STATE OF CALIFORNIA
PUBLIC UTILITIES COMMISSION
505 Van Ness Ave.
San Francisco CA 94102

Arnold Schwarzenegger, *Governor*

October 19, 2010

File: None
Case: PSG-3018

UberCab, Inc.
Attn: Ryan Graves
182 Howard St., Ste. 8
San Francisco CA 94105

NOTICE TO CEASE AND DESIST

This letter places you on notice to cease and desist immediately all advertisements and operations as a for hire passenger carrier without a valid authority in force with the Commission. Continued violations of law may result in criminal prosecutions and termination of telephone service.

UberCab's website states that it collects the fees from the passenger and pays the limousine company for the transportation. This is a prime carrier/subcarrier relationship with the companies providing the transportation. In this role, UberCab, Inc. is required to have a charter party carrier permit issued by the Public Utilities Commission.

Pursuant to Public Utilities Code sections 5371, 5411, and 5415, any carrier which operates and/or advertises after revocation of their authority is guilty of a misdemeanor which is punishable by a fine of up to $1,000 or by imprisonment in the county jail for up to three months, or both. Each day of continued violations is a separate and distinct offense.

In addition, Public Utilities Code section 5386.5 states in part, "No charter-party carrier of passengers shall advertise its services, or in any manner represent its services, as being a taxicab or taxi service." The name UberCab itself is representative of a taxicab service and thus prohibited under this code section.

To obtain an application and/or view information regarding the CPUC requirements for reapplying to reinstate your authority and operating a passenger carrier company, visit the Commission website or contact the License Section at (800) 877-8867.

http://www.cpuc.ca.gov/PUC/transportation/passengers

If you have any questions regarding this letter, I can be reached at (415) 703-1508.

Very truly yours,

Brian Kahrs
Investigator, Badge #334
Consumer Protection and Safety Division
Transportation Enforcement Section

CC: Ed Rouquette, Supervising Investigator