

# 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

- 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)

# ORIGINAL

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
------------------------------	----------------

Include name, address and telephone of each

Brooke Hammond  
ROLL LAW GROUP P.C.  
11444 West Olympic Boulevard, 7th Floor  
Los Angeles, CA 90064  
(310) 966-8415

Include address and telephone numbers of all persons, partnerships, corporations, or associations

POM WONDERFUL LLC  
11444 West Olympic Boulevard  
Los Angeles, CA 90064  
(310) 966-5800

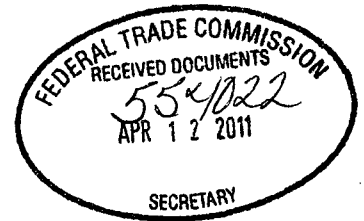
Matt Tupper  
President

POM WONDERFUL LLC  
11444 West Olympic Boulevard  
Los Angeles, CA 90064  
(310) 966-5800

Stewart A. Resnick  
11444 West Olympic Boulevard  
Los Angeles, CA 90064  
(310) 966-5800

Lynda Rae Resnick  
11444 West Olympic Boulevard  
Los Angeles, CA 90064  
(310) 966-5800

ROLL INTERNATIONAL CORP.  
11444 West Olympic Boulevard  
Los Angeles, CA 90064  
(310) 966-5800



3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

Return this form to:

H-135  
Federal Trade Commission  
600 Pennsylvania Ave. NW  
Washington, D.C. 20580

5. DATE SIGNED

4/11/2011

**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 GLOBAL LLC,	)	
as successor in interest to Roll	)	
International Corporation,	)	
	)	
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 Brooke Hammond, and that on this 12th day of April, 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 Brooke Hammond, and that on this 12th day of April, 2011, I caused the foregoing to be served by e-mail on the following:

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 Hipsley  
Tawana Davis  
Federal Trade Commission  
Bureau of Consumer Protection  
601 New Jersey Avenue, NW  
Washington, DC 20580

*Counsel for Complainant*

/s 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 Respondents*

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*

Dated: April 12, 2011