



**EB-2008-0141**

**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  
section 74 of the *Ontario Energy Board Act, 1998* by  
Universal Energy Corporation to amend its Electricity  
Retailer Licence ER-2005-0261.

**By delegation, before:** Jennifer Lea

## **DECISION AND ORDER**

Universal Energy Corporation ("Universal") filed an application with the Ontario Energy Board pursuant to section 74 of the *Ontario Energy Board Act, 1998*, for an order of the Board to amend its licence to add trade names Energy One Canada, Energy One and National Energy. The application was received by the Board on June 10, 2008. Universal later revised its application to withdraw the request to use the trade name National Energy.

On June 17, 2008, Universal filed with the Board supporting documentation with respect to the purchase transaction between Universal and Energy One Canada Inc. On July 30, 2008, Universal filed an assignment document with respect to trade marks Energy One Canada and Energy One.

The licence amendment is granted.

### **Reasons**

Universal purchased Energy One Canada Inc.'s natural gas supply customer contracts and the right to use Energy One's trade names. In compliance with section 6 of the Code of Conduct for Gas Marketers, Universal reported the purchase transaction of the customer contracts and trade names to the Board on April 14, 2008.

On April 30, 2008, Universal filed an application to amend its gas marketer licence to add trade names Energy One Canada and Energy One. Universal's gas marketer licence was amended May 30, 2008 to add the requested two trade names.

The filed assignment document with respect to trade marks Energy One Canada and Energy One shows that they were assigned to Universal by Energy One Canada Inc. on March 31, 2008.

Universal owns both trade names. As well as using these trade names in its gas marketing business, Universal wants to use the same trade names to market the electricity.

There are no other changes requested to Universal's licence apart from the addition of two trade names to Schedule 1. All other provisions remain the same.

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 Universal Energy Corporation's Electricity Retailer Licence ER-2005-0261 is amended as requested so as to add the trade names Energy One Canada and Energy One. The amended licence is attached to this Order.

**DATED** at Toronto, **August 26, 2008**

ONTARIO ENERGY BOARD

*Original signed by*

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Jennifer Lea  
Counsel, Special Projects