

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

**COMMISSIONERS:**      **Lina M. Khan, Chair  
Noah Joshua Phillips  
Rebecca Kelly Slaughter  
Christine S. Wilson**

**In the Matter of**

**Altria Group, Inc.,  
a corporation;**

**and**

**JUUL Labs, Inc.,  
a corporation.**

**Docket No. 9393**

**ORDER EXTENDING BRIEFING SCHEDULE**

On February 15, 2022, Chief Administrative Law Judge D. Michael Chappell (“ALJ”) issued his Initial Decision in this matter. On February 16, 2022, Complaint Counsel filed a Notice of Appeal pursuant to Commission Rule 3.52(b), 16 C.F.R. § 3.52(b).

On February 18, 2022, the parties jointly moved to extend the briefing schedule for the appeal. Joint Mot. to Extend Deadlines for the Parties’ Appeal Briefs (“Motion”). Under the parties’ proposal, the due dates would shift as follows:

	<b>Current deadline</b>	<b>Proposed deadline</b>
Complaint Counsel’s Opening Appeal Brief to the Commission	March 17, 2022	March 31, 2022
Respondent’s Answering Brief	30 days after Appeal Brief served	45 days after Appeal Brief filed
Complaint Counsel’s Reply Brief	7 days after Answering Brief served	14 days after Answering Brief filed

We have determined pursuant to Commission Rule 4.3(b), 16 C.F.R. § 4.3(b), to grant the Motion for good cause shown. We previously extended the ALJ’s deadline to issue his Initial Decision due to the volume and complexity of the record in this matter. Order, Jan. 19, 2022.

The ALJ's Initial Decision addresses two distinct theories of liability, each involving sub-theories and several lines of evidence. We find that a modest extension of the briefing schedule will enable the parties to address appropriately the complexity of the issues presented.

Accordingly,

**IT IS HEREBY ORDERED THAT** the Joint Motion to Extend Time for the Parties' Appeal Briefs is **GRANTED**; the briefs in this proceeding shall be due as follows:

	<b>Due on:</b>
Complaint Counsel's Opening Appeal Brief	March 31, 2022
Respondents' Answering Brief	May 16, 2022
Complaint Counsel's Reply Brief	May 31, 2022

**IT IS FURTHER ORDERED THAT** filing an opening appeal brief by March 31, 2022 will be treated as perfecting Complaint Counsel's appeal in accordance with Commission Rule 3.52(b)(2), 16 C.F.R. § 3.52(b)(2).

By the Commission.

April J. Tabor  
Secretary

SEAL:  
ISSUED: March 2, 2022