



State of Michigan  
John Engler, Governor

Department of Consumer & Industry Services  
Kathleen M. Wilbur, Director

Financial Institutions Bureau  
Patrick M. McQueen, Commissioner

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Tel. (517) 373-3470  
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May 27, 1999

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Dear #####:

This is in response to your letter dated May 6, 1999 asking whether #####, a licensee under the Consumer Financial Services Act (CFS Act), may use the name "#####" on its signs, advertising, and other marketing materials to promote its products and services.

For ##### to use the name ##### in any context, an amendment to its license certificate is required. Section 8(3) of the CFS Act (MCL 487.2058) states that a licensee may amend its license certificate. MCL 487.2058(3) states as follows:

“A licensee under this act may change its name or place of business to another location within the state. To change its name or the address of its place of business, a licensee shall give prior written notice to the commissioner and return the license certificate to the commissioner for amendment. The commissioner shall amend the license certificate to show the new name or the new address and the date of reissue.”

Beginning with the effective date of the amendment, the company must use the new, amended name in all contexts, e.g., signs, advertising, and all others. Also required are payment of the \$50.00 fee for amending the license and amendment of the surety bond.

I hope that this information helps. If you have questions, call me at 517/373-3470.

Sincerely,

/ ss /

Ann Gaultney  
Director of the Examination Division