

FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

# NOTICE OF APPEARANCE



<b>CASE NAME</b> Altria Group/JUUL Labs, In the Matter of	<b>FILE/DOCKET NUMBER</b> Docket No. 9393
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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>Mark A. Ford WILMER CUTLER PICKERING HALE AND DORR LLP 60 State Street Boston, MA 02109 (617) 526-6000 mark.ford@wilmerhale.com</p> <p>Katherine V. Mackey WILMER CUTLER PICKERING HALE AND DORR LLP 60 State Street Boston, MA 02109 (617) 526-6000 katherine.mackey@wilmerhale.com</p> <p>Thomas Mueller WILMER CUTLER PICKERING HALE AND DORR LLP 1899 Pennsylvania Avenue, NW Washington, DC 20006 thomas.mueller@wilmerhale.com</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>Turning Point Brands, Inc. 5201 Interchange Way Louisville, KY 40229 (502) 774-9238</p>

**3. ASSOCIATE/ASSISTANT DIRECTOR**

<b>4. SIGNATURE OF SENIOR COUNSEL</b> s/ Mark Ford	<b>5. DATE SIGNED</b> 9/25/2020
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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 September 25, 2020, 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 Massachusetts (Bar No. 659009). 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/ Mark A. Ford  
WILMER CUTLER PICKERING  
HALE AND DORR LLP  
60 State Street  
Boston, MA 02109  
(617) 526-6000

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

In connection with the Notice of Appearance filed on September 25, 2020, 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 Massachusetts (Bar No. 691788). 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/ Katherine V. Mackey  
WILMER CUTLER PICKERING  
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60 State Street  
Boston, MA 02109  
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**STATEMENT OF GOOD STANDING PURSUANT TO 16 C.F.R. § 4.1**

In connection with the Notice of Appearance filed on September 25, 2020, 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. 434459). 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/ Thomas Mueller  
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