

FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

NOTICE OF APPEARANCE



| | |
|--------------------------|------------------------------|
| CASE NAME LabMD, Inc. | FILE/DOCKET NUMBER D09357 |
|--------------------------|------------------------------|

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, Kevin O'Leary (Associate General Counsel) kevin.d.oleary@dartmouth.edu Office of General Counsel Dartmouth College 63 South Main Street Hanover, NH 03755 Phone Number: 603-646-0101 Fax Number: 603-646-2447 | Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed. M. Eric Johnson (PhD) Eric.Johnson@owen.vanderbilt.edu Owen Graduate School of Management Management Hall 401 21st Avenue, South Nashville, TN 37203 Phone Number: 615-953-7027 |

| |
|---------------------------------|
| 3. ASSOCIATE/ASSISTANT DIRECTOR |
|---------------------------------|

| | |
|---|----------------------------|
| 4. SIGNATURE OF SENIOR COUNSEL (Kevin O'Leary) | 5. DATE SIGNED 5/9/2014 |
|---|----------------------------|

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