

BEFORE THE TENNESSEE REGULATORY AUTHORITY  
Nashville, Tennessee

IN RE: )  
 )  
PETITION OF LORETTO TELEPHONE ) DOCKET NO. 13-00029  
COMPANY, INC. FOR APPROVAL )  
OF ADOPTION OF ASSUMED BUSINESS )  
NAME OF LORETTO TELECOM )

---

PETITION OF LORETTO TELEPHONE COMPANY, INC.  
FOR APPROVAL OF ADOPTION OF ASSUMED BUSINESS NAME OF  
LORETTO TELECOM

---

Loretto Telephone Company, Inc. ("Loretto Telephone") hereby respectfully files this request with the Tennessee Regulatory Authority ("Authority" or "TRA") for approval, insofar as necessary, of the adoption of the assumed business name of Loretto Telecom. Further, Loretto Telephone requests that, insofar as necessary, the TRA waive TRA Rule 1220-4-1-.08(2)(c).

1. Loretto is an incumbent Rural Local Exchange Carrier and a Rate of Return Carrier which provides Local Exchange Services in the State of Tennessee.

2. Loretto Communication Services, Inc. ("Loretto Communication"), an affiliate of Loretto Telephone, adopted the assumed business name of Loretto Telecom. Loretto Communication's assumed business name has been registered with the Office of the Secretary of the State of Tennessee, as evidenced by the State registration documents attached hereto as **Exhibit A**.

3. Loretto Communication assigned and licensed the assumed business name of Loretto Telecom to Loretto Telephone, as evidenced by the "Assignment and License Agreement" attached hereto as **Exhibit B**.

4. Loretto Telephone has been granted an exemption from filing a surety bond under T.C.A. § 65-4-125(j) as an owner and operator of equipment facilities in Tennessee with a value of more than five million dollars (\$5,000,000).

5. Loretto Telephone maintains that the use of the assumed name is in the public interest and will have no impact to customers or the general public. The assumed name will have no impact on the rates and services of Loretto Telephone and will be transparent to the public. This transparency notwithstanding, Loretto Telephone has notified customers of the name change. A copy of such notice is attached as **Exhibit C**.

6. Pursuant to TRA Rule 1220-4-1-.08(3), Loretto respectfully requests that the TRA waive any further application of TRA Rule 1220-4-1-.08(2)(c) to the name change. The change to the name is minimal and realistically holds no potential for customer confusion. The only change is “Telephone Company, Inc.” to “Telecom”. The grant of such a waiver would be consistent with past TRA practice. *See, e.g., Petition of McLeod USA Telecommunications Services, Inc. and US LEC of Tennessee Inc. for Change in Corporate Form, Name Change and Pro Forma Reorganization*, Docket No. 09-00194, ORDER APPROVING PRO FORMA REORGANIZATION AND NAME CHANGE (Dec. 15, 2010), in which the TRA granted a waiver of the customer notification requirement of TRA Rule 1220-4-1.08(2)(c).

WHEREFORE, Loretto Telephone Company, Inc. respectfully requests approval of the adoption of the assumed business name of Loretto Telecom.

This 6<sup>th</sup> day of February, 2013.

Respectfully submitted,

A handwritten signature in cursive script, reading "H. LaDon Baltimore". The signature is written in dark ink and is positioned above the printed contact information.

H. LaDon Baltimore, BPR #3836  
FARRIS MATHEWS BOBANGO PLC  
618 Church Street, Suite 300  
Nashville, TN 37219  
(615) 726-1200  
(615) 726-1776 FAX  
[dbaltimore@farrismathews.com](mailto:dbaltimore@farrismathews.com)  
Counsel for Loretto Telephone Company, Inc.

FILED

RECEIVED  
STATE OF TENNESSEE  
For Office Use Only

2011 MAY -2 AM 10:36

TRE HARGETT  
SECRETARY OF STATE

State of Tennessee



Department of State  
Corporate Filings  
312 Eighth Avenue North  
6th Floor, William R. Snodgrass Tower  
Nashville, TN 37243

APPLICATION FOR  
REGISTRATION OF  
ASSUMED CORPORATE  
NAME

Pursuant to the provisions of Section 48-14-101(d) of the Tennessee Business Corporation Act or Section 48-54-101(d) of the Tennessee Nonprofit Corporation Act, the undersigned corporation hereby submits this application:

1. The true name of the corporation is Loretto Communication Services, Inc.

2. The state or country of incorporation is Tennessee

3. The corporation intends to transact business in Tennessee under an assumed corporate name.

4. The assumed corporate name the corporation proposes to use is  
Loretto Telecom

[NOTE: The assumed corporate name must meet the requirements of Section 48-14-101 of the Tennessee Business Corporation Act or Section 48-54-101 of the Tennessee Nonprofit Corporation Act.]

April 28, 2011  
Signature Date

Loretto Communication Services, Inc.

Name of Corporation

Secretary

Signer's Capacity

Desda Hutchins  
Signature

Desda Hutchins

Name (typed or printed)

EXHIBIT

A



STATE OF TENNESSEE  
Tre Hargett, Secretary of State  
Division of Business Services  
William R. Snodgrass Tower  
312 Rosa L. Parks AVE, 6th FL  
Nashville, TN 37243-1102

LORETTO COMMUNICATION SERVICES, INC.  
136 SOUTH MAIN ST  
LORETTO, TN 38469

May 2, 2011

### Filing Acknowledgment

Please review the filing information below and notify our office immediately of any discrepancies.

Control # : 389654      Status: Active  
Filing Type: Corporation For-Profit - Domestic

#### Document Receipt

Receipt # : 463619	Filing Fee:	\$20.00
Payment-Check/MO - NEAL & HARWELL, PLC, Nashville, TN		\$20.00

Amendment Type: Assumed Name      Image # : 6886-1592  
Filed Date: 05/02/2011 10:36 AM

This will acknowledge the filing of the attached assumed name with an effective date as indicated above. When corresponding with this office or submitting documents for filing, please refer to the control number given above. The name registration is effective for five years from the date the original registration was filed with the Secretary of State.

  
Tre Hargett  
Secretary of State

Processed By: Cynthia Dunn

Field Name	Changed From	Changed To
New Assumed Name	No Value	Loretto Telecom

COPY

ASSIGNMENT AND LICENSE AGREEMENT

This Assignment and License Agreement (this "Agreement") is made as of the \_\_\_\_ day of October, 2012, to be effective as of March 28, 2012, by and between Loretto Communication Services, Inc. ("Assignor") and Loretto Telephone Company, Inc. ("Assignee").

**RECITALS:**

WHEREAS, Assignor owns the rights to the assumed name "Loretto Telecom" in the State of Tennessee (the "Rights"); and

WHEREAS, Assignee desires to obtain from Assignor, and Assignor desires to assign to Assignee, all of Assignor's right, title and interest in the Rights, provided that Assignee grants Assignor a non-exclusive license to use the Rights.

NOW THEREFORE, in consideration of the mutual premises contained herein, the sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor sells, negotiates, assigns, endorses, transfers, grants, conveys and delivers unto Assignee all of Assignor's right, title and interest in and to the Rights.
2. Assignor represents and warrants to Assignee that Assignor has good and marketable title to the Rights, free and clear of any liens or encumbrances of any kind, and that Assignor has not pledged any portion of the Rights as security for any debt.
3. Assignee hereby grants to Assignor a non-exclusive, worldwide license to use the Rights in its business for so long as Assignor remains an affiliate of Assignee. In the event Assignor is no longer an affiliate of or under the control of Assignee, this license will immediately terminate. Nothing contained in this Agreement shall be construed as an assignment or grant to Assignor of any right, title, or interest in or to the Rights, it being understood and acknowledged by Assignor that all rights and goodwill relating thereto are reserved by Assignee except for the license granted hereunder to Assignor to use the Rights only as specifically and expressly provided in this Agreement. Assignor acknowledges and affirms Assignee's ownership and exclusive right, title, and interest in and to the Rights.
4. This Agreement shall be construed in accordance with the laws of the State of Tennessee.
5. This Agreement shall be binding on and inure to the benefit of the parties hereto and their respective heirs, successors and assigns.
6. This Agreement may be executed in counterparts, each of which shall constitute an original but all of which together shall constitute a single original.



7. This Agreement expresses the entire understanding between the parties with respect to the subject matter hereof. There are no other agreements among the parties with respect to the subject matter hereof.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first above written.

**LORETTO COMMUNICATION SERVICES, INC.**

By: Louise Brown  
Its: President

**LORETTO TELEPHONE COMPANY, INC.**

By: Louise Brown  
Its: President



**LORETTO | TELECOM**

136 South Main St. • Loretto, TN • 931.853.4351 • 931.853.4329 (F)

Editor: Carolyn Thompson

MAY/JUNE/JULY 2012

## ***HAVE YOU NOTICED? WE HAVE A NEW LOOK.....A NEW NAME***

Evolution is a process of change or development. Just like in everything else, logos have evolved over the years for different companies. It seems that companies find themselves needing to be fast-paced, up-to-date and ever evolving to stay ahead of the competition.

That said, Loretto Telephone Company felt there was a dire need for change, for a new face. After all, we were no longer just a telephone company. We now offer much more in the telecommunication industry such as, DSL, F-Secure, Med Alert, Long Distance Service, and SoftTel Pay. We wanted to assure our customers that our company is staying up-to-date in its offerings and that we still know how to connect with our customers.

We didn't take a name change lightly. We spent much time investing in researching, defining, and building our new name. After all, our name is the source of a promise to our customers. Our new look is a reminder to our customers and potential new ones, that we are

around and keeping busy staying abreast of the ever changing telecommunication industry.

After the final decision to change our name and logo, the huge task of changing all of our marketing material began to take place. Every piece of stationary, letterhead, bills, logos on trucks, buildings, advertising, signs, etc., EVERYTHING had to be changed...a major job that encompassed every employee of the company. All of the changes to Loretto Telecom have not been completed...there will always be that one thing you forgot. (It is similar to after you put away all your Christmas decorations you inevitably find, in June, that one little Christmas trinket that escaped placement in the storage box). We have worked hard to make the changes we have so far...and will continue to work hard to complete the transition to Loretto Telecom.

We are proud of our new name and our new logo. "The name has changed but the service remains the same".

### **2012 LEADERSHIP THROUGH LEARNING WEEK IN WASHINGTON**

Congratulations to Morgan Ingram. She recently attended the Foundation for Rural Education's (FRED) Leadership Through Learning Week in Washington. Morgan was one of 10 high school students selected to attend the week-long program that focused on government, leadership and telecommunications. All students selected were from rural areas and were nominated by a local telephone company, like Loretto Telecom, which is a member of the Organization for the Promotion and Advancement of Small Telecommunications Companies (OPASTCO), a national association located in Washington, DC. The program included tours of the Jefferson, FDR and Martin Luther King Jr. memorials, a study visit outside the White House, and a neighborhood visit to Chinatown. They participated in walking workshops on Capitol Hill and World War II, Lincoln, Vietnam and Korean memorials and a seminar on Women in the Military. Students participated in a Mock Congress Simulation and had meetings on Capitol Hill, where they met with their Senators and Representatives. Other stops during the week were the 911 Memorial and the Air Force Memorial in Virginia. The students learned about FRED and OPASTCO leadership qualities with several representatives from both organizations. The week wrapped up with a visit to the Smithsonian Museum followed by stops at the American History Museum and the National Archives. Morgan is a student at Loretto Telecom's Pamela Ingram and a student at Loretto High School.

EXHIBIT

C