

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
In the Matter of Altria Group, Inc. and JUUL Labs	Docket No. 9393

Pursuant to Section 4.1 of the Commission's Rules of Practice, I (we) am (are) entering in the above proceeding the appearance of

- counsel supporting the complaint (Complete Items 1, 3, 4, and 5 below)
- counsel or representative for the respondent (Complete Items 1, 2, 4, and 5 below)
- counsel or representative for a third party (Complete Items 1, 2, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENT(S) OR THIRD PARTY(IES)
<p>Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding.</p> <p>Katrina M. Robson O'Melveny & Myers LLP 1625 Eye Street, NW Washington, DC 20006 Phone: (202) 220-5052</p> <p>Monsura A. Sirajee O'Melveny & Myers LLP 1999 Avenue of the Stars 8th Floor Los Angeles, CA 90067-6035 Phone: (310) 246-8578</p> <p>John Thorne Kellogg Hansen Todd Figel & Frederick, PLLC Sumner Square 1615 M Street NW, Suite 400 Washington, DC 20036 Phone: (202) 326-7992</p> <p>Bethan R. Jones Kellogg Hansen Todd Figel & Frederick, PLLC Sumner Square 1615 M Street NW, Suite 400 Washington, DC 20036</p>	<p>Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.</p> <p>NJOY, LLC 9977 N. 90th Street Ste. 160 Scottsdale, AZ 85258 Phone: (480) 327-6622</p>

3. ASSOCIATE/ASSISTANT DIRECTOR

--

4. SIGNATURE OF SENIOR COUNSEL

s/ Katrina M. Robson

5. DATE SIGNED

5/3/2021

Return this form to: Federal Trade Commission
Room H-113
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

STATEMENT OF GOOD STANDING PURSUANT TO 16 C.F.R. § 4.1

In connection with the Notice of Appearance filed on May 3, 2021, and pursuant to 16 C.F.R. § 4.1 (d), I state that I am eligible to practice before the Commission as a member of the Bar of the District of Columbia (Bar No. 989341). As requested by 16 C.F.R. § 4.1 (d), I further state that I am a member of good standing within the legal profession.

s/ Katrina M. Robson
O'MELVENY & MYERS LLP
1625 Eye Street, NW
Washington, DC 20006
krobson@omm.com

In connection with the Notice of Appearance filed on May 3, 2021, and pursuant to 16 C.F.R. § 4.1 (d), I state that I am eligible to practice before the Commission as a member of the Bar of the State of California (Bar No. 320704). As requested by 16 C.F.R. § 4.1 (d), I further state that I am a member of good standing within the legal profession.

s/ Monsura Sirajee
O'MELVENY & MYERS LLP
1999 Avenue of the Stars, 8th Floor
Los Angeles, CA 90067-6035
msirajee@omm.com

STATEMENT OF GOOD STANDING PURSUANT TO 16 C.F.R. § 4.1

In connection with the Notice of Appearance filed on May 3, 2021, and pursuant to 16 C.F.R. § 4.1 (d), I state that I am eligible to practice before the Commission as a member of the Bar of the District of Columbia (Bar No. 421351). As requested by 16 C.F.R. § 4.1 (d), I further state that I am a member of good standing within the legal profession.

s/ John Thorne
KELLOGG, HANSEN, TODD,
FIGEL & FREDERICK, P.L.L.C.
Sumner Square
1615 M Street, N.W.
Washington, DC 20036
jthorne@kellogghansen.com

In connection with the Notice of Appearance filed on May 3, 2021, and pursuant to 16 C.F.R. § 4.1 (d), I state that I am eligible to practice before the Commission as a member of the Bar of the District of Columbia (Bar No. 156261). As requested by 16 C.F.R. § 4.1 (d), I further state that I am a member of good standing within the legal profession.

s/ Bethan R. Jones
KELLOGG, HANSEN, TODD,
FIGEL & FREDERICK, P.L.L.C.
Sumner Square
1615 M Street, N.W.
Washington, DC 20036
bjones@kellogghansen.com

CERTIFICATE OF SERVICE

I hereby certify that on May 3, 2021, I served the foregoing document via e-mail to:

April Tabor
Acting Secretary
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-113
Washington, DC 20580
ElectronicFilings@ftc.gov

The Honorable D. Michael Chappell
Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-110
Washington, DC 20580
oyalj@ftc.gov

I also certify that I delivered via e-mail a copy of the foregoing document to:

Debbie Feinstein
Robert J. Katerberg
Justin P. Hedge
Francesca M. Pisano
Tanya C. Freeman
Arnold & Porter Kaye Scholer LLP
601 Massachusetts Ave, NW
Washington, DC 20001
Tel: 202-942-5000
debbie.feinstein@arnoldporter.com
robert.katerberg@arnoldporter.com
justin.hedge@arnoldporter.com
francesca.pisano@arnoldporter.com
tanya.freeman@arnoldporter.com

Marc Wolinsky
Jonathan Moses
Kevin Schwartz
Adam Goodman
Wachtell, Lipton, Rosen & Katz
51 West 52nd Street
New York, NY 10019
Tel: 212-403-1000
MWolinsky@wlrk.com
JMMoses@WLRK.com
KSchwartz@wlrk.com

Michael L. Sibarium
David C. Grossman
Pillsbury Winthrop Shaw Pittman LLP
1200 Seventeenth Street, NW
Washington, DC 20036
Tel: 202-663-8000
michael.sibarium@pillsburylaw.com
david.grossman@pillsburylaw.com

David Gelfand
Jeremy J. Calsyn
Jessica Hollis
Matthew Bachrack
Cleary Gottlieb Steen & Hamilton LLP
2112 Pennsylvania Avenue, NW
Washington, DC 20037
Tel: 202-974-1500
dgelfand@cgsh.com
jcalsyn@cgsh.com
jhollis@cgsh.com
mbachrack@cgsh.com

Counsel for Respondent JUUL Labs, Inc.

ALGoodman@wlrk.com

Beth A. Wilkinson
James M. Rosenthal
J.J. Snidow
Wilkinson Stekloff LLP
2001 M Street NW, 10th Floor
Washington, D.C. 20036
Tel: 202-847-4000
bwilkinson@wilkinsonstekloff.com
jrosenthal@wilkinsonstekloff.com
jsnidow@wilkinsonstekloff.com

Moira Penza
Wilkinson Stekloff LLP
130 W 42nd Street, 24th Floor
New York, NY 10036
Tel: 929-264-7773
mpenza@wilkinsonstekloff.com

Counsel for Respondent Altria Group, Inc.

James Abell
Dominic Vote
Peggy Bayer Femenella
Erik Herron
Joonsuk Lee
Meredith Levert
Kristian Rogers
David Morris
Michael Blevins
Michael Lovinger
Frances Anne Johnson
Simone Oberschmied
Julia Draper
Jennifer Milici
Stephen Rodger
Federal Trade Commission
400 7th Street, SW
Washington, DC 20024
jabell@ftc.gov
dvote@ftc.gov
pbayer@ftc.gov
eherron@ftc.gov
jlee4@ftc.gov
mlevert@ftc.gov
krogers@ftc.gov
dmorris1@ftc.gov
mblevins@ftc.gov
mlovinger@ftc.gov
fjohnson@ftc.gov
soberschmied@ftc.gov
jdraper@ftc.gov
jmilici@ftc.gov
srodger@ftc.gov

Complaint Counsel

By: s/ Katrina Robson
Katrina Robson

Counsel for Third Party NJOY, LLC

CERTIFICATE FOR ELECTRONIC FILING

I certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original and that I possess a paper original of the signed document that is available for review by the parties and the adjudicator.

May 3, 2021

By: s/ Katrina Robson
Katrina Robson