

## PUBLIC UTILITIES COMMISSION

505 Van Ness Ave.  
San Francisco CA 94102

October 19, 2010

File: None  
Case: PSG-3018

UberCab, Inc.  
Attn: Ryan Graves  
182 Howard St., Ste. 8  
San Francisco CA 94105

**NOTICE TO CEASE AND DESIST**

**This letter places you on notice to cease and desist immediately all advertisements and operations as a for hire passenger carrier without a valid authority in force with the Commission. Continued violations of law may result in criminal prosecutions and termination of telephone service.**

UberCab's website states that it collects the fees from the passenger and pays the limousine company for the transportation. This is a prime carrier/subcarrier relationship with the companies providing the transportation. In this role, UberCab, Inc. is required to have a charter party carrier permit issued by the Public Utilities Commission.

Pursuant to Public Utilities Code sections 5371, 5411, and 5415, any carrier which operates and/or advertises after revocation of their authority is guilty of a misdemeanor which is punishable by a fine of up to \$1,000 or by imprisonment in the county jail for up to three months, or both. Each day of continued violations is a separate and distinct offense.

In addition, Public Utilities Code section 5386.5 states in part, "No charter-party carrier of passengers shall advertise its services, or in any manner represent its services, as being a taxicab or taxi service." The name UberCab itself is representative of a taxicab service and thus prohibited under this code section.

To obtain an application and/or view information regarding the CPUC requirements for reapplying to reinstate your authority and operating a passenger carrier company, visit the Commission website or contact the License Section at (800) 877-8867.

<http://www.cpuc.ca.gov/PUC/transportation/passengers>

If you have any questions regarding this letter, I can be reached at (415) 703-1508.

Very truly yours,



Brian Kahrs  
Investigator, Badge #334  
Consumer Protection and Safety Division  
Transportation Enforcement Section

CC: Ed Rouquette, Supervising Investigator