



Filing Receipt

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Item Number - 3465



Public Utility Commission of Texas Application for Electricity Broker Registration

General Information

Individual employees and agents of broker firms and persons acting only as agents of retail electric providers are not required to register as brokers.

Under Public Utility Regulatory Act (PURA) Section 39.3555, any person that provides brokerage services for compensation or other consideration must register as a broker with the Public Utility Commission of Texas (Commission). "Brokerage services" means providing advice or procurement services to, or acting on behalf of, a retail electric customer regarding the selection of a retail electric provider, or a product or service offered by a retail electric provider. Brokers do not sell or take title to electric energy.

Registered brokers must comply with customer protection provisions, disclosure requirements, and marketing guidelines established by the Commission. An administrative penalty may be assessed for failure to comply with PURA or Commission rules.

Registration Form

Answer all of the questions on the registration form completely, providing all relevant information. If substantive changes occur while the application is pending, promptly notify the Commission by filing seven copies (six copies and one original) of the registration form showing the changes with the Commission's Filing Clerk under the control number assigned to the application.

Affidavit

The owner, partner, or officer of the registrant must swear to and affirm that the registrant is authorized to do business in Texas under all applicable laws and is in good standing with the Texas Secretary of State; that all statements made in the application are true, correct, and complete; that any material changes in the information will be provided in a timely manner; and that the registrant understands and will comply with all applicable laws and rules.

Filing Instructions

You can e-file the completed registration form and signed notarized affidavit online through the PUC Interchange Filer (<https://interchange.puc.texas.gov/filer>). Instructions for E-Filing: <https://www.puc.texas.gov/industry/filings/E-FilingInstructions.pdf>.

Or you may mail one copy to:

For USPS:

Public Utility Commission of Texas
Central Records
P.O. Box 13326
Austin, TX 78711-3326

For all other delivery or courier services:

Public Utility Commission of Texas
Central Records
1701 N. Congress Ave., 8-100
Austin, TX 78701



ELECTRICITY BROKER REGISTRATION FORM

PROJECT NO. 49779

1. Check the most appropriate box to describe this submission:

- ☒ This is a new broker registration
- ☐ This supplies information for a pending broker registration
- ☐ This amends an existing, completed broker registration

Provide an explanation of the amendment:

2. Authorized Representative or Attorney to contact about this application:

Name ALAIN CAMARENA Title Owner

Business Mailing Address W GRAPEVINE MILLS #1067

City GRAPEVINE State TX Zip 75061

Telephone Number (469) 314 - 2259

Email Address CAMARENAALAIN@GMAIL.COM

3. Registering Entity: List the registering entity's legal business name, mailing address, telephone number, and email address.

Business Name ICONIC ENDEAVORS LLC

Mailing address W GRAPEVINE MILLS #1067

City GRAPEVINE State TX Zip 75061

Telephone Number (469) 314 - 2259

Email Address CAMARENAALAIN@GMAIL.COM

4. Business structure. Select the form of business being registered.

☐ Sole proprietor ☐ Corporation ☐ Partnership
☒ Limited Liability Company (LLC) ☐ Limited Partnership

5. Other Names. List any trade, commercial, and doing-business-as (d/b/a) names, other than the legal name listed in #3 above, under which the registering entity intends to operate. Any name in which a corporation intends to operate must be registered with the Texas Secretary of State.

1 st <u>ICONIC GROUP</u>	2 nd _____
3 rd _____	4 th _____

6. Customer Service Contact. List the telephone number, business mailing address, and email address of the customer service department. If the registering entity does not have a dedicated customer service department, then provide the name, title, business mailing address, email address, and telephone number of the customer service contact person.

Name <u>ALAIN CAMARENA</u>	Title <u>OWNER</u>
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Business mailing address W GRAPEVINE MILLS #1067

City <u>GRAPEVINE</u>	State <u>TX</u>	Zip <u>75061</u>
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Telephone Number (469) 314 - 2259

Email Address CAMARENAALAIN@GMAIL.COM

7. Commission contact person. List the name, business mailing address, telephone number, and email address for a person who Commission Staff may contact.

Name <u>ALAIN CAMARENA</u>	Title <u>OWNER</u>
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Business mailing address W GRAPEVINE MILLS #1067

City <u>GRAPEVINE</u>	State <u>TX</u>	Zip <u>75061</u>
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Telephone Number (469) 314 - 2259

Email Address CAMARENAALAIN@GMAIL.COM

AFFIDAVIT

My name is ALAIN CAMARENA. I am the owner partner, or an officer (Circle One) of the Applicant.

I swear or affirm that I have personal knowledge of the facts stated in the attached registration, that I am competent to testify to them, and that I have the authority to submit this application form on behalf of the registering entity. I further swear or affirm that the applicant is authorized to do business in Texas under all applicable laws and is in good standing with the Texas Secretary of State; that all statements made in the application are true, correct and complete; and that any material changes in such information will be provided to the Public Utility Commission of Texas in a timely manner. I swear or affirm that the applicant understands and will comply with all requirements of the applicable law and rules, including customer protection provisions, disclosure requirements, and marketing guidelines for retail electric service.

Alain Camarena

Signature of Registering Entity's Owner, Partner, or Officer

ALAIN CAMARENA

Printed Name

ICONIC ENDEAVORS LLC

Name of Registering Entity

Sworn and subscribed before me this 27 day of MAY, 2023.
Month Year

SEE ATTACHED CERTIFICATE

Notary Public in and For the State of _____

My commission expires on _____.

JURAT

State/Commonwealth of TEXAS)

☐ City ☒ County of Dallas

On 05/27/2023, before me, Sa'Myca Joenisia Leonard,
Date *Notary Name*

the foregoing instrument was subscribed and sworn (or affirmed) before me by:

Alain Camarena

Name of Affiant(s)

☐ Personally known to me -- OR --

☐ Proved to me on the basis of the oath of _____ – OR –
Name of Credible Witness

☒ Proved to me on the basis of satisfactory evidence: id_card
Type of ID Presented

WITNESS my hand and official seal.

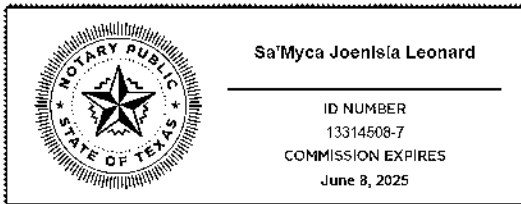
Notary Public Signature: Melissa Leonard
Notary Public, State of Texas

Notary Name: Sa'Myca Joenisia Leonard

Notary Commission Number: 13314508-7

Notary Commission Expires: 06/08/2025

Notarized online using audio-video communication



Notarized online using audio-video communication

DESCRIPTION OF ATTACHED DOCUMENT

Title or Type of Document: AFFIDAVIT

Document Date: 05/27/2023

Number of Pages (including notarial certificate): 5