STAFF RECOMMENDATION:

Allow the price list sheet filed by United Telephone Company of the Northwest dba CenturyLink (United or Company) to become effective on November 17, 2021.

DISCUSSION:

Issue

Whether the price list sheet filed by United, which changes the name "CenturyLink, Inc." to "Lumen Technologies, Inc." in the Trade Names, Trademarks and Service Marks section of the Price List, should be allowed to become effective on November 17, 2021.

Applicable Rule or Law

Telecommunications utilities are required under ORS 759.175 to submit filings to the Commission whenever they intend to change their rates, terms, or conditions of service.

United is regulated under a Price Plan pursuant to ORS 759.255 and Order No. 18-359 in Docket No. UM 1908. Section 8.a.ii of the Price Plan requires United to file notice of all price list changes with the Commission at least one day prior to the effective date of the change.

Analysis

This filing was submitted on October 14, 2021, with a proposed effective date of November 17, 2021, in compliance with the filing requirements stated in the Company's Price Plan. With this filing, the Company proposes to change the name "CenturyLink, Inc." to "Lumen Technologies, Inc." in the Trade Names, Trademarks and Service Marks section of its Price List. The affected sheet specifies which entity owns the trade names, trademarks, and/or service marks for services specified in the Price List.

In September of 2020, United's parent company announced a name change from CenturyLink, Inc. to Lumen Technologies, Inc.[1] However, the Company's regulated services in Oregon continue to be provided under the CenturyLink name. The Company states that the present filing "does not impact customers and does not change the manner in which services are branded or sold to customers."[2]

Conclusion

This filing complies with applicable laws, rules, and the provisions of United's Price Plan, and will not impact customers. The filed sheet should be allowed to become effective.

PROPOSED COMMISSION MOTION:

Allow the price list sheet filed by United to become effective on November 17, 2021.

United.21-008.TradeNames.PMM

[1] https://news.lumen.com/2020-09-14-CenturyLink-Transforms-Rebrands-as-Lumen-R.
[2] Advice No. 21-008 Advice Letter.