



Republic of the Philippines
 Department of Transportation and Communications
LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD
 East Avenue, Quezon City

MEMORANDUM CIRCULAR
NUMBER 2012 - 024

SUBJECT : REQUIREMENT REGARDING BUSINESS NAME FOR ALL PUBLIC UTILITY TRANSPORT

The Board has received several complaints from the riding public regarding the use of offensive and incomprehensible words/phrases which are used as business names by public transport operators. Further, the use of such names renders it difficult for the commuters to report erring drivers/operators.

Considering that the operation of a public utility vehicle is imbued with public interest, the Board, in the exercise of its power to promulgate rules and regulations for public land-based transport, hereby sets the following requirements to be strictly observed by transport operators in adopting a Business Name:

1. The business name should be comprehensible. The name must be easy to read, understand, remembered, and/or identified.
2. No business name composed of solely numbers or combination of letters and numbers in one word shall be allowed. (Ex. 12345 or A10shun)
3. Only Filipino or English alphabets and numbers shall be used. Use of Philippine language or dialect may be allowed.

All operators are required to comply within **sixty (60) days** from effectivity hereof. Penalty in the amount of One Thousand Pesos (P1,000.00) shall be imposed per single offense for non-compliance herewith.

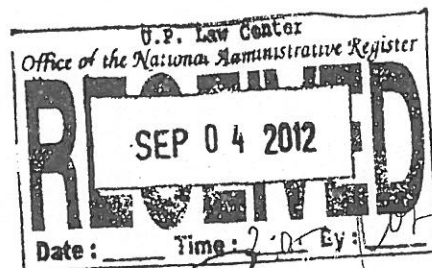
All issuances inconsistent herewith are hereby cancelled/revoked.

This Memorandum shall take effect fifteen (15) days following its publication in at least two (2) newspapers of general circulation. Let three (3) copies hereof be filed with the UP Law Center pursuant to Presidential Memorandum Circular No. 11, dated 09 October 1992.

SO ORDERED.

Quezon City, Philippines SEP 03 2012

Jacob
ATTY. JAIME D. JACOB
 Chairman



Ronald F. Corpus
ENGR. RONALDO F. CORPUS
 Board Member

Al A. Parreño
ATTY. AL A. PARREÑO
 Board Member

EFFECTIVITY DATE: SEPTEMBER 20, 2012