

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE

CASE NAME In re: POM WONDERFUL LLC, et al.	FILE/DOCKET NUMBER 9344
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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	2. RESPONDENTS
<p>Include name, address and telephone of each</p> <p>Kristina M. Diaz Roll Law Group P.C. 11444 West Olympic Boulevard, 10th Floor Los Angeles, CA 90064 (310) 966-8775</p>	<p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p> <p>POM Wonderful LLC 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Matt Tupper President POM Wonderful LLC 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Stewart A. Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Lynda Rae Resnick 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p> <p>Roll International Corp. 11444 West Olympic Boulevard Los Angeles, CA 90064 (310) 966-5800</p>

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL 	5. DATE SIGNED Nov 22, 2010
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Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

**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)	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 Kristina Diaz, and that on this 23rd day of November, 2010, 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

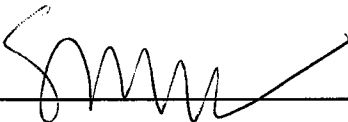
Donald S. Clark
The Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
H-135
Washington, DC 20580

I hereby certify that this is a true and correct copy of the Notice of Appearance of Kristina Diaz, and that on this 23rd day of November, 2010, I caused the foregoing to be served by e-mail on the following:

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Counsel for Respondents

Dated: November 23, 2010