

FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

## NOTICE OF APPEARANCE



CASE NAME	FILE/DOCKET NUMBER
Altria Group, Inc. and JUUL Labs, Inc.	D09393

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)
<p>Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding,</p> <p>Jeanine K. Balbach (Attorney) jbalbach@ftc.gov U.S. Federal Trade Commission 600 Pennsylvania Ave., N.W. Washington, D.C. 20580 Telephone: 202-326-2568 Fax: 202-326-2071</p>	<p>Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.</p>

3. ASSOCIATE/ASSISTANT DIRECTOR	
Dominic E. Vote	
4. SIGNATURE OF SENIOR COUNSEL	5. DATE SIGNED
James Abell	3/29/2021

Return this form to: Federal Trade Commission  
Room H-113  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION  
OFFICE OF ADMINISTRATIVE LAW JUDGES**

**In the Matter of**

**Altria Group, Inc.  
a corporation;**

**and**

**JUUL Labs, Inc.  
a corporation.**

**DOCKET NO. 9393**

**STATEMENT OF GOOD STANDING PURSUANT TO 16 C.F.R. § 4.1**

Pursuant to 16 C.F.R. § 4.1(d), I state that I am eligible to practice before the Commission as a member of the Bar of the State of Maryland (Bar No. No Bar Number Assigned). As requested by 16 C.F.R. § 4.1 (d), I further state that I am a member of good standing within the legal profession.

Dated: March 29, 2021

Respectfully Submitted,

By: s/ Jeanine K. Balbach  
Jeanine K. Balbach  
Federal Trade Commission  
600 Pennsylvania Ave., NW  
Washington, DC 20580  
Telephone: (202) 326-2568  
Email: jbalbach@ftc.gov

*Counsel Supporting the Complaint*

## CERTIFICATE OF SERVICE

I hereby certify that on March 29, 2021, I filed the foregoing document electronically using the FTC's E-Filing System, which will send notification of such filing to:

April Tabor  
Acting Secretary  
Federal Trade Commission  
600 Pennsylvania Ave., NW, Rm. H-113  
Washington, DC 20580  
[ElectronicFilings@ftc.gov](mailto:ElectronicFilings@ftc.gov)

The Honorable D. Michael Chappell  
Administrative Law Judge  
Federal Trade Commission  
600 Pennsylvania Ave., NW, Rm. H-110  
Washington, DC 20580

I also certify that I caused the foregoing document to be served via email to:

Debbie Feinstein  
Robert J. Katerberg  
Justin P. Hedge  
Francesca M. Pisano  
Tanya C. Freeman  
Arnold & Porter Kaye Scholer LLP  
601 Massachusetts Ave, NW  
Washington, DC 20001  
Tel: 202-942-5000  
debbie.feinstein@arnoldporter.com  
robert.katerberg@arnoldporter.com  
justin.hedge@arnoldporter.com  
francesca.pisano@arnoldporter.com  
tanya.freeman@arnoldporter.com

Marc Wolinsky  
Jonathan Moses  
Kevin Schwartz  
Adam Goodman  
Wachtell, Lipton, Rosen & Katz  
51 West 52nd Street  
New York, NY 10019  
Tel: 212-403-1000  
MWolinsky@wlrk.com  
JMMoses@wlrk.com  
KSchwartz@wlrk.com  
ALGoodman@wlrk.com

Michael L. Sibarium  
David C. Grossman  
Pillsbury Winthrop Shaw Pittman LLP  
1200 Seventeenth Street, NW  
Washington, DC 20036  
Washington, DC 20036  
Tel: 202-663-8000  
michael.sibarium@pillsburylaw.com  
david.grossman@pillsburylaw.com

David Gelfand  
Jeremy J. Calsyn  
Jessica Hollis  
Matthew Bachrack  
Cleary Gottlieb Steen & Hamilton LLP  
2112 Pennsylvania Avenue, NW  
Washington, DC 20037  
Tel: 202-974-1500  
dgelfand@cgsh.com  
jcalsyn@cgsh.com  
jhollis@cgsh.com  
mbachrack@cgsh.com

*Counsel for Respondent JUUL Labs, Inc.*

Beth A. Wilkinson  
James M. Rosenthal  
J.J. Snidow  
Hayter Whitman  
Wilkinson Stekloff LLP  
2001 M Street NW, 10th Floor  
Washington, D.C. 20036  
Tel: 202-847-4000  
bwilkinson@wilkinsonstekloff.com  
jrosenthal@wilkinsonstekloff.com  
jsnidow@wilkinsonstekloff.com  
hwhitman@wilkinsonstekloff.com

Moira Penza  
Wilkinson Stekloff LLP  
130 W 42nd Street, 24th Floor  
New York, NY 10036  
Tel: 929-264-7773  
mpenza@wilkinsonstekloff.com

*Counsel for Respondent Altria Group, Inc.*

By: s/ Jeanine K. Balbach  
Jeanine K. Balbach

*Counsel Supporting the Complaint*

### **CERTIFICATE FOR ELECTRONIC FILING**

I certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original and that I possess a paper original of the signed document that is available for review by the parties and the adjudicator.

March 29, 2021

By: s/ Jeanine K. Balbach  
Jeanine K. Balbach