

FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

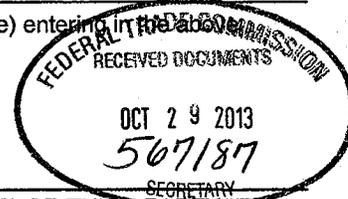
# NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
LabMd	D09357

Pursuant to Section 4.1 of the Commission's Rules of Practice, I (we) am (are) entering in this 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>William A. Sherman, II Dinsmore &amp; Shohl, LLP 801 Pennsylvania Avenue N.W. Suite 610 Washington, D.C. 20004 Ph. 202.372.9100 fax. 202.372.9141</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>LabMD, Inc. 2030 Powers Ferry Road Building 500, Suite 520 Atlanta, Georgia 30339 Ph. 678.443.2343</p>

3. ASSOCIATE/ASSISTANT DIRECTOR

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4. SIGNATURE OF SENIOR COUNSEL	5. DATE SIGNED
William A. Sherman, II	10/29/2013

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

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of LabMD, Inc., a corporation.	) ) ) ) )	PUBLIC DOCUMENT  Docket No. 9357
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**NOTICE OF APPEARANCE**

Please note my appearance as Counsel for Respondent LabMD, Inc. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (D.C. Bar No. 1005932) and am in good standing within the legal profession.

/s/ William A. Sherman, II  
William A. Sherman, II, Partner  
D.C. Bar No. 1005932  
Dinsmore & Shohl, L.L.P.  
801 Pennsylvania Ave., NW, Suite 610  
Washington, D.C. 20006  
Telephone: (202) 372-9120  
Fax: (202) 372-9141  
william.sherman@dinsmore.com

**CERTIFICATE OF SERVICE**

I hereby certify that on October 29, 2013, I filed the foregoing document electronically using the FTC's E-Filing System, which will send notification of such filing to:

Donald S. Clark, Esq.  
Secretary  
Federal Trade Commission  
600 Pennsylvania Ave., NW, Rm. H-113  
Washington, DC 20580

I also certify that I delivered via electronic mail and first-class mail a copy of the foregoing document to:

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

I further certify that I delivered via electronic mail and first-class mail a copy of the foregoing document to:

Alain Sheer, Esq.  
Laura Riposo VanDruff  
Megan Cox  
Margaret Lassack  
Ryan Mehm  
Division of Privacy and Identity Protection  
Federal Trade Commission  
600 Pennsylvania Ave., N.W.  
Mail Stop NJ-8122  
Washington, D.C. 20580

**CERTIFICATE OF 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.

Dated: October 29, 2013

By: /s/ Michael D. Pepson