



Oregon

Kate Brown, Governor

Public Utility Commission

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November 16, 2021



BY EMAIL

CenturyTel of Oregon, Inc., dba CenturyLink

Robyn.M.Crichton@centurylink.com

RE: Advice No. 21-008

At the public meeting on November 16, 2021, the Commission adopted Staff's recommendation in this matter docketed as PL 185. 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: Stephanie Yamada

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

SUBJECT: CENTURYTEL OF OREGON, INC:
(Docket No. PL 185/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 CenturyTel of Oregon, Inc. dba CenturyLink (CenturyTel or Company) to become effective on November 17, 2021.

DISCUSSION:

Issue

Whether the price list sheet filed by CenturyTel, 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.

CenturyTel 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 CenturyTel 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, CenturyTel'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 CenturyTel'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 CenturyTel to become effective on November 17, 2021.

CenturyTel.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](#).

**CenturyTel of Oregon, Inc. d/b/a CenturyLink and
CenturyTel of Eastern Oregon, Inc. d/b/a CenturyLink
Price List**

Section 1
1st Revised Page 1

TRADE NAMES, TRADEMARKS, AND SERVICE MARKS

Below is a list of trade names, trademarks and/or service marks for services which are offered in this Price List. These trade names, trademarks and/or service marks 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 trade names, trademarks and service marks will still apply. Trade names, trademarks and service marks that are owned by **Lumen Technologies, Inc.** or a subsidiary of **Lumen Technologies, Inc.** cannot be used by another party without authorization.

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CenturyLink®
CenturyLink
Simple Choice®
CORE CONNECT®

EXPLANATION OF SYMBOLS

- C - To signify changed listing, condition, rule or regulation.
- D - To signify discontinued material.
- I - To signify increase.
- M - To signify material transferred from one sheet to another sheet of a same or different section.
- N - To signify new material.
- R - To signify reduction.
- T - To signify change in text but not change in rate, condition, rule or regulation.

CenturyTel of Oregon, Inc.
d/b/a CenturyLink
PL No. 101 #21-008
OR2021-08

Effective: November 17, 2021

Received
Filing Center
OCT 14 2021