

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
In the Matter of LabMD, Inc.	D09357

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

Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding.

John P. Feldman
Reed Smith LLP
1301 K St., NW
Suite 1100 - East Tower
Washington, DC 20005
JFeldman@reedsmith.com
Ph. 202-414-9200
Fax 202-414-9299

2. RESPONDENT(S) OR THIRD PARTY(IES)

Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.

Robert Boback
Tiversa, Inc.
606 Liberty Avenue
Pittsburgh, PA 15222
Contact c/o Jarrod D. Shaw 412-288-3013

3. ASSOCIATE/ASSISTANT DIRECTOR

[Empty box for Associate/Assistant Director]

4. SIGNATURE OF SENIOR COUNSEL

[Handwritten signature]

5. DATE SIGNED

May 13, 2014

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
OFFICE OF THE ADMINISTRATIVE LAW JUDGES

In the Matter of

**LabMD, Inc.,
a corporation.**

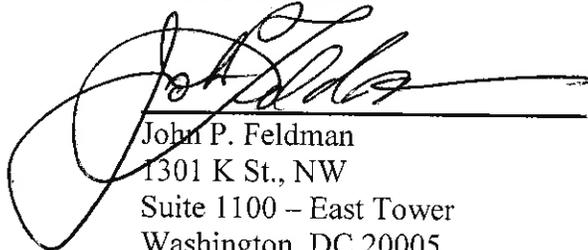
DOCKET NO. 9357

NOTICE OF APPEARANCE

Please note my appearance as Counsel for non-party, Robert Boback. 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 (Bar No. 436484), the bar of the State of Illinois (Bar No. 6204188), and the bar of the State of Massachusetts (Bar No. 560907), and am in good standing within the legal profession.

Dated: May 13, 2014

REED SMITH LLP



John P. Feldman
1301 K St., NW
Suite 1100 – East Tower
Washington, DC 20005
(202) 414-9200
(202) 414-9299 (fax)

Counsel for Robert Boback

CERTIFICATE OF SERVICE

I hereby certify that on May 13, 2014, I served and filed the original and twelve (12) copies of the foregoing document by hand delivery to:

Donald S. Clark, Esq.
Secretary, Federal Trade Commission
Constitution Center
400 7th St., SW, 5th Floor, Rm. 5610
Washington, DC 20024

I also certify that I caused two (2) copies of the foregoing document to be served by hand delivery to:

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

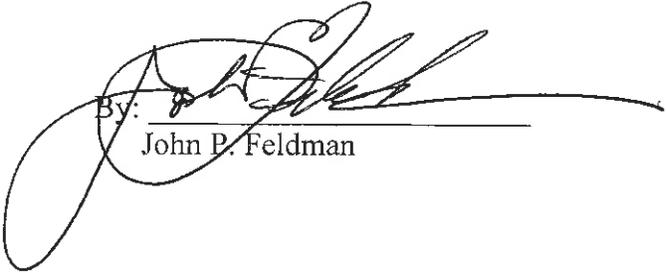
I further certify that I delivered via priority mail a copy of the foregoing document to:

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

William A. Sherman II
Dinsmore & Shohl, LLP
801 Pennsylvania Avenue, NW, Suite 610
Washington, DC 20001

Counsel for LabMD, Inc.

Dated: May 13, 2014

By: 

John P. Feldman