FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580 NOTICE OF APPEARANCE

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
IX:"

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

STEWART A. RESNICK,
LYNDA RAE RESNICK, and
MATTHEW TUPPER, individually and
as officers of the companies.

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Docket No. 9344
PUBLIC

CERTIFICATE OF SERVICE

I hereby certify that this is a true and correct copy of the Notice of Appearance of
Bertram Fields, and that on this 7th day of December, 2010, I caused the foregoing to be served by hand delivery and e-mail on the following:

The Honorable D)

Mary Engle
Associate Director for Advertising Practices Bureau of Consumer Protection
Federal Trade Commission
601 New Jersey Avenue, NW
Washington, DC 20580

Mary Johnson, Senior Counsel
Heather Hippsley
Tawana Davis
Federal Trade Commission
Bureau of Consumer Protection
601 New Jersey Avenue, NW
Washington, DC 20580

Counsel for Complainant

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Is Skye Perryman

John D. Graubert
Skye L. Perryman
COVINGTON & BURLING LLP

1201 Pennsylvania Ave. NW
Washington, DC 20004-2401
Telephone: 202.662.5938
Facsimile: 202.778.5938
E-mail: JGraubert@cov.com
SPerryman@cov.com

Kristina M. Diaz

Roll Law Group P.C.
11444 West Olympic Boulevard, 10th Floor Los Angeles, CA 90064
Telephone: 310.966.8775
E-mail: kdiaz@roll.com

Counsel for Rflspondents

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Dated: December 7, 2010

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Bertram Fields
Greenberg Glusker
1900 Avenue of the Stars
21st Floor

Los Angeles, California 90067 Telephone: 310.201.7454

Counsel for Respondents Stewart Resnick and Lynda Rae Resnick

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