



August 12, 2022

***Via Electronic and Overnight Mail***

Michael Pierce  
Video Franchising and Broadband Deployment Group  
Communications Division  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, CA 94102

**RE: Notice of Change in Assumed Business Name by Holders of State Video Franchise:**

- **Cebridge Acquisition, L.P. (Franchise No. 0044)**
- **Cequel III Communications I, LLC (Franchise No. 0034)**
- **NPG Cable, LLC (Franchise No. 0040)**

Dear Mr. Pierce:

In accordance with section 5840(m)(2)(b) of California's Digital Infrastructure and Video Competition Act ("DIVCA"), I write to notify you that, effective August 1, 2022, the above-named State Video Franchise holders will be adding the assumed business name "Optimum" in the State of California. This change is not a result of a transfer of the certificate to a successor. There is also no change to the Franchisees' legal names.

On August 12, 2022, we submitted applications to the nine counties<sup>1</sup> covering the franchised entities' service area, and we are presently awaiting certifications of the new assumed business name, "Optimum", from these counties. In compliance with General Order 169, Section VII.F. (Miscellaneous Changes), we plan to provide the Commission with the certificate of assumed business name from each county as soon as they are granted. Further, pursuant to DIVCA, the Franchisees are also hereby notifying the local entities of said changes.

Please feel free to contact me directly at 929-418-4872 or at [Robert.Hoch@AlticeUSA.com](mailto:Robert.Hoch@AlticeUSA.com) with any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Hoch", written in a cursive style.

Robert Hoch  
Sr. Counsel, Government Affairs

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<sup>1</sup> The nine counties are as follows: El Dorado County, Humboldt County, Inyo County, Mono County, Monterey County, Nevada County, Placer County, Riverside County, and San Bernadino County.

Encl.

cc. Franchisees' Local Entities:

Arcata, City of  
Bishop, City of  
Blue Lake, City of  
Blythe, City of  
Del Rey Oaks, City of  
El Dorado County  
Eureka, City of  
Ferndale, City of  
Fortuna, City of  
Humboldt County  
Inyo County  
Mammoth Lakes, Town of  
Marina, City of  
Mono County  
Monterey County  
Monterey, City of  
Nevada County  
Placer County  
Rio Dell, City of  
Riverside County  
San Bernardino County  
Seaside, City of  
Trinidad, City of  
Truckee, Town of