

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE

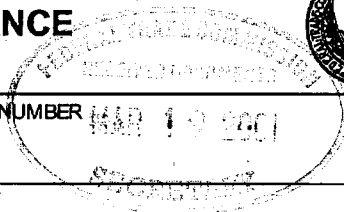


CASE NAME

Natural Organics, Inc., et al

FILE/DOCKET NUMBER

D09294



➤ 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><small>Include name, address and telephone of each</small></p> <p>Paul L. Ferrari, Esq. Member in good standing, District of Columbia Bar, No. 455213. Hyman, Phelps & McNamara, P.C. 700 13th Street, N.W. Suite 1200 Washington, D.C. 20005 (202) 737-7542</p>	<p><small>Include address and telephone numbers of all persons, partnerships, corporations, or associations</small></p> <p>Natural Organics, Inc. 548 Broadhollow Road Melville, New York 11747</p> <p>Gerald A. Kessler, individually and as an officer of Natural Organics, Inc. 548 Broadhollow Road Melville, New York 11747</p>

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

5. DATE SIGNED

March 19, 2001

Return this form to: H-159
Federal Trade Commission
Washington, D.C. 20580

CERTIFICATE OF SERVICE

I hereby certify that on this nineteenth day of March 2001 a copy of the foregoing Notice of Appearance of Paul L. Ferrari on behalf of Natural Organics, Inc. and Gerald A. Kessler, individually and as an officer of Natural Organics, Inc. was served by facsimile transmittal and first-class mail, postage prepaid, on the following parties:

Matthew D. Gold, Esq.
Kerry O'Brien, Esq.
Dean Graybill, Esq.
Federal Trade Commission
901 Market Street, Suite 570
San Francisco, CA 94103,

and two copies were hand delivered to :

Judge James P. Timony
Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580.



Paul L. Ferrari