

NOTICE OF APPEARANCE



CASE NAME In the matter of POM Wonderful LLC et al.	FILE/DOCKET NUMBER D09344
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► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

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

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
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Include name, address and telephone of each

Federal Trade Commission
Bureau of Consumer Protection
Division of Advertising Practices
600 Pennsylvania Avenue, NW
NJ-3212
Washington, DC 20580

Heather Hipsley, Assistant Director
(202-326-3285)
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Janet Evans, Attorney (202-326-2125)
Theodore Hoppock, Attorney (202-326-3087)
Mary Johnson, Attorney (202-326-3115)
Elizabeth Nach, Attorney (202-326-2611)
Serena Viswanathan, Attorney (202-326-3244)
Elise Whang, Attorney (202-326-2061)
Andrew Wone, Attorney (202-326-2934)

Include address and telephone numbers of all persons, partnerships, corporations, or associations



3. ASSOCIATE/ASSISTANT DIRECTOR

Mary K. Engle

4. SIGNATURE OF SENIOR COUNSEL	5. DATE SIGNED
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/s/ Mary Johnson

October 21, 2010

Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

CERTIFICATE OF SERVICE

I certify that on October 21, 2010 I caused a copy of the foregoing Notice of Appearance to be hand delivered and sent by electronic mail to:

The Honorable D. Michael Chappell
Chief Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Avenue, NW
H-113
Washington, DC 20580
Email: oalj@ftc.gov

I certify that on October 21, 2010 I caused a copy of the foregoing Notice of Appearance to be sent by first class mail and electronic mail to:

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Attorneys for Respondents

Date: October 21, 2010

/s/ Andrew Wone
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