

**LOUISIANA PUBLIC SERVICE COMMISSION**  
 602 North, 5<sup>th</sup> Street, 12<sup>th</sup> Floor  
 Galvez Building  
 Baton Rouge, LA 70802  
 Attention: Utilities Division

**Date:**

**TSP Registration**  
**Utility Classification [X applicable classification(s)]**

Type of Authority Requested.

ILEC	CLEC	LDC/IXC	CMRS	OSP	PSP/ICSP	CAP	VoIP
<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No	<input type="checkbox"/> No	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No

ILEC – Incumbent Local Exchange Carrier

CMRS – Commercial Mobile Radio Service

OSP – Operator Service Provider

VoIP – Voice Over Internet Protocol

CAP – Competitive Access Provider

LDC/IXC – Long Distance Company / Inter Exchange Carrier

PSP – Payphone Service Provider

ICSP – Inmate Calling Service Provider

**Application Fee in the amount of \$250 is to accompany the filing.**

*(General Order No. R-31891, dated March 11, 2014, Section 301.E.)*

**1.a. The Legal Name of the Business under which the applicant intends to operate:**

*(General Order No. R-31891, dated March 11, 2014, Section 301.E.1)*

SmartLess Mobile, LLC

**1.b. Federal Tax Identification No.**

99-1584166

**1.c. Louisiana Tax Identification No.**

Click here to enter text.

**1.d. The physical address and telephone number(s) of the applicant [Domicile Address: City/State/Zip Code/Telephone Number (s)]:** *(General Order No. R-31891, dated March 11, 2014, Section 301.E.1)*

**(Physical Address)**

Street Address:	4208 Overland Avenue
City:	Culver City
State:	California
Zip Code:	90230
Telephone No.:	310-237-8742
FAX:	Click here to enter text.

**(Mailing Address)**

Street Address:	4208 Overland Avenue
City:	Culver City
State:	California
Zip Code:	90230
Telephone No.:	310-237-8742

FAX:	Click here to enter text.
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**1.e. Names under which the applicant intends to do business - Trade Names / DBAs:***(General Order No. R-31891, dated March 11, 2014, Section 301.E.2)*

N/A
Click here to enter text.
Click here to enter text.
Click here to enter text.

**2. The name, address and telephone #s of the applicant's principal corporate officers:***(General Order No. R-31891, dated March 11, 2014, Section 301.E.2)***2.a.**

Name of officer:	Jenifer McAleese
Title:	Chief Brand Officer
Street Address:	4208 Overland Avenue
City:	Culver City
State:	CA
Zip Code:	90230
Telephone No.:	647-767-4777
FAX:	Click here to enter text.

**2.b.**

Name of officer:	Paul McAleese
Title:	Chief Executive Officer
Street Address:	4208 Overland Avenue
City:	Culver City
State:	CA
Zip Code:	90230
Telephone No.:	647-569-3333
FAX:	Click here to enter text.

**2.c.**

Name of officer:	Click here to enter text.
Title:	Click here to enter text.
Street Address:	Click here to enter text.
City:	Click here to enter text.
State:	Click here to enter text.
Zip Code:	Click here to enter text.
Telephone No.:	Click here to enter text.
FAX:	Click here to enter text.

**2.d.**

Name of officer:	Click here to enter text.
Title:	Click here to enter text.
Street Address:	Click here to enter text.
City:	Click here to enter text.
State:	Click here to enter text.
Zip Code:	Click here to enter text.
Telephone No.:	Click here to enter text.

FAX:	Click here to enter text.
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**3. If different from two (2) above, please indicate the names, addresses and telephone no.(s) of officers and or employees responsible for Louisiana operations.**

**3.a.**

Name of officer:	N/A
Title:	Click here to enter text.
Street Address:	Click here to enter text.
City:	Click here to enter text.
State:	Click here to enter text.
Zip Code:	Click here to enter text.
Telephone No.:	Click here to enter text.
FAX:	Click here to enter text.
E-Mail:	Click here to enter text.

**3.b.**

Name of officer:	N/A
Title:	Click here to enter text.
Street Address:	Click here to enter text.
City:	Click here to enter text.
State:	Click here to enter text.
Zip Code:	Click here to enter text.
Telephone No.:	Click here to enter text.
FAX:	Click here to enter text.
E-mail:	Click here to enter text.

**4. Information about the structure of the business organization, and, where applicable, a copy of any articles of incorporation, partnership agreement or by-laws of the applicant. An applicant shall also disclose all affiliate entities offering and/or providing telecommunications services in Louisiana. (Include in Registration as "Attachment A")** *(General Order No. R-31891, dated March 11, 2014, Section 301.E.5)*

**5. A certified copy of the applicant's authorization to do business in Louisiana. (Include in Registration as "Attachment B" – Louisiana Secretary of State Certificate)** *(General Order No. R-31891, dated March 11, 2014, Section 301.E.5)*

**6. The name, address and telephone number of the applicant's Louisiana agent for service of process:** *(General Order No. R-31891, dated March 11, 2014, Section 301.E.2)*

Agent:	<b>Paracorp Incorporated</b>
Street Address/P.O. Box	<b>3867 Plaza Tower, 1st Floor</b>
City:	<b>Baton Rouge</b>
State:	<b>LA</b>
Zip Code:	<b>70816</b>
Telephone No.:	Click here to enter text.
FAX:	Click here to enter text.

**7. Documentation demonstrating managerial, financial and technical abilities, including but not limited to, the following:**

(a) To demonstrate financial ability, each applicant shall provide a copy of its most recent stockholders annual report and its most recent SEC 10K, or, if the applicant is not publicly traded, its most recent financial statements. If the applicant does not have separate financial reports, it may submit applicable financial statements of an affiliate with explanation to demonstrate the financial ability of the applicant. (Include in Registration as "Attachment C")

*(General Order No. R-31891, dated March 11, 2014, Section 301.E.7.a)*

(b) To demonstrate managerial ability, each applicant shall attach a brief description of its history of providing telecommunications services and shall list the geographic areas in which it has been and is currently providing telecommunications services. Newly created applicants shall list the experience of each principal officer in order to show its ability to provide service. (Include in Registration as "Attachment D") *(General Order No. R-31891, dated March 11, 2014, Section 301.E.7.b)*

(c) Technical ability shall be indicated by a description of the applicant's experience in providing telecommunications services, or in the case of newly created companies, the applicant may provide other documentation which supports its technical ability. (Include in Registration as "Attachment E") *(General Order No. R-31891, dated March 11, 2014, Section 301.E.7.c)*

8. A description of the services proposed to be offered, the proposed exact geographic areas in which the services shall be offered and a map thereof. (Include in Registration as "Attachment F") *(General Order No. R-31891, dated March 11, 2014, Section 301.E.8)*

**9. Point of Contact to Which Service or Other Customer Complaints Should be Directed:**

*(General Order 11-16-2014 - The Commission seeks to aid Louisiana consumers in their dealings with TSPs. In order to assist Commission Staff in performing this important function, all TSPs are hereby required to provide Commission Staff with a list of the names and direct telephone numbers of three (3) company representatives that Commission Staff may directly contact during normal business hours.)*

**Repair and maintenance information, including the name, address and telephone number of a Louisiana contact person responsible for and knowledgeable about the applicant's operations.**

*(General Order No. R-31891, dated March 11, 2014, Section 301.E.9)*

Name #1:	Jenifer McAleese
Title:	Chief Brand Officer
Street Address/P.O. Box	4208 Overland Avenue
City / State / Zip Code:	Culver City, CA 90230
E-mail Address:	jeni.mcaleese@smartlessmobile.com
Telephone Number:	647-767-4777
FAX:	Click here to enter text.

Name #2:	Click here to enter text.
Title:	Click here to enter text.
Street Address/P.O. Box	Click here to enter text.
City / State / Zip Code:	Click here to enter text.

E-mail Address	Click here to enter text.
Telephone Number:	Click here to enter text.
FAX:	Click here to enter text.

**10. A list of other states where the applicant has applied to operate as a telecommunications services provider and/or to offer telecommunications services, a list of other states where the applicant is authorized to operate, and a list of those states which have denied any requested authority. (Include in Registration as "Attachment G")** (General Order No. R-31891, dated March 11, 2014, Section 301.E.10.)

**11. Illustrative tariffs in compliance with the requirements set forth in Section 401 below. (Include in Registration as "Attachment H")** (General Order No. R-31891, dated March 11, 2014, Section 301.E.11) & (General Order 3-11-2014 Section 401 Tariffs / Docket No. R-31891)

All Telecommunication Service Providers (TSP) shall file tariffs with the Commission describing the services offered and the rates charged. Note: for format and content refer to Section 401 of LPSC General Order dated 3-11-2014.

### **CHECK LIST FOR SUBMISSION OF TARIFFS**

**A. Has the tariff been submitted on 8½ x 11 sheets, using one side of the paper only?** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.a)

Yes ☒ No ☐

**B. Is each page numbered successively in the upper right-hand corner and must be marked as either an original or revised page? Example: Original Page, No. 3 or 2<sup>nd</sup> Revised Page, No. 5, cancels 1<sup>st</sup> Revised Page, No. 5.** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.b-e)

Yes ☒ No ☐

**C. Does each page bear the Applicant's name in the upper left-hand corner?** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.c)

Yes ☒ No ☐

**D. Does each page have the issued date in the upper left-hand corner of the page? (The "issued date" is the date shown on the transmittal letter to the Commission referencing the tariff filing.)** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.f)

Yes ☒ No ☐

**E. Is the name and title of the issuing officer in the upper left-hand corner of each page?** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.h)

Yes ☒ No ☐

**F. Does the tariff contain the following information, in the order listed:** (General Order No. R-31839, dated March 11, 2014, Section 401 C.2.i)

**a. title page identifying the name, address, and telephone number of the Applicant?**

Yes ☒ No ☐

- b. A Table of Contents identifying the page location of each section in the tariff? If the tariff is less than 30 pages, the Table of Contents may serve as the subject index for the entire volume.

Yes ☒ No ☐

- c. A definition of symbols that are used in the tariff? (The definitions must conform with General Order No. R-31839, dated March 11, 2014, Section 401 H.3)

Yes ☒ No ☐

- d. A definition of technical terms and abbreviations? (The definitions must contain full and concise information as to the meaning of all technical and special terms and abbreviations used in the tariff.)

Yes ☒ No ☐

- e. A description of rules and regulations? (The Rules and Regulations section must contain all rules, regulations, practices, etc. relative to providing services. The rules must be consistent with the Commission's General Orders.)

Yes ☒ No ☐

- f. An index with an alphabetical listing of services and the page number on which they may be found?

Yes ☒ No ☐

**Questions G-J only apply to those requesting IXC authority**

- g. A description of how a billable call is timed when timing begins and ends, and the method used to make this determination? (General Order No. R-31839, dated March 11, 2014, Section 1)

Yes ☐ No ☐

- h. A description of how distance is measured for toll rating purposes and the formula used to compute it, as well as what points are used for origination and termination with respect to calculation of distance between them? (General Order No. R-31839, dated March 11, 2014, Section 1)

Yes ☐ No ☐

- i. A description of how all relevant information pertains to a particular type of service? (General Order No. R-31839, dated March 11, 2014, Section 1)

Yes ☐ No ☐

- j. A description of the rate schedules, charge for all services, and other data necessary to compute a monthly bill for intrastate service? (General Order No. R-31839, dated March 11, 2014, Section 1)

Yes ☐ No ☐

12. Such other information as the Commission Staff may specifically request of any applicant.

13. Relevant Commission General Orders for TSP Authority *(Include the following in the company tariff and indicate the page number on which they may be found.)*

- A. NSF Charges: Does Applicant comply with the *General Order dated January 1, 2000* which establishes that the maximum NSF charge allowed is \$20.00? (Applies to all carriers.)

Yes ☒

No ☐

Page: **14**

- B. Deposits: Does Applicant comply with the *General Order dated September 17, 1991*, which requires that the Applicant pay interest of 5% per annum for customer deposits retained for more than six months? (Applies to all carriers.)

Yes ☒

No ☐

Page: **12**

- C. Deposits: Does Applicant comply with the *General Order dated September 17, 1991*, which provides that a telecommunications service provider may not collect deposits in excess of 2½ times the average monthly bill? (Applies to all carriers.)

Yes ☐

No ☐

Page: **12**

- D. Late Charges: Does Applicant comply with the *General Order dated July 12, 1976 and February 20, 1973* which collectively state that: (1) a bill is not considered past due until 20 days after the billing date; (2) that a company may charge a maximum of 5% penalty on a past due amount; and (3) a TSP cannot charge a late fee on a previously unpaid late fee? (Applies to all except CMRS providers.)

Yes ☐

No ☐

Page:

- E. Challenging the Validity of a Bill: If a provision limits the time that the customer has to challenge the validity of a bill, does the tariff also include a provision regarding the Commission's authority to review billing and charges? (Applies to all carriers.)

Yes ☒

No ☐

Page: **13**

- F. Disconnection for Nonpayment: *Commission General Order dated July 12, 1976 Paragraph D* provides that a customer cannot be disconnected for non-payment until the bill is past due. Once the bill becomes past due, five days written notice must be given prior to disconnection of a customer for nonpayment. Is Applicant in compliance with this Order? (Applies to all except CMRS providers.)

Yes ☐

No ☐

Page:

- G. When Charges begin and Terminate for Phone Calls: According to the *General Order dated October 23, 1989*, TSPs, together with Alternative Operator Service providers, must provide answer supervision and cannot attempt to collect for busy or unanswered calls. Is Applicant

in compliance with this Order? (Does not apply to CMRS or VoIP.)

Yes ☐ No ☐ Page:

- H. Blocking of 900, 976, and 700 Numbers: According to the *General Order dated December 5, 1990*, the tariff must provide free blocking of 900, 976, and 700 or informational numbers to any customer requesting same. Is Applicant in compliance with this Order? (Does not apply to CMRS or VoIP.)

Yes ☐ No ☐ Page:

- I. Governing Law: All tariffs should state that it is governed and interpreted according to the Laws of Louisiana. Is Applicant in compliance with this Order? (Applies to all carriers.)

Yes ☒ No ☐ Page:

- J. Rates: Is Applicant in compliance with the requirement that tariffs include specified rates? (Applies to all except CMRS and non-ETC VoIP providers.)

Yes ☐ No ☐ ICB:  Page:

Checklist below only for those requesting either CLEC or ETC Authority

- K. CLEC Universal Service Requirement: If the Applicant is a CLEC, does the Applicant furnish all services that are designated as part of Universal Service, as required by Section 501 A of the Local Competition Regulations? The services are as follows: (*General Order No. R-31839, dated March 11, 2014, Section 501 A.1*)

- L. Voice grade access to the public switched network?

Yes ☐ No ☐ Page:

- M. Touch tone capability?

Yes ☐ No ☐ Page:

- N. White page directory listing (residential and business)? (*General Order No. R-31839, dated March 11, 2014*)

Yes ☐ No ☐ Page:

- O. Access to directory assistance (local)?

Yes ☐ No ☐ Page:

- P. Directory distribution? (*General Order No. R-31839, dated March 11, 2014*)

Yes ☐ No ☐ Page:

- Q. Access to emergency (911) Service?

Yes ☐ No ☐ Page:



- R. Access to long distance carriers and operator services?  
Yes ☐ No ☐ Page:
- S. Access to the telephone relay system?  
Yes ☐ No ☐ Page:
- T. Access to 8xx services?  
Yes ☐ No ☐ Page:
- U. Lifeline rate for eligible customers? (Applies to ETCs offering Lifeline only.)  
Yes ☐ No ☐ Page: