

BELLSOUTH TELECOMMUNICATIONS, INC.
DESCRIPTION AND JUSTIFICATION
TRADEMARK AND SERVICEMARK CLARIFICATION
TRANSMITTAL NO. 751

With this filing, administrative in nature, BellSouth Telecommunications, Inc. (hereinafter "BellSouth"), is revising its Tariff F.C.C. No. 4, to provide clarifying language to identify products and services that are trademarks and servicemarks of BellSouth and other interexchange carriers. Transmittal No. 751 is being filed on October 20, 2003 and is scheduled to become effective on November 4, 2003.

BellSouth Intellectual Property Corporation is the owner of all trademarks and servicemarks adopted and used in the United States by all the BellSouth companies. BellSouth's trademarks and servicemarks are valuable assets and must be properly used and protected. With this filing, the Trademarks and Servicemarks section is being modified to be in compliance with the BellSouth Brand Identity Guidelines. In addition, on a going forward basis, the end of page designation for tariff pages is being revised to include a statement stating that BellSouth Intellectual Property Corporation is the owner of all trademarks and servicemarks in Tariff F.C.C. No. 4. The marks of other companies will be identified on the tariff page where the mark appears.