

# NOTICE OF APPEARANCE



CASE NAME Natural Organics, Inc., et al	FILE/DOCKET NUMBER D09294
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► 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 <small>Include name, address and telephone of each</small>	2. RESPONDENTS <small>Include address and telephone numbers of all persons, partnerships, corporations, or associations</small>
<p>HYMAN, PHELPS &amp; McNAMARA, P.C. 700 13th Street, N.W. Suite 1200 Washington, D.C. 20005 (202) 737-5600</p> <p>By: JOHN R. FLEDER Admitted to practice in the District of Columbia, Reg. No. 176123, and currently in good standing.</p> <p>STEPHEN H. McNAMARA Admitted to practice in the State of Virginia, Reg. No. 00175, and currently in good standing.</p> <p>A. WES SIEGNER, JR. Admitted to practice in the District of Columbia, Reg. No. 078675, and currently in good standing.</p> <p>HOLLY M. BAYNE Admitted to practice in the District of Columbia, Reg. No. 464584, and the State of California, Reg. No. 189444 and currently in good standing.</p>	<p>Natural Organics, Inc 548 Broadhollow Road Melville, New York 11747-3708</p> <p>Gerald A. Kessler, individually and as an officer of Natural Organics, Inc. 548 Broadhollow Road Melville, New York 11747-3708</p>

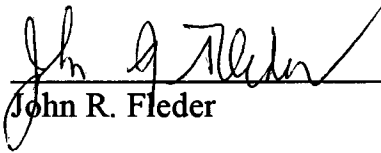
3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL 	5. DATE SIGNED December 1, 2000
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Return this form to: H-159  
Federal Trade Commission  
Washington, D.C. 20580

**CERTIFICATE OF SERVICE**

I hereby certify that on this first day of December, 2000 a copy of the foregoing Notice of Appearance was served by first-class mail, postage prepaid, on Matthew D. Gold, Federal Trade Commission, 901 Market Street, Suite 570, San Francisco, CA 94310.

  
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John R. Fleder