**Section 512.105 Use of Utility Logo and Name**

a) An AGS shall not utilize the logo of a public utility in any manner.

b) *An AGS shall not utilize the name of a public utility in any manner that is deceptive or misleading, including, but not limited to, implying or otherwise leading a customer to believe that an AGS is soliciting on behalf of or is an agent of a utility*.

c) *An AGS shall not utilize the name, or any other identifying insignia, graphics or wording, or that has been used at any time to represent a public utility company or its services or to identify, label or define any of its natural gas power and energy service offers*. [815 ILCS 505/2DDD(c)(1)]