



Oregon

Kate Brown, Governor

Public Utility Commission

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November 16, 2021



BY EMAIL

Qwest Corporation, dba Centurylink QC

Robyn.M.Crichton@centurylink.com

RE: Advice No. 2021-006-PL

At the public meeting on November 16, 2021, the Commission adopted Staff's recommendation in this matter docketed as PL 184. The Staff Report and a receipted copy of the sheets in your advice filing are attached.

Nolan Moser

Chief Administrative Law Judge

Public Utility Commission of Oregon

(503) 378-3098

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

REGULAR **CONSENT** **EFFECTIVE DATE** November 17, 2021

DATE: November 1, 2021

TO: Public Utility Commission

FROM: Joseph Bartholomew

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

SUBJECT: QWEST CORPORATION dba CENTURYLINK QC:
(Docket No. PL 184/Advice No. 2021-006-PL)
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 Qwest Corporation dba CenturyLink QC (CenturyLink or Company) to become effective on November 17, 2021.

DISCUSSION:

Issue

Whether the price list sheet filed by CenturyLink, 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.

CenturyLink 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 CenturyLink 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 2020, CenturyLink'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 CenturyLink'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 CenturyLink to become effective on November 17, 2021.

CenturyLink.2021-006-PL.TradeNames.PMM

¹ <https://news.lumen.com/2020-09-14-CenturyLink-Transforms-Rebrands-as-Lumen-R>.

² Advice No. 2021-006-PL [Advice Letter](#).

Qwest Corporation d/b/a CenturyLink QC

**PRICE LIST
OREGON**

**EXCHANGE AND
NETWORK SERVICES
FOURTH EDITION**

**SECTION 1
5th Revised Sheet 24
Cancels 4th Revised Sheet 24**

1. APPLICATION AND REFERENCE

1.7 TRADEMARKS, SERVICE MARKS AND TRADE NAMES

Trade names, trademarks and/or service marks which may be used for services offered in this Price List are owned by **Lumen Technologies, Inc. (formerly CenturyLink, Inc.)** or a subsidiary of **Lumen Technologies, Inc.** and are used by the Company with express permission. Trademark and service mark designations will not be listed hereafter in the Price List. However, the laws regarding trademarks and service marks are applicable. (C)

Trade names, trademarks and service marks that are owned by **Lumen Technologies, Inc.** or subsidiary of **Lumen Technologies, Inc.** cannot be used by another party without authorization. (C)

CENTURYLINK

CENTURYLINK®

Additional marks are identified in the text throughout this document in all caps and italics, unless trademarked as all lower-case letters. Service names which are preceded by *QWEST*® or “*Qwest*,” and services which include “*Qwest*” as part of the service marked or trademarked product name, may also be marketed and/or billed under the trade or brand name *CenturyLink*, or may be marketed and/or billed without any trade or brand name. A mark identified in the text of this document is in all caps and italics:

Received
Filing Center
OCT 14 2021

Transmittal No. 2021-006PL

Effective: November 17, 2021

NOTICE

THE INFORMATION CONTAINED IN THIS DOCUMENT IS SUBJECT TO CHANGE.
OR2021-08