



EB-2008-0064

IN THE MATTER OF the *Ontario Energy Board Act*,
1998, S.O. 1998, c. 15, Schedule B;

AND IN THE MATTER OF an application pursuant to
sections 52 and 74 of the *Ontario Energy Board Act*,
1998 by Direct Energy Marketing Limited to amend its
Gas Marketer Licence GM-2004-0241 and Electricity
Retailer Licence ER-2005-0226.

By delegation, before: Jennifer Lea

DECISION AND ORDER

Direct Energy Marketing Limited ("DEML") filed an application with the Ontario Energy Board pursuant to sections 52 and 74 of the *Ontario Energy Board Act*, 1998, for an order of the Board to amend its licences. The application was received by the Board on March 17, 2008 and a revised application was received on April 21, 2008.

DEML requested an amendment to Schedule 1 to include the following trade names: Direct Energy, Direct Energy Home Services and Direct Energy Business. The applicant further requests that existing trade names on Schedule 1 be removed.

The licence amendments are granted.

Background

DEML stated that Schedule 1 of the existing licences does not accurately reflect the brand names in use by DEML in the market place. To reinforce the "Direct Energy" master brand in communications to the general public, DEML wants to use the brand "Direct Energy Business" for their business customers and the brand "Direct Energy Home Services" for their home services business.

There are no other changes to DEML apart from the Schedule 1 name changes. All other corporate information remains the same.

Licence Amendments

Pursuant to subsection 6(1) of the Act, I have been delegated the powers and duties of the Board with respect to the determination of applications made under sections 52 and 74 of the Act. This order is made under the authority of that delegation and is based on the evidence filed in support of the application.

I have proceeded without a hearing pursuant to section 21(4)(b) of the Act since no other parties are adversely affected in a material way by the outcome of the proceeding and the applicant has requested that the matter be disposed of without a hearing.

IT IS ORDERED THAT:

Schedule 1 of Direct Energy Marketing Limited's Gas Marketer Licence GM-2004-0241 and Electricity Retailer Licence ER-2005-0226 are amended to reflect the requested trade name changes. The new licences are attached to this Order.

Under section 7(1) of the Act, this decision may be appealed to the Board within 15 days.

DATED at Toronto, **May 28, 2008**

ONTARIO ENERGY BOARD

Original signed by

Jennifer Lea
Counsel, Special Projects