



EB-2008-0299

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 52 of the *Ontario Energy Board Act, 1998* by Universal Energy Corporation to amend its Gas Marketer Licence GM-2004-0537.

By delegation, before: Jennifer Lea

DECISION AND ORDER

Universal Energy Corporation ("Universal") filed an application with the Ontario Energy Board pursuant to section 52 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 additional information to support its application for adding a trade name.

The licence amendment is granted.

Reasons

Universal purchased all active natural gas retailer customer contracts in British Columbia and Ontario, assets 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 on August 8, 2008.

The Board notes that Universal filed an application to amend its gas marketer licence on April 30, 2008 and an application to amend its retailer licence on June 10, 2008 to add trade names "Energy One Canada" and "Energy One". Universal's gas marketer licence was amended as requested on May 30, 2008 and Universal's electricity retailer licence was amended as requested on August 26, 2008.

Along with this application, Universal also filed a licence amendment application to add the trade name "Wholesale Energy" to schedule 1 of its retailer licence. Universal will use the trade name "Wholesale Energy" in addition to its other trade names for new business for both electricity retailing and gas marketing.

There are no other changes requested to Universal's licence apart from the addition of trade name "Wholesale Energy" to Schedule 1 on its gas marketer licence GM-2004-0537. 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 gas marketer licence GM-2004-0537 is amended as requested. The amended licence is attached to this Order.

DATED at Toronto, November 14, 2008

ONTARIO ENERGY BOARD

Original signed by

Jennifer Lea
Counsel, Special Projects