

**[ LTFRB MEMORANDUM CIRCULAR NO. 2004-010,  
April 14, 2004 ]**

**ADOPTION AND REGISTRATION OF BUSINESS NAME WITH THE  
DEPARTMENT OF TRADE AND INDUSTRY BY ALL PUBLIC UTILITY  
OPERATORS EXCEPT JEEPNEYS**

It is the policy of the Board to continuously introduce and establish minimum requirements for public land transport operations to make certain about the effective and efficient regulation efforts with the end in view of promoting land transportation development programs.

In view thereof, all public utility operators, except jeepneys, are hereby ordered to adopt and secure a Business Name duly registered with the Department of Trade and Industry. Corporations and cooperatives wishing to utilize their corporate names as their business names are exempt from the application of this Circular, provided they submit the appropriate pleading informing the Board of such intention within ninety (90) days from date of effectivity of this Circular. Accordingly, all public utility operators, except jeepneys, especially those without any business name, shall now paint their business names on both sides of their units. Said Business Name is one of the measures to properly identify these public utilities in the event that a need therefor arises, particularly the law enforcement agencies of the government.

After ninety (90) days from the effectivity of this Circular, the Management and Information Division and Records Offices of the Regional Offices of this Board shall not confirm any unit of any operator, except jeepneys, without proof of compliance with this Circular.

This Memorandum Circular supersedes any and all issuances inconsistent herewith.

This Circular shall take effect fifteen (15) days following the filing of three (3) copies hereof with the UP Law Center, pursuant to Presidential Memorandum Circular No. 11, dated 09 October 1992.

SO ORDERED.

Adopted: 14 April 2004

*(SGD.) MARIA ELENA H. BAUTISTA*  
*Chairperson*

*(SGD.) FELIX S. RACADIO*  
*Board Member*