

NOTICE OF APPEARANCE

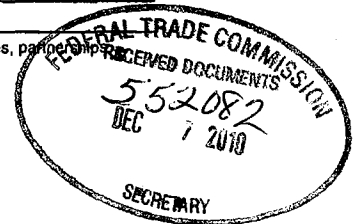


CASE NAME In re: POM WONDERFUL LLC, et al.	FILE/DOCKET NUMBER 9344
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► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

- 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
<p>Include name, address and telephone of each</p> <p>Bertram Fields Greenberg Glusker 1900 Avenue of the Stars 21st Floor Los Angeles, California 90067 (310) 201-7454</p>	<p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p> <p>Stewart A. Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Lynda Rae Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p>



3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL 	5. DATE SIGNED 29 Nov 10
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Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

COMMISSIONERS: Jon Leibowitz, Chairman
William E. Kovacic
J. Thomas Rosch
Edith Ramirez
Julie Brill

In the Matter of)
)
POM WONDERFUL LLC and)
ROLL INTERNATIONAL CORP.,)
companies, and) Docket No. 9344
) PUBLIC
STEWART A. RESNICK,)
LYNDA RAE RESNICK, and)
MATTHEW TUPPER, individually and)
as officers of the companies.)

CERTIFICATE OF SERVICE

I hereby certify that this is a true and correct copy of the Notice of Appearance of Bertram Fields, and that on this 7th day of December, 2010, I caused the foregoing to be served by hand delivery and e-mail on the following:

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

Donald S. Clark
The Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
H-135
Washington, DC 20580

I hereby certify that this is a true and correct copy of the Notice of Appearance of Bertram Fields, and that on this 7th day of December, 2010, I caused the foregoing to be served by e-mail on the following:

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Associate Director for Advertising Practices
Bureau of Consumer Protection
Federal Trade Commission
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*Counsel for Respondents Stewart Resnick
and Lynda Rae Resnick*

Dated: December 7, 2010