

**From:** [Stillwell, Suzanne \(UTC\)](#)  
**To:** [Remfrey, Patrick \(UTC\)](#)  
**Subject:** FW: Protesting the Trade Name of the Following Applicant for HHG Permit  
**Date:** Thursday, May 14, 2020 8:28:00 AM  
**Attachments:** [Copier@TheMovingCompany.com\\_20190816\\_220626.pdf](#)  
**Importance:** High

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We'll have to address this. There is a folder of in our procedures called Name Change Protests. Let's talk after lunch today. In the meantime, can you take a look at both companies legal names dba's and let's talk about the similarities or not. Thanks!

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**From:** Jacob Alden <jacoba@aerelocations.com>  
**Sent:** Wednesday, May 13, 2020 5:52 PM  
**To:** Stillwell, Suzanne (UTC) <suzanne.stillwell@utc.wa.gov>  
**Cc:** MikeM@aerelocations.com; 'Jenn Barton' <jennb@aerelocations.com>; jim@wcmcmovers.com  
**Subject:** Protesting the Trade Name of the Following Applicant for HHG Permit  
**Importance:** High

Hi, Suzanne,

Please let it be known that A&E Relocation Services formally and strongly protests the trade name of the new HHG permit applicant: "Anything & Everything Moving". ([https://www.utc.wa.gov/\\_layouts/15/CasesPublicWebsite/GetDocument.aspx?docID=3&year=2020&docketNumber=200417](https://www.utc.wa.gov/_layouts/15/CasesPublicWebsite/GetDocument.aspx?docID=3&year=2020&docketNumber=200417))

As you can see from their permit application, they plan on using the trade name "A&E". This trade name cannot happen.

The basis and means for my protest is the following WAC Code:

**WAC 480-15-390 Permit names or trade names.** (1) A carrier must conduct operations under the exact name shown on its household goods permit. If a carrier does business under a trade or assumed name, that name must also appear on the permit. (2) A carrier may not operate under a name that is similar to another carrier unless one of the following conditions applies: (a) The carrier whose name is similar has given written permission to use the name. (b) The commission authorizes use of the similar name. Before authorizing use of a similar name, the commission must first determine that the use of the similar name will not mislead the shipping public or result in unfair or destructive competitive practices.

I strongly believe, based on actual past experience with this same outfit, that their proposed tradename "A&E" is too closely similar to our trade name "A&E Relocation Services". This would (and already has) mislead the shipping public and would be destructively unfair to our reputation. We have operated under the trade name "A&E Relocation Services" since before my tenure, and as long

ago as 2002. Please see our permit # HG-381.

I would also be strongly opposed to them using any variation of the letters A&E. Customers remember the "A&E". They can't remember/distinguish 'A&E Relocation Services' vs 'A&E Moving'. Sometimes, customers call us and simply ask for "Is this 'A&E'"? Since we already have this name, having another company using A&E would definitely be unfair and confusing to all- even the commission.

Something to keep in mind: Would a fair-minded trademark commission allow another burger joint to be called 'McDonald's Hamburger Stand' vs the already known 'McDonalds'? That would be too confusing, and possibly very detrimental to the reputation of the aforementioned McDonalds. The names are too similar.

We also have had dealings with this applicant in the past, which we reported to the UTC. (Please see my emails from 8/13/2019 and 8/16/2019.) This applicant was operating illegally without a permit. The sales practices seemed off-putting, and the estimate form was not to regulations. They were charging inconsistent with the Tariff 15-C. We found this out, because one of their prospective customers called us! They were confused about the illegal estimate and thought we were them! There cannot be two 'A&E's' of any type in the state without confusion. They must not be permitted to have this name!

Please see their illegal advertising (attached).

Please see their illegal estimate (below) requiring a 50% down payment before the move even begins-

Date

**BILL OF LADING - SHORT FORM - NOT NEGOTIABLE**

Page 1 of 1

SHIP FROM Bill of Lading Number:

Name: *Camille@Sunbgraphics.com*  
Street Address: *Palman WA 99163*  
City, St, ZIP Code: *Palman WA 99163*  
CO No:

SHIP TO Bill of Lading Number:

Name: *Camille@Sunbgraphics.com*  
Street Address: *Tri City / Kennauch WA*  
City, St, ZIP Code: *Tri City / Kennauch WA*  
CO No:

*A & E Moving*

THIRD PARTY FREIGHT CHARGES BILL TO

SPAC

Name: *N/A*  
Street Address: *N/A*  
City, St, ZIP Code: *N/A*

*No COAO switch*

Special Instructions:

*131 miles customer ride with goods to destination*

Freight Charge Terms: *weight charges and general terms marked*

*1/2 down prior*

Customer Order No:

*Bid/estimate*

CUSTOMER ORDER INFORMATION

W of Packages	Weight	Rate/Unit	Commodity
1			

Additional Shipper Information

*one bedroom apt. move to mobile home easy*

Grand Total

CARRIER INFORMATION

Handling Unit		Package		Weight	Vol	Commodity Description	LTL Only	
Qty	Type	Qty	Type				Class	Rate
1						<i>Res/Res lot of household goods</i>		<i>household</i>

*1 Res/Res lot of household goods - household*

COO Amount: \$

*\$850 = 1100*

Note: Liability limitation for loss or damage in this shipment may be applicable. See 49 USC 5 14706(a)(1)(A) and (B).

Shipper Signature/Date

*[Signature]*

Trailer Loaded:

By Shipper  
 By Driver

Freight Counted:

By Shipper  
 By Shipper's load to contain  
 By Shipper

Carrier Signature/Pickup Date

*8-8-2018*

Please don't let customers get the two of us confused! It has already happened at least once! Do not let it continue to happen!

We operate by the rules and are always in communication with you about illegal movers and tactics. This industry already has a tough reputation. But, our company rises above it. By allowing this reckless company to exist with a name similar to ours would be an unfair competitive advantage to them, building off our great reputation. And, it would simultaneously tank our reputation.

Thank you for considering my strong request!

Best Regards,

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*WUTC HG-381*

**Jacob Alden** / President

**A&E Relocation Services**

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Cell: 206-214-5289

Toll Free: (800) 496-8276

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