

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

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

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| <p>In the Matter of</p> <p>Altria Group, Inc., a corporation;</p> <p>and</p> <p>JUUL Labs, Inc., a corporation.</p> |
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Docket No. 9393

ORDER EXTENDING BRIEFING SCHEDULE

On February 5, 2022, Chief Administrative Law Judge D. Michael Chappell (“ALJ”) issued his Initial Decision in this matter. On February 6, 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:

| | Current deadline | Proposed deadline |
|--|-------------------------------------|-------------------------------------|
| 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.

