## Pepper Ham

Suite 200 100 Market Street P.O. Box 1181 Harrisburg, PA 17108-1181 717.255.1155 Fax 717.238.0575

Michelle M. Skjoldal direct dial: 717-255-1169 skjoldalm@pepperlaw.com

April 5, 2019

#### Via Hand Delivery

Rosemary Chiavetta, Secretary PA Public Utility Commission Commonwealth Keystone Building 400 North Street, 2nd Fl. P. O. Box 3265 Harrisburg, PA 17105-3265

Re:

Dynegy Energy Services (East), LLC; Addition of Fictitious Names

PA PUC Docket Nos. A-2010-2199236 and A-2017-2603270

Dear Secretary Chiavetta:

Pursuant to 52 Pa. Code § 54.34(a), please find the original and two (2) copies of this letter for filing, which provides updated information to the Pennsylvania Public Utility Commission ("Commission") regarding Dynegy Energy Services (East), LLC ("DESE"), a currently licensed Pennsylvania EGS (See Docket Nos. A-2010-2199236 and A-2017-2603270).

DESE intends to utilize the following three additional fictitious names, or DBAs, in its marketing and sales operations within the Commonwealth:

- 1.) "Better Buy Energy";
- 2.) "True Fit Energy"; and
- 3.) "Honor Energy"

On February 28, 2019, the Commission had approved the addition of "Dynegy" and "Brighten Energy" as fictitious names under DESE's EGS license. DESE is now requesting that the Commission add the above-listed names as additional fictitious names on its license, in addition to "Dynegy" and "Brighten Energy".

Pittsburgh New York Philadelphia Washington, D.C. Los Angeles Detroit Harrisburg Orange County Princeton Silicon Valley Wilmington Berwyn

www.pepperlaw.com

### Pepper Hamilton LLP

DESE has registered "Better Buy Energy", "True Fit Energy", and "Honor Energy" each as an additional fictitious name through the Pennsylvania Department of State website. Attached as Exhibits A, B, and C, are the Pennsylvania Department of State accepted registrations of each of the aforementioned names as fictitious names of DESE, respectively.

The addition of these new fictitious names that are intended to be first introduced as brands in the market later this year will not impact customers being served under DESE today regardless of whether they are served under the Dynegy or Brighten Energy brands. Because DESE will continue to serve existing customers under the same legal entity and same brand under which they are served today, DESE requests that it not be required to provide notice to its customers regarding the addition of these fictitious names.

Enclosed is a certified check in the amount of \$350, as well as a certificate of service. Please contact me should you have any questions.

Respectfully,

Michelle M. Skjoldal

**Enclosures** 

cc:

Certificate of Service Cecily Gooch, Esquire John Munn, Esquire

> PA PUC CRETARY'S BUREA

## **RECEIVED**

APR - 5 2019

PA PUBLIC UTILITY COMMISSION SECRETARY'S BUREAU

## **EXHIBIT A**

Entity# : 6858857 Date Filed : 04/04/2019 Pennsylvania Department of State

	ii to: 	DSC	CB:54-312/313 (	al, Cancellation
Return per instr	uctions			<b>10 10</b> 10 10 10 10 10 10 10 10 10 10 10 10 10
on the expedite co			TCO190404	ZN1260
		,	•	
Read all instructions	prior to completing. This f	orm may be sui		
c: <b>\$</b> 70				
Check one:	Amendment (§ 312)	☐ Withdrawal (§ 313)	☐ Cancel	lation (§ 313)
The fictitious nat BetterBuy Energy	me is:		,	
<u> </u>		<del></del>		
6555 Sierra Drive, II	rving, Texas 75039 Dallas	ess, including number and str		County
	rving, Texas 75039 Dallas		ect, if any, is:	County
6555 Sierra Drive, II  Number and street  3. The last preceding 03/25/2019	rving, Texas 75039 Dallas t Cit		Zip	
6555 Sierra Drive, II Number and street	rving, Texas 75039 Dallas t Cit	y State	Zip	
3. The last preceding 03/25/2019 Date (MM/DD	rving, Texas 75039 Dallas t Cit  In g filing with respect to thi  VYYYY)  It of the character or nature ious name is:	y State	Zip n the Departmen	it on
3. The last preceding 03/25/2019 Date (MM/DD	rving, Texas 75039 Dallas t Cit  In g filing with respect to thi  VYYYY)  It of the character or nature ious name is:	y State s fictitious name was made i	Zip n the Departmen	it on
3. The last preceding 03/25/2019 Date (MM/DD	rving, Texas 75039 Dallas t Cit  In g filing with respect to thi  VYYYY)  It of the character or nature ious name is:	y State s fictitious name was made i	Zip n the Departmen	it on
3. The last preceding 03/25/2019 Date (MM/DD	rving, Texas 75039 Dallas t Cit  In g filing with respect to thi  VYYYY)  It of the character or nature ious name is:	y State s fictitious name was made i	Zip n the Departmen	it on

atter Buy Energy				
The principal place of acceptable):	of business set forth in parag	raph 2 has been cha	inged to (PO B	ox alone not
Number and street	City	State	Zip	County
The following party( the end of this applic	(ies) has (have) been added to	o the registration ar	nd their signatu	re(s) appear(s) a
Name	Number and street	City	State	Zip
	(ies) has (have) withdrawn fi	om the business an	d their signatur	e(s) appear(s) at
The following party( the end of this applic		om the business an	d their signatur State	re(s) appear(s) at Zip
the end of this applic	cation.			,
the end of this applic	cation.			,
the end of this applic  Name  The fictitious name r	eation.  Number and street			,

3rd	_ day of	April	, 2019	
. <b>dd</b> in	g party(ies)	signature(s)	Withdrawing party(ies) signature(s)	All current party(ies) signature(s
	•			
			Dy	negy Energy Services (East), L
	Name of	Entity	Name of Entity	Name of Entity  When Ma house
	Signat	ture	Signature	Signature Assistant Secretary
	Titl	le .	Title	Title

Entity# : 6858857 Date Filed : 03/25/2019 Pennsylvania Department of State

Return document by mail to:	<del></del>	-	(rev	B:54-311 : 2/2017)		
Return per instruction	ons	190				
on the expedite counte	r form.	•	тсс	)190325MW	0559	
Read all instructions prior to	completing. This form may	be su	·			_
Fee: \$70	ify for a veteran/reservist-o	wned small busin	ness fee exem	ption (see	instructions)	
In compliance with the requ to register a fictitious name unde	irements of 54 Pa.C.S. § 31 or 54 Pa.C.S. Ch. 3 (relating	l (relating to reg to fictitious nam	ristration), the nes), hereby s	undersign tate(s) that:	ed entity(ies) d	esiri
The fictitious name is:     BetterBuy Energy			,			
or through the fictitious  Retail Energy Provider  3. The address, including is not acceptable):	number and street, if any, o	f the principal p	lace of busine	ess (P.O. B	ox alone	
6555 Sierra Drive, Irving, TX		····				
Number and street	City	State	Zip	•	County	
4. The name and address, business is:	including number and street	, if any, of each	individual in	terested in	the	
Name	Number and Street	Ci	ty	State	Zip	
	-		· · · · · · · · · · · · · · · · · · ·		<del></del>	
		***				

#### DSCB:54-311-2

lynegy Energy Services (East), LLC		DE
Name	Form of Organization	Organizing Jurisdiction
555 Sierra Drive, Irving, Texas 7503	9	
Principal Office Address		
PA Registered Office, if any	·	
in together a crisso, in this		
Name	Form of Organization	Organizing Jurisdiction
Principal Office Address		
PA Registered Office, if any	<del></del>	<del></del>
The applicant is familiar with the	e provisions of 54 Pa.C.S. § 332 (rel	ating to effect of registration) and
	Fictitious Names Act does not creat	
the fictitious name.	Tionnous rannes riot acces not erout	o any oxonabivo or outer right in
(Ontional): The name(s) of the a	gent(s), if any, any one of whom is a	uthorized to execute amendments
	gent(s), if any, any one of whom is a	
to, withdrawals from or cancella	gent(s), if any, any one of whom is a tion of this registration in behalf of a	
to, withdrawals from or cancella		
to, withdrawals from or cancella		
to, withdrawals from or cancella registration, is (are):	tion of this registration in behalf of a	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the		all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the time to be executed this	undersigned have caused this Appli	Il then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the	tion of this registration in behalf of a	Il then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the time to be executed this	undersigned have caused this Appli	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the me to be executed this  March	undersigned have caused this Appli	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the time to be executed this	undersigned have caused this Appli	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the ame to be executed this  day of March	undersigned have caused this Appli	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the me to be executed this  March	undersigned have caused this Appli	all then existing parties to the
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the me to be executed this  March  Individual Signature	undersigned have caused this Appli	all then existing parties to the cation for Registration of Fictition adividual Signature
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the ame to be executed this  March  Individual Signature	undersigned have caused this Appli	all then existing parties to the cation for Registration of Fictition adividual Signature
to, withdrawals from or cancella registration, is (are):  I TESTIMONY WHEREOF, the ame to be executed this  March  Individual Signature  Individual Signature	undersigned have caused this Appli	all then existing parties to the cation for Registration of Fictition adividual Signature
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the ame to be executed this  March  Individual Signature	undersigned have caused this Appli	all then existing parties to the cation for Registration of Fictition adividual Signature
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the ame to be executed this  March  Individual Signature  Individual Signature  Individual Signature  Individual Signature	undersigned have caused this Appli	cation for Registration of Fictition dividual Signature Entity Name
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the me to be executed this  March  Individual Signature  Individual Signature	undersigned have caused this Appli	all then existing parties to the cation for Registration of Fictition adividual Signature
to, withdrawals from or cancella registration, is (are):  TESTIMONY WHEREOF, the ame to be executed this  March  Individual Signature  Individual Signature  Individual Signature  Individual Signature	undersigned have caused this Appli	cation for Registration of Fictition dividual Signature Entity Name

## **RECEIVED**

APR - 5 2019

**EXHIBIT B** 

PA PUBLIC UTILITY COMMISSION SECRETARY'S BUREAU

Entity#: 6858855 Date Filed: 03/25/2019 Pennsylvania Department of State

Return document by mail to:			agistration of F DSCB: (rev. 2/	54-311 2017)	
Return per instruc	tions			(18 JUHA) 1	FITA BETTA STOP FIFTH BLIT MEN
on the expedite coun			TCO1903	25MW05	44
Read all instructions prior	to completing. This form may	be	were as testalent it.	(1 11 14 AN	harmannina'ba'801
ee: \$70 □ I qu	alify for a veteran/reservist-ov	vned small busin	ess fee exemptic	on (see	instructions)
	puirements of 54 Pa.C.S. § 311 der 54 Pa.C.S. Ch. 3 (relating				
The fictitious name is     True Fit Energy	:			•	
is not acceptable):	g number and street, if any, or	f the principal pla	ace of business	(P.O, B	ox alone
8555 Sierra Drive, Irving, T Number and street	X 75039, Dallas City	State	Zip	······································	County
4. The name and addres business is: Name	s, including number and street  Number and Street	, if any, of each in		sted in (	the Zip
	18	<del></del>	·		·

5. Each entity, other than an individ	dual, interested in such business	s is (are):
Dynegy Energy Services (East), LLC	limited liability company	DE
Name	Form of Organization	Organizing Jurisdiction
CEEE Classes Dates Index Towns 75000		
6555 Slerra Drive, Irving, Texas 75039 Principal Office Address		
Finicipal Office Address		
PA Registered Office, if any		,
·		
Name	Form of Organization	Organizing Jurisdiction
Principal Office Address		
PA Registered Office, if any		
		· -
<ol> <li>The applicant is familiar with the understands that filing under the F the fictitious name.</li> </ol>		(relating to effect of registration) and reate any exclusive or other right in
to, withdrawals from or cancellation registration, is (are):	on of this registration in behalf	of all then existing parties to the
IN TESTIMONY WHEREOF, the us Name to be executed this	ndersigned have caused this Ap	plication for Registration of Fictitious
<del></del>	······································	
Individual Signature		Individual Signature
Individual Signature	<del></del>	Individual Signature
Dynegy Energy Services (East), LLC		
Entity Name	<del></del>	Entity Name
Min Min)		• • • •
Signature	<del></del>	Signature
		. Olginius .
Assistant Secretary		
Title		Title

## **RECEIVED**

APR - 5 2019

PA PUBLIC UTILITY COMMISSION SECRETARY'S BUREAU

## **EXHIBIT C**

Entity# : 6858856 Date Filed : 03/25/2019 Pennsylvania Department of State

		ָ <u></u>	ion of Fictitious N DSCB:54-311 (rev. 2/2017)	lame
Return per instruction	ons	1 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
on the expedite counte	r form.	τα	CO190325MVV0551	
Read all instructions prior t	o completing. This form may b	<b>L</b>		<u> </u>
: \$70 🔲 I qua	lify for a veteran/reservist-own	ned small business fee e	xemption (see inst	ructions)
	pirements of 54 Pa.C.S. § 311 (er 54 Pa.C.S. Ch. 3 (relating to			entity(ies) de
The fictitious name is:     Honor Energy				
				i
Retail Energy Provider  3. The address, including is not acceptable):	number and street, if any, of	he principal place of b	usiness (P.O. Box	alone
3. The address, including	•	he principal place of b	isiness (P.O. Box	alone
3. The address, including is not acceptable):	•	he principal place of be		
3. The address, including is not acceptable):  6555 Sierra Drive, Irving, TX  Number and street	75039, Dallas	State Zi	p Cou	
3. The address, including is not acceptable): 6555 Sierra Drive, Irving, TX Number and street  4. The name and address, business is:	75039, Dallas  City  including number and street, i	State Zi	p Cou	nty
3. The address, including is not acceptable): 6555 Sierra Drive, Irving, TX Number and street  4. The name and address, business is:	75039, Dallas  City  including number and street, i	State Zi	p Cou	nty

Dynegy Energy Services (East), LLC		DE
Name	Form of Organization	Organizing Jurisdiction
655 Sierra Drive, Irving, Texas 75039	•	•
Principal Office Address	· · · · ·	
PA Registered Office, if any	<del> </del>	
Transported Calledy II way		
Name	Form of Organization	Organizing Jurisdiction
, auto	A OF DAY OF OR GRADULOUS	Ar Personal Appropriation
Principal Office Address		
Principal Office Address		
24 20 20 20 20		
PA Registered Office, if any		<del></del>
	provisions of 54 Pa.C.S. § 332 (rel	
	<del></del>	
to, withdrawals from or cancellation		
(Optional): The name(s) of the age to, withdrawals from or cancellation		
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):	on of this registration in behalf of a	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the un	on of this registration in behalf of a	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this	on of this registration in behalf of a	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the un	on of this registration in behalf of a	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this	on of this registration in behalf of a	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this	on of this registration in behalf of a constant of the constan	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this day of March	on of this registration in behalf of a constant of the constan	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this day of March	on of this registration in behalf of a constraint of the constrain	all then existing parties to the
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under the day of	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under the beexecuted this day of March	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition andividual Signature
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under the best executed this day of	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the under to be executed this day of	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition ndividual Signature Individual Signature Entity Name
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the understood this hold day of March  Individual Signature  Individual Signature	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition individual Signature
(Optional): The name(s) of the age to, withdrawals from or cancellation registration, is (are):  TESTIMONY WHEREOF, the uname to be executed this day of	on of this registration in behalf of a constraint of the constrain	all then existing parties to the cation for Registration of Fictition ndividual Signature Individual Signature Entity Name

# RECEIVED 2018 MARKETE ATTE OF SERVICE AND 9: 59

I hereby certify that I have this play served a true copy of the foregoing letter that I have this play served a true copy of the foregoing letter update upon the persons listed below via first class mail in accordance with the requirements of

Section 1.54 of the Commission's rules, 52 Pa. Code § 1.54:

Bureau of Investigation & Enforcement PA Public Utility Commission Commonwealth Keystone Building 2nd Fl., F West Harrisburg, PA 17120	Office of the Consumer Advocate Forum Place 555 Walnut Street, 5 <sup>th</sup> Fl. Harrisburg, PA 17101-1923
Office of Attorney General Office of Consumer Protection Strawberry Square, 14 <sup>th</sup> Fl. Harrisburg, PA 17120	Office of Small Business Advocate Commerce Building 300 North Second Street, Ste. 202 Harrisburg, PA 17101
PA Department of Revenue Strawberry Square, 11 <sup>th</sup> Fl. Harrisburg, PA 17128	Pike County Light & Power Company Director of Customer Energy Services 105 Schneider Ln Milford, PA 18337
West Penn Power d/b/a Allegheny Power Legal Department 800 Cabin Hill Drive Greensburg, PA 15601-1689	PECO Energy Company Manager Energy Acquisition 2301 Market Street Philadelphia, PA 19101-8699
Duquesne Light Company Regulatory Affairs 411 Seventh Street, MD 16-4 Pittsburgh, PA 15219	PPL Office of General Counsel Two North Ninth Street (GENTW3) Allentown, PA 18101-1179 Attention: Kimberly A. Klock
Met-Ed, Penelec and Penn Power c/o First Energy Legal Department 2800 Pottsville Pike Reading, PA 19612	UGI Utilities, Inc. 2525 North 12th Street, Ste. 360 P. O. Box 12677 Reading, PA 19612-2677 Attention: Rates Department/Choice Coordinator

Citizens' Electric Company 1775 Industrial Boulevard Lewisburg, PA 17837 Attention: EGS Coordination Wellsboro Electric Company 33 Austin Street P. O. Box 138 Wellsboro, PA 16901

Attention: EGS Coordination

Date: April 5, 2019

Michelle M. Skjoldal (PA 202084)

RECEIVED

RECRETARY'S BUREAU
FROM DESK