

FEDERAL TRADE COMMISSION
 WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME In the Matter of Philip Serpe	FILE/DOCKET NUMBER D09441
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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><small>Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding,</small></p> <div style="border: 1px solid black; padding: 5px; min-height: 400px;"> <p>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</p> <p>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</p> </div>	<p><small>Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.</small></p> <div style="border: 1px solid black; padding: 5px; min-height: 400px;"> <p>Philip Serpe (contacted through counsel)</p> </div>

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL J. Austin Hatfield	5. DATE SIGNED August 11, 2025
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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

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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:

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Office of the Secretary
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/s/ J. Austin Hatfield

Counsel for Appellant Philip Serpe