

AKIN GUMP
STRAUSS HAUER & FELD LLP

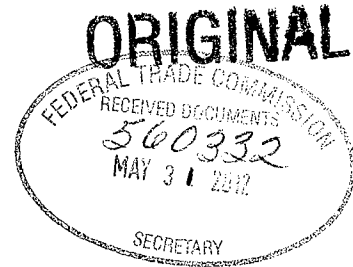
Attorneys at Law

MICHAEL SMALL
1.310.552.6645/fax: 1.310.229.1001
msmall@akingump.com

May 30, 2012

VIA UPS OVERNIGHT MAIL

Federal Trade Commission
Room H-113
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580



Re: In the Matter of POM Wonderful, LLC, et al. / Docket No. 9344

Dear Clerk:

Enclosed are Notices of Appearance for Michael Small and co-counsel, Edward Lazarus, submitted for filing on behalf of Respondents in the above-referenced action.

A postage pre-paid overnight return envelope has been included for you to return file stamped copies of these documents to me upon processing.

Thank you for your courtesy and prompt attention.

Very truly yours,

A handwritten signature in black ink, appearing to read "Michael Small".

Michael Small

Enclosures

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
IN THE MATTER OF POM WONDERFUL LLC, ET AL	9344

Pursuant to Section 4.1 of the Commission's Rules of Practice, I (we) am (are) entering in the above proceeding the appearance of

- counsel supporting the complaint (Complete Items 1, 3, 4, and 5 below)
- counsel or representative for the respondent (Complete Items 1, 2, 4, and 5 below)
- counsel or representative for a third party (Complete Items 1, 2, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENT(S) OR THIRD PARTY(IES)
-------------------------------------	---

Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding.

MICHAEL C. SMALL, ESQ.
AKIN GUMP STRAUSS HAUER & FELD LLP
2029 CENTURY PARK EAST, SUITE 2400
LOS ANGELES, CA 90067
EMAIL: MSMALL@AKINGUMP.COM
TELEPHONE: (310) 229-1000

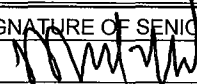
Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.

POM WONDERFUL LLC
ROLL GLOBAL LLC
STEWART A. RESNICK
LYNDA RAE RESNICK

ORIGINAL

FEDERAL TRADE COMMISSION
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560332
MAY 31 2012
SECRETARY

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL	5. DATE SIGNED
	MAY 30, 2012

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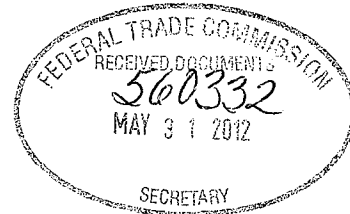
EDWARD P. LAZARUS, ESQ.
c/o MICHAEL SMALL
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LOS ANGELES, CA 90067
EMAIL: LAZARUS.EDDIE@GMAIL.COM
TELEPHONE: (323) 244-6831

2. RESPONDENT(S) OR THIRD PARTY(IES)

Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.

POM WONDERFUL LLC
ROLL GLOBAL LLC
STEWART A. RESNICK
LYNDA RAE RESNICK

ORIGINAL



3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

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