

NOTICE OF APPEARANCE



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| CASE NAME In re: POM WONDERFUL LLC, et al. | FILE/DOCKET NUMBER 9344 |
|---|----------------------------|

► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

counsel or representative for the respondent (Complete items 1, 2, 4, and 5 below)

counsel supporting the complaint (Complete items 1, 3, 4, and 5 below)

| 1. COUNSEL OR REPRESENTATIVE | 2. RESPONDENTS |
|---|---|
| <p>Include name, address and telephone of each</p> <p>Alicia D. Mew ROLL LAW GROUP P.C. 11444 West Olympic Boulevard, 7th Floor Los Angeles, CA 90064 (310) 966-8816</p> <p>Paul A. Rose ROLL LAW GROUP P.C. 11444 West Olympic Boulevard, 7th Floor Los Angeles, CA 90064 (310) 966-8824</p> <p>Johnny Traboulsi ROLL LAW GROUP P.C. 11444 West Olympic Boulevard, 7th Floor Los Angeles, CA 90064 (310) 966-5723</p> <p>Adam P. Zaffos ROLL LAW GROUP P.C. 11444 West Olympic Boulevard, 7th Floor Los Angeles, CA 90064 (310) 966-8359</p> | <p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p> <p>POM WONDERFUL LLC 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Matt Tupper President POM WONDERFUL LLC 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Stewart A. Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Lynda Rae Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>ROLL INTERNATIONAL CORP. 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> |



3. ASSOCIATE/ASSISTANT DIRECTOR

| | |
|------------------------------------|---------------------------|
| 4. SIGNATURE OF SENIOR COUNSEL | 5. DATE SIGNED 1/19/11 |
|------------------------------------|---------------------------|

Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

COMMISSIONERS: Jon Leibowitz, Chairman
 William E. Kovacic
 J. Thomas Rosch
 Edith Ramirez
 Julie Brill

| | | |
|----------------------------------|---|-----------------|
| In the Matter of |) | |
| |) | |
| POM WONDERFUL LLC and |) | |
| ROLL INTERNATIONAL CORP., |) | |
| companies, and |) | Docket No. 9344 |
| |) | PUBLIC |
| STEWART A. RESNICK, |) | |
| LYNDA RAE RESNICK, and |) | |
| MATTHEW TUPPER, individually and |) | |
| as officers of the companies. |) | |

CERTIFICATE OF SERVICE

I hereby certify that this is a true and correct copy of the Notice of Appearance of Alicia D. Mew, Paul A. Rose, Johnny Traboulsi, and Adam P. Zaffos, and that on this 28th day of January, 2011, I caused the foregoing to be served by hand delivery and e-mail on the following:

The Honorable D. Michael Chappell
Chief Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Avenue, NW
H-113
Washington, DC 20580

Donald S. Clark
The Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
H-135
Washington, DC 20580

I hereby certify that this is a true and correct copy of the Notice of Appearance of Alicia D. Mew, Paul A. Rose, Johnny Traboulsi, and Adam P. Zaffos, and that on this 28th day of January, 2011, I caused the foregoing to be served by e-mail on the following:

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Associate Director for Advertising Practices
Bureau of Consumer Protection
Federal Trade Commission
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Heather Hipsley
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Dated: January 28th, 2011