**Section 412.105 Use of Utility Logo and Name**

a) An ARES shall not use the logo of a public utility in any manner.

b) An ARES shall not use the name of a public utility in any manner that is deceptive or misleading, including, but not limited to, implying or otherwise leading a customer to believe that an ARES is soliciting on behalf of or is an agent of a utility.

c) An ARES shall not use the name, or any other identifying insignia, graphics or wording that has been used at any time to represent a public utility company or its services, to identify, label or define any of its electric power and energy service offers. However, an ARES may state the name of a public electric utility in order to accurately describe the electric utility service territories in which the supplier is currently offering an electric power and energy service.

d) Notwithstanding anything in this Subpart B or elsewhere in this Part 412, an ARES that is an affiliate of an Illinois public utility, and that was doing business in Illinois providing ARES service as of January 1, 2016, may continue to use that public utility's name, logo, identifying insignia, graphics, or wording in its business operations occurring outside the service territory of the public utility with which it is affiliated.

(Source: Amended at 46 Ill. Reg. 19509, effective November 23, 2022)