

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
In the Matter of Philip Serpe	D09441

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,

Bradford J. Beilly, P.A.
1144 S.E. 3rd Avenue
Ft. Lauderdale, FL 33316
Phone: (954) 763-7000
Fax: (954) 525-0404
Email: brad@beillylaw.com

J. Austin Hatfield
Frost Brown Todd LLP
400 W. Market St., 32nd Floor
Louisville, KY 40202
Phone: (502) 584-5400
Fax: (502) 581-1087
Email: ahatfield@fbtlaw.com

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.

Philip Serpe (contacted through counsel)

3. ASSOCIATE/ASSISTANT DIRECTOR

--

4. SIGNATURE OF SENIOR COUNSEL

J. Austin Hatfield

5. DATE SIGNED

August 11, 2025

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 ADMINISTRATIVE LAW JUDGES**

In the Matter of Philip Serpe, Docket No. D-9441.

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

In connection with the Notice of Appearance filed on August 11, 2025, and pursuant to 16 C.F.R. § 4.1(d), I state that I am eligible to practice before the Commission as counsel for Philip Serpe. I am admitted to practice before the United States Court of Appeals for the Sixth Circuit, United States District Courts for the Western District of Kentucky and Eastern District of Kentucky, and the Supreme Court of Kentucky. I am in good standing with the Kentucky Bar Association (KBA No. 99037).

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/J. Austin Hatfield

J. Austin Hatfield
Frost Brown Todd LLP
400 W. Market St., 32nd Floor
Louisville, KY 40202
Phone: (502) 584-5400
Fax: (502) 581-1087
Email: ahatfield@fbtlaw.com

PUBLIC

CERTIFICATE OF SERVICE

Pursuant to 16 CFR § 1.146(a) and 16 CFR § 4.4(b), a copy of the foregoing is being served this 11th day of August, 2025, via first-class mail and/or electronic mail upon the following:

April Tabor
Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue NW
Suite CC-5610
Washington, DC 20580

Hon. D. Michael Chappell
Office of Administrative Law Judges
Federal Trade Commission
600 Pennsylvania Avenue NW
Washington, DC 20580
oalj@ftc.gov
electronicfilings@ftc.gov

James Bunting
Tyr LLP
488 Wellington Street West, Suite 300-302
Toronto, ON M5V 1E3
jbunting@tyrllp.com

Michelle C. Pujals
Allison Farrell
4801 Main Street, Suite 350
Kansas City, MO 64112-2749
afarrell@hiwu.org
Counsel for HIWU

John L. Forgy
830 Vermillion Peak Pass
Lexington, KY 40515
johnforgy1@gmail.com
Counsel for HISA

Bryan H. Beaman
Rebecca C. Price
Sturgill Turner Barker & Moloney, PLLC
333 W. Vine St., Ste 1500
Lexington, KY 40507
bbeaman@sturgillturner.com
rprice@sturgillturner.com
HISA Enforcement Counsel

/s/ J. Austin Hatfield

Counsel for Appellant Philip Serpe