



EB-2008-0300

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 the trade name "Wholesale Energy". The application was received by the Board on September 9, 2008.

On September 25, 2008, Universal filed with the Board a request to proceed with the application without a hearing. On December 12, 2008, Universal filed with the Board additional information relating to the sale agreement with Wholesale Energy Group ULC.

The licence amendment is granted.

Reasons

Universal purchased all assets including electricity retail and natural gas contracts and the right to use the trade name "Wholesale Energy" from Wholesale Energy Group ULC. The trade mark "Wholesale Energy" was assigned to Universal on August 1, 2008. In compliance with section 6 of the Code of Conduct, Universal reported the purchase transaction to the Board.

Universal also filed an application to amend its gas marketer licence on September 9, 2008 to add the trade name "Wholesale Energy". Universal's gas marketer licence was amended as requested on November 14, 2008.

There are no other changes requested to Universal's electricity retailer licence apart from the addition of the trade name "Wholesale Energy" to Schedule 1 of its licence. All other provisions remain the same. The applicant states that it has notified the customers of Wholesale Energy Group ULC of the purchase by Universal, and that the transaction from the customers' point of view will be seamless.

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. The amended licence is attached to this Order.

DATED at Toronto, **December 19, 2008**

ONTARIO ENERGY BOARD

Original signed by

Jennifer Lea
Counsel, Special Projects