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SECRETARY'S BUREAU



October 3, 2012

Pennsylvania Public Utility Commission
Secretary
Keystone Building, 2nd Floor Room N201
Harrisburg, PA 17120

Re: Asset Energy LLC
Application for Electric Generation Supplier License (Broker/Marketer Activities Only)

Dear Secretary,

Enclosed Please find an original plus one copy of the application of Asset Energy, LLC for a license to provide electric generation supplier services as a broker only. Accompanying this application are (1) an original and two copies of the bond required by Application Item 7(a); (2) a check in the amount of \$350 to cover the license application fee, and; (3) a sealed envelope containing Asset Energy's financial information in response to Item 7(b) of the application. This financial information is proprietary and commercially sensitive and Asset Energy therefore requests that the information be afforded confidential treatment and not be included in the Commission's public files.

Please return a file stamped copy of the Application to me in the enclosed, self-addressed, stamped envelope.

Please do not hesitate to contact me if you have any questions regarding the enclosed.

Very truly yours,

A handwritten signature in cursive script that reads 'Caroline Cieminski'.

Caroline A. Cieminski
513-755-7845 Phone

Enclosures

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Asset Energy LLC, d/b/a Asset Energy LLC, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) Broker/Marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (including any fictitious name or d/b/a), primary address, web address, and telephone number of Applicant:

**Asset Energy LLC
6923 Oleander Court
Liberty Twp. OH 45044
513-755-7845
513-678-8113 cell**

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

Asset Energy LLC does not maintain an address within the state of PA

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

**Caroline Cieminski
President
6923 Oleander Court
Liberty Twp. OH 45044
513-755-7845 Phone
513-755-7846 Fax
ccieminski@fuse.net**

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

Asset Energy LLC has an out sourced attorney but did not use an attorney to complete this application.

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:** Provide the name, title, address, telephone number, FAX number, and e-mail of the person and an alternate person responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

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2. BUSINESS ENTITY FILINGS AND REGISTRATION

a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*

The Applicant will be using a fictitious name or doing business as ("d/b/a")

Provide a copy of the Applicant's filing with Pennsylvania's Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

OR

x The Applicant will not be using a fictitious name.

b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)

The Applicant is a sole proprietor.

- If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

OR

The Applicant is a:

- domestic general partnership (*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.

Organization/Registration of Limited Liability Company for Asset Energy LLC for the State of Ohio attached.

- Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.
- Provide the state in which the business is organized/formed and provide a copy of the Applicant's charter documentation.
- * If a corporate partner in the Applicant's domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant's Department of State filing pursuant to 15 Pa. C.S. §4124.

OR

- The Applicant is a:
- domestic corporation (15 Pa. C.S. §1308)
 - foreign corporation (15 Pa. C.S. §4124)
 - domestic limited liability company (15 Pa. C.S. §8913)
 - foreign limited liability company (15 Pa. C.S. §8981)
 - Other (Describe):

Provide proof of compliance with appropriate Department of State filing requirements as indicated above.

Evidence of Asset Energy's compliance of Pennsylvania Department of State filing requirements is attached. A copy of the Pennsylvania Department of State application for Registration is attached and is evidence of registration.

- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.

Ohio and attached

- Give name and address of officers.

**Caroline Cieminski
 President
 6923 Oleander Court
 Liberty Twp. OH 45044
 513-755-7845 Phone
 513-755-7846 Fax
 ccieminski@fuse.net**

3. AFFILIATES AND PREDECESSORS

(both in state and out of state)

- a. AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

Asset Energy LLC does not have any affiliates doing business

- b. PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

Asset Energy LLC does not have any predecessors that have done business

4. OPERATIONS

a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

- The Applicant is presently doing business in Pennsylvania as a
- municipal electric corporation
 - electric cooperative
 - local gas distribution company
 - provider of electric generation, transmission or distribution services
 - Other; Identify the nature of service being rendered.

OR

- x The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a *(may check multiple)*:

- Generator of electricity
- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- x Broker/Marketer engaged in the business of supplying electricity services
- Electric Cooperative and supplier of electric power
- Other (Describe):

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

Asset Energy LLC proposes to provide general consulting type services pertaining to electric choice and arrange for the supply of retail electric generation services to a retail customer without taking title to the power supplied.

d. **PROPOSED SERVICE AREA:** Provide a list of each Electric Distribution Company for which the Applicant proposes to provide service.

Asset Energy proposed service area is Duquesne Light

e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- x Large Commercial Customers - (Over 25 kW)
- x Industrial Customers
- x Governmental Customers
- All of above
- Other (Describe):

f. **PROPOSED MARKETING METHOD** (*check all that apply*)

- x Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC **LICENSED EGS** broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

g. **DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- x No

If yes, will the Applicant be using a Third Party Verification procedure?

- Yes
- No

If yes, describe the Applicant's Third Party Verification procedures.

Not applicable

h. **START DATE:** Provide the approximate date the Applicant proposes to begin services within the Commonwealth.

After license is issued or approximately November 1, 2012

5. COMPLIANCE

- a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

None

- b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

Not applicable

- c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. If the Applicant has no actions or complaints to list, explicitly state such.

None

- d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

Not applicable

6. PROOF OF SERVICE

(Example Certificate of Service is attached at Appendix C)

- a.) **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Office of Consumer Advocate
5th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17120

Office of the Attorney General
Bureau of Consumer Protection
Strawberry Square, 14th Floor
Harrisburg, PA 17120

Office of the Small Business Advocate
Commerce Building, Suite 1102
300 North Second Street
Harrisburg, PA 17101

Commonwealth of Pennsylvania
Department of Revenue
Bureau of Compliance
Harrisburg, PA 17128-0946

- b.) **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

Allegheny Power:

Legal Department
West Penn Power d/b/a Allegheny Power
800 Cabin Hill Drive
Greensburg, PA 15601-1689

PECO:

Manager Energy Acquisition
PECO Energy Company
2301 Market Street
Philadelphia, PA 19101-8699

Duquesne Light:

Regulatory Affairs
Duquesne Light Company
411 Seventh Street, MD 16-4
Pittsburgh, PA 15219

PPL:

Legal Department
Attn: Paul Russell
PPL
Two North Ninth Street
Allentown, PA 18108-1179

Met-Ed, Penelec, and Penn Power:

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612

UGI:

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th Street, Suite 360
Post Office Box 12677
Reading, Pa 19612-2677

Citizens' Electric Company:

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

Pike County Light & Power Company:

Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977-5300

Wellsboro Electric Company:

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
P. O. Box 138
Wellsboro, PA 16901

7. FINANCIAL FITNESS

- a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.

- Furnishing the **original** (along with copies) of another initial security for Commission approval, to ensure financial responsibility.
- x Filing for a modification to the \$250,000 requirement and furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.
 - *At the conclusion of Applicant's first year of operation it is the intention of the Commission to tie security bonds to a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. The amount of the security bond will be reviewed and adjusted on an annual basis.*
 - *Example version of a bond and letter of credit are attached at Appendix D & E, Applicant's security must follow language from these examples.*
 - *Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.*

Asset Energy LLC requests waiver of the requirement to provide a bond in the amount of \$250,000. Asset Energy LLC request that the bond required in connection with the services to be provided be set initially at no more than \$10,000.

Asset Energy LLC respectfully submits that good cause exists to waive the \$250,000 bonding requirement in that Asset Energy proposed only to provide services as a broker. Asset Energy will not be taking title to any electricity supply; it will not be engaged in direct sales of electricity to any retail customer; and will not be billing any retail consumer for electricity supply. Asset Energy proposes instead to provide services to facilitate decisions by purchasers and sellers with respect to their electric supply options in the Commonwealth.

As such, the risk to Pennsylvania consumers of granting Asset Energy a license is minimal.

- b. FINANCIAL RECORDS, STATEMENTS, AND RATINGS:** Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:
- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.
 - Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
 - Applicant's accounting statements, including balance sheet and income statements for the past two years.
 - Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.

Credit Report Attached

- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.

Insurance policy for \$1,000,000

- Audited financial statements exhibiting accounts over a minimum two year period.

- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

Asset Energy is providing under seal and separate cover information demonstrating Asset Energy's financial fitness. Because Asset Energy is not publicly traded, the financial information provided is not publicly available information and is being provided under seal as Privileged and confidential information.

- c. **ACCOUNTING RECORDS CUSTODIAN:** Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

Doug Moore
Accountant
11275 Springfield Pike
Cincinnati OH 45246
513-771-4100 phone
513-771-1128 fax
doug@sheldonreder.com

- d. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix F to this application.

All sections of the Tax Certification Statement must be completed. Absence (submitting N/A) of any of the TAX identifications numbers (items 7A through 7C) shall be accompanied by supporting documentation or an explanation validating the absence of such information.

Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.

Please see Attachment Tax Certification Statement

8. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

- a.) **EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC; other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

Asset Energy LLC is a broker of electric and natural gas supplies, providing marketing services to third parties including but not limited to commercial and industrial end users. The resume of the owner and operator is included as an attachment.

Asset Energy LLC intends to offer its broker/marketing services to select licensed electric suppliers.

b.) **OFFICERS:** Identify Applicant's chief officers including names and their professional resumes.

Caroline Cieminski
President
6923 Oleander Court
Liberty Twp. OH 45044
513-755-7845 Phone
513-755-7846 Fax
ccieminski@fuse.net

c.) **FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number _____.
- x Not applicable

9. DISCLOSURE STATEMENT:

Disclosure Statements: If proposing to serve Residential and/or Small Commercial (under 25 kW) customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix G to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

Not applicable for an applicant applying for a license exclusively as a broker/marketer. Asset Energy will be acting solely as a broker and as such will not be using its own Disclosure Statements or Electric Supply Agreements. Any transaction arranged by Asset Energy will be concluded using the Disclosure Statement or Electric Supply Agreement of the EGS with which Asset Energy is working.

10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:

- proof of registration as a PJM Load Serving Entity (LSE), or
- proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

(Select only one of the following)

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- x ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

b. STANDARDS OF CONDUCT AND DISCLOSURE: As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43.

x AGREED

c. REPORTING REQUIREMENTS: Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis:
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

x AGREED

d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2809(D). Transferee will be required to file the appropriate licensing application.

x AGREED

e. **ASSESSMENT:** The Commission does not presently assess Electric Generation Suppliers for the purposes of recovery of regulatory expenses; see *PPL Energyplus, LLC v. Commonwealth*, 800 A.2d 360 (Pa. Cmwlth. 2002).

x ACKNOWLEDGED

f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

x AGREED

g. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

x AGREED

h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

x AGREED

i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

x AGREED

j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at appendix J.

x AGREED

- k. **FEE:** The Applicant has enclosed or paid the required initial licensing fee of \$350.00 payable to the Commonwealth of Pennsylvania.

x PAYMENT ENCLOSED

11. AFFIDAVITS

- a.) **APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.

Affidavit attached

- b.) **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

Affidavit attached

12. NEWSPAPER PUBLICATIONS

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. Below is a list of newspapers which cover the publication requirements for Electric Generation Suppliers looking to do business in Pennsylvania.

The newspapers in which proof of publication is required is dependent on the service territories the applicant is proposing to serve. The chart below dictates which newspapers are necessary for each EDC. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

Please file with the Commission the Certification of Publication, along with a photostatic copy of the notice to complete the notice requirements.

Proof of newspaper publications must be filed with the initial application. Applicants **do not** need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	<u>Duquesne</u>	<u>Met Ed</u>	<u>PECO</u>	<u>Penelec</u>	<u>Penn Power</u>	<u>PPL</u>	<u>UGI</u>	<u>West Penn</u>	<u>Entire Commonwealth</u>
Philadelphia Daily News		X	X			X			X
Harrisburg Patriot-News		X		X		X		X	X
Scranton Times Tribune		X		X		X	X		X
Williamsport Sun Gazette				X		X		X	X
Johnstown Tribune Democrat				X				X	X
Erie Times-News				X	X				X
Pittsburgh Post-Gazette	X				X			X	X

(Example Publication is provided at Appendix H)

13. SIGNATURE

Applicant: Asset Energy LLC

By: Caroline Czemondis

Title: President

14. CHECKLIST

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

Applicant: Asset Energy LLC

Applicant's Use	<i>cac</i>	Signature	
	<i>cac</i>	Filing Fee	
	<i>cac</i>	Application Affidavit	
	<i>cac</i>	Operations Affidavit	
	<i>cac</i>	Proof of Publication	
	<i>cac</i>	Bond or Letter of Credit	
	<i>cac</i>	Tax Certification Statement	
	<i>cac</i>	Commonwealth Department of State Verification	
	<i>cac</i>	Certificate of Service	

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Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Ohio :

: ss.

County of Warren :

Caroline Cieminski, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the President (Office of Affiant) of Asset Energy LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That the Applicant herein Asset Energy LLC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

That the Applicant herein Asset Energy LLC has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Asset Energy LLC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein Asset Energy LLC acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

Caroline Cieminski
Signature of Affiant

Sworn and subscribed before me this 14 day of September, 2012.



Ashley Walker
Notary Public, State of Ohio
My Commission Expires
December 13th, 2014

Ashley Walker
Signature of official administering oath

My commission expires Dec 13, 2014

Appendix B

OPERATIONS AFFIDAVIT

RECEIVED
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[Commonwealth/State] of OHIO :

ss.

County of WARREN :

CAROLINE CILMINSKI, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the PRESIDENT (Office of Affiant) of ASSET ENERGY LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That Asset Energy LLC, the Applicant herein, acknowledges that [Applicant] may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That Asset Energy LLC, the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Asset Energy LLC, the Applicant herein, certifies to the Commission that it is subject to , will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

Appendix B (Continued)

That Asset Energy LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his/her knowledge, information, and belief.

Caroline Cieminski

Signature of Affiant

Sworn and subscribed before me this 14 day of September, 2012.



Ashley Walker
Notary Public, State of Ohio
My Commission Expires
December 13th, 2014

Ashley Walker

Signature of official administering oath

My commission expires DEC 13, 2014.

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Appendix G
Sample Disclosure Statement Format
for Electric Generation Suppliers

Not applicable

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Appendix H

EXAMPLE FORM OF NOTICE PUBLICATION

**PENNSYLVANIA
PUBLIC UTILITY COMMISSION
NOTICE**

Application of Asset Energy LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As, A Marketer/Broker Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Asset Energy LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. Asset Energy LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Asset Energy LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Asset Energy LLC attorney at the address listed below.

By and through Counsel: Attorney's Name

Asset Energy LLC
6923 Oleander Court
Liberty Twp. OH 45044
Phone 513-755-7845
FAX 513-755-7846

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Appendix I

Electronic Data Interchange and Internet Requirements

Prior to doing business in an EDC service territory, the EGS must meet the Electronic Data Interchange (EDI) certification requirements of the EDC. Certification is a testing process using the Commission approved Internet protocol. To initiate this process, the EGS is encouraged to contact the EDC as early as possible after filing an application for a license with the Commission, since certification may require as many as four months to complete and customer service contract dates may not commence prior to certification. EDC requirements of new suppliers may be found on the respective EDC home web page. Pennsylvania's industry stakeholder group the Electronic Data Exchange Working Group (EDEWG) develops and maintains the EDI transactions and related business practices, which are found on the Pa. PUC website at http://www.puc.state.pa.us/electric/electric_electronic_data_exchange.aspx. The EDEWG meets telephonically the first Thursday of each month at 2:00pm ET to discuss EDI change control requests and other issues.

To keep current with Pennsylvania EDI practices and policies, a newly licensed EGS is strongly encouraged to participate in the EDEWG by contacting the following:

PA EDEWG EDI Contacts

Entity Name	Contact Name	Telephone	Email	Preference
PA PUC	Matthew Wurst	717-787-5553	mwurst@pa.gov	None
PA EDEWG LDC Co-Chair	Sue Scheetz	610-774-3616	smscheetz@pplweb.com	Email
PA EDEWG ESP Co-Chair	Matthew Sigg	713-236-4311	Matt.Sigg@Constellation.com	Email
PA EDEWG Secretary & Regional EDI Change Control Manager	Brandon Siegel	412-817-8004	bsiegel@ista-na.com	Email

PA EDC EDI Contacts

Company Name	Contact Name	Telephone	Email	Preference
Duquesne Light Co	Supplier Service Center	412-393-6282	DLC_SSC@duqlight.com	Email
FirstEnergy - Metropolitan Edison Co, Pennsylvania Electric, Penn Power, JCP&L, WPP & Potomac Edison	Supplier Support	330-761-4348	SupplierSupport@firstenergycorp.com	Email
PECO	Electric & Gas Choice Hotline	215-841-3700	egc@exeloncorp.com	Email
PPL Electric Utilities	Donna M. Hirst	610-774-6349	dmhirst@pplweb.com	None
	Susan Scheetz	610-774-3616	smscheetz@pplweb.com	Email
	Supplier Support	610-774-6396	PPLUtilitiesSupplier@pplweb.com	Email
	EDI Team	610-774-5757	EDIUtilAdm@pplweb.com	Email
UGI Utilities Inc.	EDI Technical Support	610-736-5471	edi@ugi.com	Email

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DATE: 03/10/2003	DOCUMENT ID 200306602132	DESCRIPTION ARTICLES OF ORGANIZATION/DOM. LI (LCA)	FILING 125.00	EXPED .00	PENALTY .00	CERT .00	COPY .00
---------------------	-----------------------------	--	------------------	--------------	----------------	-------------	-------------

Receipt

This is not a bill. Please do not remit payment.

INCORPORATETIME.COM, INC.
 35-37 CARLETON AVENUE
 SUITE 20C
 ISLIP TERRACE, NY 11752

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**STATE OF OHIO
 CERTIFICATE**

Ohio Secretary of State, J. Kenneth Blackwell

1373610

It is hereby certified that the Secretary of State of Ohio has custody of the business records for
ASSET ENGERY L.L.C.

and, that said business records show the filing and recording of:

Document(s)
ARTICLES OF ORGANIZATION/DOM. LLC

Document No(s):
200306602132



United States of America
 State of Ohio
 Office of the Secretary of State

Witness my hand and the seal of the
 Secretary of State at Columbus, Ohio
 this 7th day of March, A.D. 2003.

J. Kenneth Blackwell
 Ohio Secretary of State



Prescribed by **J. Kenneth Blackwell**

Ohio Secretary of State

Central Ohio: (614) 466-3910

Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.state.oh.us/sos

e-mail: busserv@sos.state.oh.us

Expedite this Form: (Select One)

Mail Form to one of the Following:

Yes PO Box 1390
Columbus, OH 43216
*** Requires an additional fee of \$100 ***

No PO Box 670
Columbus, OH 43216

**ORGANIZATION / REGISTRATION OF
LIMITED LIABILITY COMPANY**

(Domestic or Foreign)

Filing Fee \$125.00

THE UNDERSIGNED DESIRING TO FILE A:

(CHECK ONLY ONE (1) BOX)

<input checked="" type="checkbox"/> (1) Articles of Organization for Domestic Limited Liability Company (115-LCA) ORC 1705	<input type="checkbox"/> (2) Application for Registration of Foreign Limited Liability Company (106-LFA) ORC 1705 (Date of Formation) _____ (State) _____
--	--

Complete the general information in this section for the box checked above.

Name Asset Engery L.L.C.

Check here if additional provisions are attached

* If box (1) is checked, name must include one of the following endings: limited liability company, limited, Ltd, L.t.d., LLC, L.L.C.

Complete the information in this section if box (1) is checked.

Effective Date (Optional) _____ Date specified can be no more than 90 days after date of filing. If a date is specified, the date must be a date on or after the date of filing.
(mm/dd/yyyy)

This limited liability company shall exist for Perpetual
(Optional) (Period of existence)

Purpose Energy and Fuel Management
(Optional)

The address to which interested persons may direct requests for copies of any operating agreement and any bylaws of this limited liability company is

(Optional) Caroline Cieminski
(Name)
6923 Oleander Court
(Street)

NOTE: P.O. Box Addresses are NOT acceptable.

Middletown Ohio 45044
(City) (State) (Zip Code)

Complete the information in this section if box (2) is checked.

The address to which interested persons may direct requests for copies of any operating agreement and any bylaws of this limited liability company is

 (Name)

 (Street) *NOTE: P.O. Box Addresses are NOT acceptable.*

 (City) (State) (Zip Code)

The name under which the foreign limited liability company desires to transact business in Ohio is

The limited liability company hereby appoints the following as its agent upon whom process against the limited liability company may be served in the state of Ohio. The name and complete address of the agent is

 (Name)

 (Street) *NOTE: P.O. Box Addresses are NOT acceptable.*

 (City) Ohio (Zip Code)
(State)

The limited liability company irrevocably consents to service of process on the agent listed above as long as the authority of the agent continues, and to service of process upon the OHIO SECRETARY OF STATE if:

- a. the agent cannot be found, or
- b. the limited liability company fails to designate another agent when required to do so, or
- c. the limited liability company's registration to do business in Ohio expires or is cancelled.

REQUIRED

Must be authenticated (signed)
by an authorized representative
(See Instructions)

<i>Caroline Cleminski</i>	2-28-03
Authorized Representative	Date

 Print Name Caroline Cleminski

Authorized Representative	Date

 Print Name

Complete the information in this section if box (1) is checked Cont.

ORIGINAL APPOINTMENT OF AGENT

The undersigned authorized member, manager or representative of

Asset Energy L.L.C.
(name of limited liability company)

hereby appoint the following to be statutory agent upon whom any process, notice or demand required or permitted by statute to be served upon the limited liability company may be served. The name and address of the agent is:

Caroline Cieminski
(Name of Agent)

6923 Oleander Court
(Street) NOTE: P.O. Box Addresses are NOT acceptable.

Middletown Ohio 45044
(City) (State) (Zip Code)

Must be authenticated by an authorized representative

Caroline Cieminski
Authorized Representative

2-28-03
Date

Authorized Representative

Date

ACCEPTANCE OF APPOINTMENT

The undersigned, named herein as the statutory agent for

Asset Energy L.L.C.
(name of limited liability company)

hereby acknowledges and accepts the appointment of agent for said limited liability company.

Caroline Cieminski
(Agent's signature)

PLEASE SIGN PAGE (3) AND SUBMIT COMPLETED DOCUMENT



CreditScoreSM Report

as of: 06/07/11 14:38 ET

Asset Engery L.L.C

Address:	6923 Oleander CT Liberty TWP, OH 45044-8338 United States	Key Personnel:	Owner: Caroline Cieminski
Phone:	513-755-7845	SIC Code:	6531-Real Estate Agents & Managers
Experian BIN:	846715790	Business Type:	Corporation
Agent:	Caroline Cieminski	Experian File Established:	March 2003
Agent Address:	6923 Oleander Court Middletown, OH	Experian Years on File:	8 Years
		Years in Business:	8 Years
		Total Employees:	1
		Sales:	\$500,000 - \$999,999
		Filing Data Provided by:	Ohio
		Date of Incorporation:	03/07/2003

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few Payment Tradelines.

Payment Tradelines (see):	1
UCC Filings:	0
<input type="checkbox"/> Businesses Scoring Worse:	59%
<input checked="" type="checkbox"/> Bankruptcies:	0
<input checked="" type="checkbox"/> Liens:	0
<input checked="" type="checkbox"/> Judgments Filed:	0
<input checked="" type="checkbox"/> Collections:	0

Credit Summary

Credit Ranking Score: 59

High Risk Low Risk

The objective of the Credit Ranking Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of recently active commercial accounts.
- Total balance of all commercial accounts.
- Number of commercial accounts continuously updated.

Recommended Action: Low-Medium Risk

* The information herein is furnished in confidence for your exclusive use for legitimate business purposes and shall not be reproduced. Neither Experian nor its sources or distributors warrant such information nor shall they be liable for your use or reliance upon it.

Experian and the Experian marks herein are service marks or registered trademarks of Experian.

CAROLINE A. CIEMINSKI

6923 Oleander Court
Liberty Township, OH 45044
(513) 755-7845 Phone
(513) 678-8113 Cell
(513) 755-78465 Fax

ccieminski@fuse.net

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Qualifications for Energy Sales and Marketing

PERSONAL SUMMARY

Twenty Three years of experience in sales and marketing, engineering, purchasing and project management. Knowledgeable in bid preparation, marketing development, and energy commodities. Determined achiever with the ability to blend fresh ideas with analytical work requirements to exceed goals. .

AREAS OF EXPERTISE

- | | | |
|-----------------------|-----------------------|---------------------------|
| * Sales/Marketing | * Product Development | * Program Planning |
| * Commodities Trading | * Client Relations | * Purchasing/Negotiations |
| * Engineering | * Cost Control | * Business Development |
| * Bid Preparations | * Strategic Planning | * Problem Solving |

PROFESSIONAL HISTORY

Asset Energy LLC
Liberty Township, OH

President and Owner, Electric and Natural Gas Sales 5/2006-Present

Responsible for the day to day business operations and the Electric and Natural Gas sales and supply management for approximately 290 industrial and commercial facilities in Ohio with annual volumes of 20 Bcf and 170,000 MWH's. Emphasis in Ohio is in the Duke Energy of Ohio territory.

Independent Contractor Pinnacle Energy/BP Canda Energy Marketing 6/2002-5/2006
Responsible for Natural Gas sales and supply management for approximately 75 industrial and commercial facilities in Ohio, Indiana and Kentucky representing gross margins of \$2.5 million annually and daily volumes of approximately 75,000 MMBtu's.

Sigcorp Energy Services LLC
Liberty Township, OH

Senior Sales Representative 5/98-6/2002
Responsible for Natural Gas sales and supply management for approximately 161 industrial and commercial facilities in Ohio, Indiana and Kentucky representing gross margins of more than \$3 million annually and daily volumes in excess of 100,000 MMBtu's.

Schrock Cabinet Company (A division of AB Electrolux)
Richmond, IN

Facilities Manager and Environmental Coordinator, Operations 1/97-5/98
Responsible for total facilities management; identification of energy projects and energy purchases; process evaluation and improvements; coordinating environmental and safety activities; managing major building projects; new and used equipment purchases and sales; management of capital budget and preparation of corporate approval documentation.

AK STEEL

Middletown, OH

Energy and Raw Materials Buyer, Raw Materials and Transportation 9/95-1/97

Responsible for evaluating, bidding, contract negotiations and purchasing over \$250 million annually in commodities including, natural gas, electricity, fuels and other raw materials; preparation of corporate approval documentation; and identification and implementation of commodity related capital improvement projects for new and existing facilities.

- * Implemented a written Competitive Leverage Strategy for purchasing power.
- * Reduced natural gas expenses by \$15 million by utilizing forward buying and other *options*.
- * Proposed a natural gas bypass project to reduce expenses by \$6.5 million annually.
- * Negotiated \$90 million lime products agreement that will guarantee quality and supply.

NORTHERN STATES POWER COMPANY

St. Paul, MN

Sr. Product Manager, Gas Marketing and Sales 10/94-8/95

Responsible for developing products; establishing and maintaining relationships with customers; developing business plans; providing market evaluations; pricing products; preparing proposals and bid analysis; evaluating and implementing new technologies such as fuel cells and co-generation to increase margins; providing technical support; and arranging all marketing and sales promotions.

- * Developed a Distribution Management Service that will increase revenues by \$9 million.
- * Created a program to establish and maintain relationships with major engineering firms.

Project Superintendent, Gas Supply and Engineering 3/94-9/94

Responsible for providing economic analysis and phase review; developing and maintaining labor contracts; preparing and managing budgets; cost estimates of materials; procuring materials and supplies; supervising and scheduling steel and plastic main construction; hiring and training personnel; providing customer service; and developing and implementing quality control processes.

- * Member of team responsible for a \$23 million expansion project.
- * Saved over \$400,000 in steel pipe design and procurement and \$1 million in pipe sizing.
- * Wrote an article for *Pipeline and Gas Journal* magazine.

Design Team Leader, Gas Supply and Engineering 11/92-2/94

Responsible for coordinating activities for reconstruction projects for a self directed work group comprised of Engineers, Planners and Designers.

- * Systematized a measure for quality and employee satisfaction under direction of CEO.
- * Increased efficiency by 20% by implementing written process improvements.

Engineer and Contractor Supervisor, Gas Operations 4/88-10/92

Responsible for hiring, training and supervising contractor personnel; coordinating project designs and operating procedures; establishing and maintaining relations with customers; coordinating response on gas main hits; and writing DOT responses and participating in the Gas Standards Committee.

- * Created a process for checking all aspects of a gas pipeline project.
- * Reduced expenses by 15% by developing a process for reviewing invoices.

EDUCATION

Bachelor of Science in Mechanical Engineering with Industrial Emphasis 9/85-3/90

University of Minnesota, Institute of Technology (GPA: 3.0/4.0)



Department of State
Bureau of Corporations and Charitable Organizations
P.O. Box 8722
Harrisburg, PA 17105-8722
(717) 787-1057
Web site: www.dos.state.pa.us/corps

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Instructions for Completion of Form:

- A. Typewritten is preferred. If not, the form shall be completed in black or blue-black ink in order to permit reproduction. The filing fee for this form is \$250 made payable to the Department of State.
- B. A foreign limited liability company/limited liability partnership/limited partnership may adopt a name to register and do business in the Commonwealth of Pennsylvania that is different from the name in its formation documents filed in its state of domicile. Both boxes 1 and 2 should be completed, even if the name of the entity will be the same in both jurisdictions.
- C. *Designators: Limited Partnership:* The name may contain the word "company", "limited" or "limited partnership" or abbreviation. *Limited Liability Partnership:* The name must contain the word "company", "limited" or "limited liability partnership" or abbreviation. *Limited Liability Company:* The name must contain the word "company," "limited" or "limited liability company" or abbreviation.
- D. Under 15 Pa.C.S. § 135(c) (relating to addresses) an actual street or rural route box number must be used as an address, and the Department of State is required to refuse to receive or file any document that sets forth only a post office box address.
- E. The following, in addition to the filing fee, shall accompany this form:
- (1) *For Limited Liability Company Only:* One copy of a completed form DSCB:15-134A (Docketing Statement).
 - (2) Any necessary copies of form DSCB:17.2.3 (Consent to Appropriation of Name).
 - (3) Any necessary governmental approvals.
- F. Under 15 Pa.C.S. § 8981 or § 8583, upon the filing of this form the applicant shall be authorized to do business in the Commonwealth of Pennsylvania and no certificate of authority will be issued to the applicant by the Department.
- G. This form and all accompanying documents shall be mailed to the address stated above.

PENNSYLVANIA DEPARTMENT OF STATE
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

Application for Registration - Foreign

(15 Pa.C.S.)

- Registered Limited Liability General Partnership (§ 8211)
 Registered Limited Liability Limited Partnership (§ 8211)
 Limited Partnership (§ 8582)
 Limited Liability Company (§ 8981)

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SECRETARY'S BUREAU

Name	Caroline Cieminski		
Address	6923 Oleander Ct.		
City	State	Zip Code	
Liberty Twp.	OH	45044	

Document will be returned to the name and address you enter to the left.

←

✓ Fee: \$250

In compliance with the requirements of the applicable provisions (relating to registration), the undersigned, desiring to register to do business in this Commonwealth, hereby states that:

1. The name of the limited liability company/limited liability partnership/limited partnership in the jurisdiction in which it is formed:

Asset Energy LLC

2. The name under which the limited liability company/limited liability partnership/limited partnership proposes to register and do business in this Commonwealth is:

Asset Energy LLC

3. The name of the jurisdiction under the laws of which it was organized and the date of its formation:

Jurisdiction: Ohio Date of Formation: 2-28-03

4. The (a) address of its initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

(a) Number and street City State Zip County
125 Locust St. Harrisburg PA 17101 Dauphin

(b) Name of Commercial Registered Office Provider City State Zip Code County
~~Caroline Cieminski Liberty Twp. OH 45044 Butler~~
Corporate Filing Solutions LLC Dauphin

5. Check and complete one of the following:

The address of the office required to be maintained by it in the jurisdiction of its organization by the laws of that jurisdiction is:

Number and street	City	State	Zip
<input checked="" type="checkbox"/> It is not required by the laws of its jurisdiction of organization to maintain an office therein and the address of its principal office is:			
6923 Oleander Ct.	Liberty Twp.	OH	45044
Number and street	City	State	Zip

6. For Restricted Professional Limited Liability Company Only. Strike out if inapplicable: The company is a restricted professional company organized to render the following professional service(s):

N/A

Limited Liability Partnership and Limited Partnership: Complete paragraphs 7 and 8

7. The name and business address of each general partner.

Name	Business Address
Caroline Cieminski	6923 Oleander Ct
	Liberty Twp. OH 45044

8. The address of the office at which is kept a list of the names and addresses of the limited partners and their capital contribution is:

6923 Oleander Ct.	Liberty Twp.	OH	45044	Butler
Number and street	City	State	Zip	County

The registered partnership hereby undertakes to keep those records until its registration to do business in the Commonwealth is canceled or withdrawn.

IN TESTIMONY WHEREOF, the undersigned has caused this Application for Registration to be signed by a duly authorized officer/member or manager thereof this

17 day of Sept, 2012.

Asset Energy LLC

Name of Partnership/Company

Caroline Cieminski

Signature

President

Title

One (1) required

BUREAU USE ONLY:

Dept. of State Entity # _____

Dept. of Rev. Box # _____

Filing Period _____ Date 3 4 5 _____

SIC/NAICS _____ Report Code _____

Check proper box:

Pennsylvania Entities

- business stock
- business non-stock
- professional
- nonprofit stock
- nonprofit non-stock
- statutory close
- management
- cooperative
- insurance
- limited liability company
- restricted professional
- limited liability company
- business trust

Foreign Entities

State/Country OHIO/US Date 2-28-03

- business
- nonprofit
- limited liability company
- restricted professional
- limited liability company
- business trust

Other

- domestication
- division
- consolidation

1. Entity Name: Asset Energy LLC

2. Individual name and mailing address responsible for initial tax reports:
Caroline Cieminski 6923 Oleander Ct Liberty Twp OH 45044
Name Number and street City State Zip

3. Description of business activity:
Marketer/Broker/Consultant

4. Specified effective date, if any:
Any
month/day/year hour, if any

5. EIN (Employer Identification Number), if any:
02-0703368

6. Fiscal Year End:
2012

7. Fictitious Name (only if foreign corporation is transacting business in PA under a fictitious name):
N/A

Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss C. Mohamed, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the _____ regular _____ editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

25 of September, 2012

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

C. Mohamed

PG Publishing Company

Sworn to and subscribed before me this day of:
September 25, 2012

Melanie L Goodwin

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal
Melanie L. Goodwin, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires May 12, 2014
Member, Pennsylvania Association of Notaries

STATEMENT OF ADVERTISING COSTS

Asset Energy
6923 OLEANDER CT
Attn: Caroline Cieminski
LIBERTY TOWNSHIP OH 45044-8338

To PG Publishing Company

Total ----- \$420.00

Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office
34 Boulevard of the Allies
PITTSBURGH, PA 15222
Phone 412-263-1338

PG Publishing Company, a Corporation, Publisher of
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By Maria Jucec

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

Attorney For

COPY OF NOTICE OR PUBLICATION

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of Asset Energy LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Marketer/Broker Engaged In The Business Of Supplying Electricity To The Public In The Commonwealth Of Pennsylvania.

Asset Energy LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. Asset Energy LLC proposes to sell electricity and related services in the service area of Duquesne Light under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Asset Energy LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Asset Energy LLC at the address listed below.

Asset Energy LLC
Caroline Cieminski
6923 Oleander Court,
Liberty Twp, OH 45044
Phone 513-755-7845

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Appendix C

**Example
CERTIFICATE OF SERVICE**

On this the 3rd day of October 2012, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all attachments have been served upon the following:

Office of Consumer Advocate
5th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17120

Small Business Advocate
Commerce Building, Suite 1102
300 North Second Street
Harrisburg, PA 17101

Legal Department
West Penn Power d/b/a Allegheny Power
800 Cabin Hill Drive
Greensburg, PA 15601-1689

Regulatory Affairs
Duquesne Light Company
411 Seventh Street, MD 16-4
Pittsburgh, PA 15219

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
P. O. Box 138
Wellsboro, PA 16901

Office of the Attorney General
Bureau of Consumer Protection
Strawberry Square, 14th Floor
Harrisburg, PA 17120

Commonwealth of Pennsylvania
Department of Revenue
Bureau of Compliance
Harrisburg, PA 17128-0946

Manager Energy Acquisition
PECO Energy Company
2301 Market Street
Philadelphia, PA 19101-8699

Legal Department
Attn: Paul Russell
PPL
Two North Ninth Street
Allentown, PA 18108-1179

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th Street, Suite 360
Post Office Box 12677
Reading, Pa 19612-2677

Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977-5300

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Caroline Cieminski
Caroline Cieminski, President Asset Energy LLC

ASSET ENERGY LLC
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MIDDLETOWN, OH 45044

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