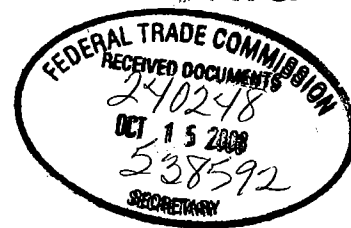


ORIGINAL



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

In the Matter of

NATIVE ESSENCE HERB COMPANY,  
a corporation,

MARK J. HERSHISER, individually, d/b/a Native  
Essence Herb Company, and as an officer of the  
corporation, and

MARIANNE HERSHISER, individually, d/b/a Native  
Essence Herb Company, and as an officer of the  
corporation.

DOCKET NO. 9328

NOTICE OF APPEARANCE

Richard Jaffe, Esq. hereby files this notice of appearance as counsel for all Respondents in the above captioned action. In accordance with Rule 4.(d)(1) of the Federal Trade Commission's Rules of Practice, I certify that I am member of the bar in the States of Texas and New York, and that I am in good standing within the legal profession.

Houston Texas,  
October 8, 2008

RESPECTFULLY SUBMITTED

Richard Jaffe, Esq.  
3200 Southwest Frwy, Suite 3200  
Houston, Texas 77027  
Telephone: (713) 626-3550  
Fax (713) 626-9420  
E-mail: rickjaffeesq@aol.com

**CERTIFICATE OF SERVICE**

Richard Jaffe, Esq. affirms as follows:

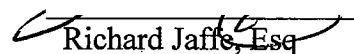
On October 8, 2008, I served the within Notice of Appearance via USPS first class mail on:

Office of the Secretary  
Federal Trade Commission  
Room H-135  
600 Pennsylvania Avenue, NW  
Washington, D.C. 20580.

Erika Wodinsky, Esq.  
Federal Trade Commission  
901 Market St, Suite 570  
San Francisco, CA 94103

Regional Director  
Federal Trade Commission  
901 Market St, Suite 570  
San Francisco, CA 94103

Hon. D. Michael Chappell  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, D.C. 20580

  
Richard Jaffe, Esq