

Exhibit B

FTC's Alternative Proposal

Event	Possible Compromise
Exchange of Preliminary Witness Lists	June 2, 2023
Defendants' Answer to Plaintiff's Complaint	June 9, 2023
Exchange of Supplemental Witness Lists	June 20, 2023
Plaintiff's Memorandum of Law in Support of Preliminary Injunction Motion	July 6, 2023
Close of Fact Discovery	July 24, 2023
Plaintiff's Opening Expert Reports	July 26, 2023
Defendants' Opposition to Plaintiff's Motion for Preliminary Injunction	August 15, 2023
Defendants' Expert Reports	August 23, 2023
Plaintiff's Reply Brief in Further Support of Motion for Preliminary Injunction	August 25, 2023
Plaintiff's Rebuttal Expert Reports	September 1, 2023
Deadline to Serve Final Witness Lists and Proposed Exhibit Lists	September 6, 2023
Deadline to Complete Expert Depositions	September 6, 2023
Final Pre-Trial Conference	September 8, 2023
Evidentiary Hearing Begins	September 11, 2023
Opening Post-Trial Briefs and Proposed Findings of Fact and Conclusions of Law	September 29, 2023