

Exhibit A

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF PENNSYLVANIA

FEDERAL TRADE COMMISSION : CIVIL ACTION
: :
PLAINTIFF : :
: :
VS. : :
: :
ABBVIE INC. ET AL. : :
: :
DEFENDANTS : NO. 14-CIV-5151

WEDNESDAY, FEBRUARY 7, 2018
COURTROOM 16A
PHILADELPHIA, PA

BEFORE THE HONORABLE HARVEY BARTLE, J.

NONJURY TRIAL
DAY 1

SUZANNE R. WHITE, CM
FEDERAL CERTIFIED REALTIME REPORTER
FIRST FLOOR U. S. COURTHOUSE
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PROCEEDINGS RECORDED BY STENOTYPE-COMPUTER,
TRANSCRIPT PRODUCED BY COMPUTER-AIDED TRANSCRIPTION

(THE CLERK OPENS COURT.)

THE COURT: GOOD MORNING. YOU MAY BE SEATED.

ALL COUNSEL: GOOD MORNING, YOUR HONOR.

THE COURT: THE COURT HAS BEFORE IT THIS MORNING THE CASE OF FEDERAL TRADE COMMISSION VERSUS ABBVIE, INC. ET AL., CIVIL ACTION 14-5151.

THE PARTIES WOULD LIKE TO MAKE OPENING STATEMENTS.

MS. MCDERMOTT, YOU ARE GOING TO DO SO FOR THE GOVERNMENT?

MS. MCDERMOTT: I AM, YOUR HONOR.

THE COURT: YOU MAY PROCEED.

MS. MCDERMOTT: GOOD MORNING, YOUR HONOR.

MAY IT PLEASE THE COURT, I'M PATTY

MCDERMOTT ON BEHALF OF THE FEDERAL TRADE COMMISSION.

AND, YOUR HONOR, I HAVE A SET OF

DEMONSTRATIVES THAT I WILL BE USING THIS MORNING. I HAVE HARD COPIES FOR YOUR HONOR, MS. MANCHISI, MS. WHITE AND THE DEFENDANT'S COUNSEL, IF I MAY APPROACH THE BENCH.

THE COURT: YOU MAY.

MS. MCDERMOTT: YOUR HONOR, THIS CASE IS ABOUT DEFENDANT'S SCHEME TO DELAY A LOW COST GENERIC COMPETITION TO ITS FLAGSHIP DRUG ANDROGEL. IT'S ABOUT

1 APPEARANCES:

2 DANIEL S. BRADLEY, ESQUIRE
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6 HANNAH LAMB, ESQUIRE
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FOR THE PLAINTIFF

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FOR THE DEFENDANTS ABBVIE, INC., ABBOTT LABORATORIES, AND UNIMED PHARMACEUTICALS

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FOR THE DEFENDANT BESINS HEALTHCARE, INC.

1 DEFENDANT'S FILING OF TWO SHAM PATENT INFRINGEMENT
2 LAWSUITS TO PROTECT THEIR ANDROGEL MONOPOLY.
3 THE FIRST SUIT WAS FILED AGAINST TEVA IN
4 APRIL OF 2011 IN THE DISTRICT OF DELAWARE. THE SECOND
5 WAS FILED AGAINST PERRIGO IN OCTOBER 2011 IN THE
6 DISTRICT OF NEW JERSEY. AS YOU KNOW, THIS COURT HAS
7 ALREADY HELD THAT BOTH LAWSUITS WERE WITHOUT QUESTION
8 OBJECTIVELY BASELESS. THAT MEANS NO REASONABLE LITIGANT
9 COULD POSSIBLY HAVE BELIEVED THEY COULD PREVAIL ON THEIR
10 CLAIM THAT TEVA'S OR PERRIGO'S PRODUCTS INFRINGED THE
11 ANDROGEL PATENT. YET DEFENDANTS FILED THOSE SUITS
12 ANYWAY. THE EVIDENCE WILL SHOW DEFENDANTS KNEW JUST BY
13 FILING THOSE FRIVOLOUS ACTIONS THEY WOULD TRIGGER AN
14 AUTOMATIC STATUTORY PROVISION THAT BLOCKED THE FDA'S
15 ABILITY TO APPROVE THOSE GENERICS FOR UP TO 30 MONTHS.
16 THAT IS COMMONLY REFERRED TO AS THE 30-MONTH STAY.

17 FACED WITH THE THREAT OF IMMINENT
18 COMPETITION, DEFENDANTS USED GOVERNMENTAL PROCESSES,
19 HERE TWO FEDERAL COURT -- TWO FEDERAL COURTS IN THE
20 HATCH-WAXMAN ACT AS ANTICOMPETITIVE WEAPONS TO SECURE
21 PROTECTION THAT ANY REASONABLE LITIGANT WOULD KNOW THE
22 ANDROGEL PATENT COULD NOT PROVIDE. USING THESE SHAM
23 LAWSUITS, DEFENDANTS WERE ABLE TO PREVENT TEVA AND
24 PERRIGO FROM COMPETING WITH ANDROGEL UNTIL
25 DECEMBER 2014. THESE TACTICS DEPRIVED CUSTOMERS OF

1 IS SHOWN ON THAT SCREEN WAS THE RELEVANT MARKET.
 2 THE WITNESSES WILL ALSO EXPLAIN HOW
 3 ABBOTT PRICE COMPETED. FOR EXAMPLE, ABBOTT GAVE
 4 SIGNIFICANT REBATES TO INSURANCE COMPANIES. ABBOTT DID
 5 THIS TO TRY TO GET FORMULARY TIER PLACEMENT THAT REDUCED
 6 INSURANCE PAPERWORK AND KEPT THE PATIENT CO-PAY LOW.
 7 THE EVIDENCE WILL SHOW THAT SOMETIMES OTHER DRUG
 8 COMPANIES WON THE PRICE COMPETITION FOR FORMULARY
 9 PLACEMENT BY OFFERING HIGHER REBATES THAN ABBOTT DID.
 10 ABBOTT ALSO PRICE COMPETED IN ANOTHER WAY WITH ITS
 11 CO-PAY ASSISTANCE CARD. IT PAID OR HAD A PROGRAM TO PAY
 12 A PORTION OF THE PATIENT'S CO-PAY AND THAT THIS WORKED
 13 TO GET THE PATIENT'S CO-PAY DOWN TO \$25 OR LESS, AND
 14 THAT WAS TO ENSURE THAT THE PRICE FOR THE PATIENT WAS
 15 PRICED COMPETITIVE WITH OTHER TOPICALS, AS WELL AS
 16 INJECTABLES. EVEN SO, THE EVIDENCE WILL SHOW THAT THE
 17 INJECTIONS KEPT GAINING A BIGGER AND BIGGER SHARE OF
 18 TESTOSTERONE PRESCRIPTIONS.

19 YOU WILL ALSO HEAR SOME EVIDENCE
 20 INDICATING THAT FOR A PERIOD OF TIME, AND YOU SAW THIS
 21 IN THE OPENING OF MS. MCDERMOTT, THERE WERE PEOPLE AT
 22 ABBOTT THAT HAD THE VIEW THAT INJECTABLES WERE NOT CLOSE
 23 COMPETITORS FOR THE TOPICALS. AND THE FTC OBVIOUSLY
 24 LIKES THIS EVIDENCE. BUT WHAT MR. HYND AND MR. JAEGER
 25 WILL THEMSELVES EXPLAIN AND WHAT THE DOCUMENTS SHOW IS

1 THAT THESE PEOPLE INITIALLY HAD A BIT OF A BLIND SPOT
 2 WHEN IT CAME TO INJECTABLES. THEY CAME TO RECOGNIZE
 3 OVER TIME THAT ANDROGEL WAS VERY MUCH IN COMPETITION
 4 WITH INJECTABLES AND ALL THESE OTHER PRODUCTS AND THAT
 5 THIS COMPETITION EXISTED DURING THE ENTIRE PERIOD THAT
 6 MIGHT MATTER IN THIS CASE, FROM APRIL 2011 THROUGH THE
 7 END OF 2014.

8 YOU WILL HEAR FROM EXPERT ECONOMISTS.
 9 DEFENDANT'S EXPERT IS DR. PIERRE CREMIEUX. FOR DECADES
 10 DR. CREMIEUX HAS STUDIED, WORKED IN AND WRITTEN ABOUT
 11 THE ECONOMICS OF HEALTH CARE AND DRUG PRICING. NOW DR.
 12 CREMIEUX WILL TESTIFY THAT HE ANALYZED ACTUAL DATA
 13 RELATING TO COMPETITION AMONG PHARMACEUTICALS THAT ARE
 14 USED TO TREAT HYPOGONADISM. HE WILL EXPLAIN THAT THERE
 15 IS ROBUST COMPETITION. ANDROGEL DID NOT HAVE A MONOPOLY
 16 OR ANYTHING CLOSE. HE REVIEWED ACTUAL PATIENT DATA FROM
 17 INSURANCE CLAIMS NATIONWIDE OF OVER 18 MILLION PATIENTS.
 18 AND THE DATA SHOWS THAT PATIENTS SWITCHED PRODUCTS.
 19 THEY USED GEL, THEN THEY SWITCHED TO AN INJECTION OR THE
 20 OTHER WAY AROUND, OR THEY GO FROM ONE GEL TO ANOTHER GEL
 21 OR TO A PATCH, AND SO FORTH. THIS SWITCHING OCCURS BOTH
 22 TO ANDROGEL AND FROM ANDROGEL, EVIDENCE OF COMPETITION
 23 NOT MONOPOLY.

24 AT THE SUMMARY JUDGMENT ARGUMENT LAST
 25 YEAR AND EARLIER TODAY YOUR HONOR ASKED ABOUT OTHER

1 SITUATIONS WHERE INJECTIONS COMPETE WITH DRUGS
 2 ADMINISTERED WITHOUT NEEDLES. AND I DON'T HAVE CASE
 3 LAW. I AGREE WITH MS. MCDERMOTT. THERE IS NOT CASE LAW
 4 ON THAT.

5 BUT WHAT THERE IS, IS EVIDENCE OF ANOTHER
 6 EXAMPLE, RIGHT AT ABBOTT, RIGHT IN A DOCUMENT WE HAVE
 7 ALREADY SEEN. LET'S LOOK BACK AT THAT EXECUTIVE SUMMARY
 8 PAGE OF THE 2012 ANNUAL PLAN. SO JUST UNDER THE ITEM WE
 9 WERE LOOKING AT A MOMENT AGO, YOU WILL SEE THIS ENTRY IN
 10 THE DOWN COLUMN, PFIZER'S ORAL JAK, J-A-K, ENTRY Q3 2012
 11 IN THE HUMIRA RA MARKET. WELL, WHAT DOES THAT MEAN?

12 SO PFIZER HAD A PRODUCT CALLED ORAL JAK.
 13 IT ENDED UP BEING MARKETED UNDER THE NAME XELJANZ, AND
 14 THAT WAS GOING TO ENTER THE MARKET IN THE THIRD QUARTER
 15 OF 2012. AS THE NAME SUGGESTS, ORAL, IT IS TAKEN BY
 16 MOUTH.

17 NOW, AS THE STATEMENT ALSO SAYS, XELJANZ
 18 COMPETES WITH HUMIRA. ABBOTT WITNESSES WILL EXPLAIN
 19 THAT HUMIRA IS ABBOTT'S BIGGEST SELLING DRUG. IT TREATS
 20 RHEUMATOID ARTHRITIS, A CONDITION THAT LIKE HYPOGONADISM
 21 CAN BE TREATED WITH REGULAR MEDICATION. HUMIRA IS AN
 22 INJECTABLE TAKEN EVERY OTHER WEEK. SO INJECTABLES CAN
 23 COMPETE WITH OTHER DRUG PRESENTATIONS, AND THEY DO HERE
 24 WITH HUMIRA, AND THEY DO WITH TESTOSTERONE.

25 NOW, DR. CREMIEUX WILL ALSO EXPLAIN

1 ANOTHER PIECE OF EVIDENCE ABOUT HOW COMPETITIVE THE
 2 MARKETPLACE WAS FROM APRIL OF 2011 TO DECEMBER OF 2014
 3 PERIOD WE EMPHASIZE BECAUSE THAT IS THE ENTIRETY OF THE
 4 POTENTIALLY RELEVANT PERIOD HERE.

5 NOW, HERE IS A GRAPH OF THESE DRUG SHARES
 6 OF TESTOSTERONE REPLACEMENT PRODUCTS. YOU SEE ANDROGEL
 7 IN GREEN AND INJECTABLES IN ORANGE. AND WE HAVE
 8 COMBINED ANDROGEL AND -- ANDROGEL 1.62% AND ANDROGEL 1%,
 9 BOTH PRODUCTS. SO ANDROGEL'S SHARE OF TOTAL
 10 TESTOSTERONE REPLACEMENT THERAPY PRESCRIPTIONS AT THE
 11 BEGINNING OF THE PERIOD, MAY 2011, IS 48.8 PERCENT. AND
 12 THEN IT DECLINES AND CONSISTENTLY DECLINES ACROSS THE
 13 ENTIRE RELEVANT PERIOD, SO ITS SHARE IS 32.2 PERCENT IN
 14 DECEMBER OF 2014.

15 NOW, BY CONTRAST, INJECTABLES STARTED AT
 16 30.9 PERCENT IN MAY OF 2011 AND THEY INCREASED TO
 17 47.7 PERCENT BY DECEMBER OF 2014. IN OTHER WORDS, IN
 18 LESS THAN JUST THREE YEARS, THE PERCENTAGE SHARE OF THE
 19 TWO PRODUCTS ESSENTIALLY FLIPPED. NOW, BY THE WAY, THIS
 20 TREND HAS CONTINUED. BY NOVEMBER OF 2016, ALTHOUGH IT
 21 IS NOT ON THAT CHART, IT WILL BE IN THE EVIDENCE, THE
 22 PERCENTAGE OF PATIENTS WHO USE INJECTABLES ARE
 23 60 PERCENT OF ALL PATIENTS ON TESTOSTERONE REPLACEMENT
 24 THERAPY.

25 SO I WOULD LIKE TO JUST PAUSE ON THAT FOR

1 A MOMENT, BECAUSE AS FTC SAID, THEY ARE GOING TO BRING
 2 IN SOME NEEDLES TO TRY AND GET A REACTION AND TO SAY
 3 PATIENTS DON'T LIKE NEEDLES, THESE ARE DIFFERENT
 4 MARKETS. BUT THE IMPORTANT POINT IS THE ACTUAL DATA,
 5 AND THE ACTUAL DATA SHOWS THAT FOR AT LEAST 60 PERCENT
 6 OF PEOPLE, NEEDLES DON'T MATTER BECAUSE THEY ARE USING
 7 THEM, SO THEY CAN'T BE AFRAID OF THEM OR UNWILLING TO
 8 TRY THEM. MAYBE FOR ADDITIONAL PEOPLE IT'S ALSO AN
 9 OPTION, BUT AT LEAST 60 PERCENT, WE HAVE THIS DATA, THEY
 10 ARE USING INJECTABLES AND THEY LIKE INJECTABLES.

11 SO, AGAIN, POWERFUL EVIDENCE THAT THESE
 12 PRODUCTS COMPETED AND THAT THERE WAS NO MONOPOLY HERE.
 13 AND YOU CAN SEE ALSO IN THIS CHART HOW MR. JAEGER WAS
 14 TAKEN BY SURPRISE AS INJECTABLES CONTINUE TO RISE OVER
 15 THE PERIOD AND HIS VIEW CHANGES AND HE REALIZES THE
 16 BLIND SPOT THAT HE ONCE HAD.

17 AND THERE IS NOT GOING TO BE A DISPUTE AT
 18 TRIAL ABOUT THESE NUMBERS OF PRESCRIPTIONS. THERE IS
 19 ALSO NOT GOING TO BE A DISPUTE THAT ALL THE PRODUCTS
 20 THAT I PUT UP ON THAT SCREEN ARE FOOD AND DRUG
 21 ADMINISTRATION-APPROVED THERAPIES FOR HYPOGONADISM.

22 SO WHAT IS FTC'S EVIDENCE? IT IS THE
 23 OPINION OF DR. SHAPIRO. THE EVIDENCE WILL SHOW
 24 DR. SHAPIRO DID NOT ANALYZE WHETHER THERE WERE MANY
 25 OTHER TESTOSTERONE PRODUCTS AVAILABLE DURING THE

1 GENERIC DRUGS.

2 AND FURTHERMORE, DR. CREMIEUX WILL
 3 EXPLAIN WHY IT DOES NOT WORK HERE.

4 THE COURT: WELL, HE DID NOT RULE OUT THE
 5 USE OF HYPOTHETICAL MONOPOLIST, DID HE?

6 MR. SENATOR: I THINK WE WILL EXPLAIN A
 7 TRIAL WITH DR. CREMIEUX THAT THE ANALYSIS THERE IS
 8 FUNDAMENTALLY INCONSISTENT WITH THE USE OF THE
 9 HYPOTHETICAL MONOPOLIST TEST. AND YOU DON'T HAVE TO
 10 TAKE MY WORD FOR IT OR HIS, BECAUSE IF YOU LOOK AT THE
 11 FTC'S BRIEF -- AMICUS BRIEF I BELIEVE IT WAS -- SEEKING
 12 RECONSIDERATION OR EN BANC REHEARING IN MYLAN, IT WAS
 13 PRECISELY BECAUSE IT SAID MYLAN IS INCONSISTENT WITH THE
 14 HYPOTHETICAL MONOPOLIST TEST, IT UNDERMINES THE
 15 HYPOTHETICAL MONOPOLIST TEST. THE FTC WANTS THAT TEST.
 16 THE THIRD CIRCUIT CLEARLY SAID NO.

17 THE COURT: I WILL HAVE TO REREAD MYLAN.

18 MR. SENATOR: AND READ THE AMICUS BRIEF
 19 THAT THEY FILED, WHICH WE SUBMITTED I BELIEVE WITH OUR
 20 SUMMARY JUDGMENT MOTION.

21 THE COURT: THANK YOU.

22 MR. SENATOR: NOW, IN A PHARMACEUTICAL
 23 MONOPOLIZATION CASE, THE HYPOTHETICAL MONOPOLIST TEST
 24 WILL ALWAYS CONCLUDE THAT A BRAND DRUG IS MONOPOLY
 25 BEFORE AN AB-RATED GENERIC ENTERS THE MARKET. IN HIS

1 RELEVANT PERIOD, AS INDEED THERE ARE.

2 DR. SHAPIRO DID NOT LOOK AT WHETHER THOSE
 3 THERAPIES ARE EQUALLY EFFECTIVE AT TREATING THE SAME
 4 CONDITION, AS INDEED THEY ARE.

5 DR. SHAPIRO DID NOT ANALYZE WHETHER
 6 PATIENTS SWITCH FROM ONE PRODUCT TO ANOTHER, AS IN FACT
 7 THEY DO.

8 SO WHAT DID DR. SHAPIRO DO? HE USED
 9 SOMETHING CALLED A HYPOTHETICAL MONOPOLIST TEST. WHAT
 10 IS THAT? IT IS A TEST DESIGNED TO ANALYZE BUSINESS
 11 MERGERS LIKE WHEN T-MOBILE WANTED TO MERGE WITH SPRINT.

12 THE COURT: ARE THERE CASES WHERE THAT
 13 HAS BEEN USED IN CASES THAT DON'T INVOLVE MERGERS?

14 MR. SENATOR: IN THE THIRD CIRCUIT, IT
 15 HAS NEVER BEEN ACCEPTED IN A CASE THAT WAS NOT ABOUT A
 16 BUSINESS MERGER. THE THIRD CIRCUIT HAS NEVER ACCEPTED
 17 IT IN THAT CONTEXT.

18 THE COURT: RIGHT. HASN'T IT SAID THAT
 19 IT IS USABLE IF IT IS IN A NONMERGER CONTEXT?

20 MR. SENATOR: IT HAS NOT RULED THAT OUT,
 21 AND OTHER COURTS IN THE OTHER CIRCUITS IN SOME
 22 CIRCUMSTANCES HAVE USED IT. BUT IMPORTANT POINT HERE I
 23 WOULD SUBMIT, YOUR HONOR, IS THAT IT IS INCONSISTENT
 24 WITH THE THIRD CIRCUIT CONTROLLING MYLAN DECISION, WHICH
 25 DEALT SPECIFICALLY WITH COMPETITION INVOLVING BRAND AND

1 DEPOSITION, DR. SHAPIRO IS NOT ABLE TO COME UP WITH A
 2 SINGLE COUNTER-EXAMPLE.

3 WHY IS THAT? IT IS BECAUSE GENERIC
 4 AB-RATED DRUGS ARE ALWAYS ABLE TO PRICE CHEAPER THAN
 5 BRAND-NAME DRUGS BECAUSE THE GENERIC COMPANY ALWAYS HAS
 6 A LOWER COST STRUCTURE. IT DOES NOT HAVE THE RESEARCH
 7 AND DEVELOPMENT COST OF THE BRAND-NAME COMPANY. AND THE
 8 NORMAL RULES OF SUPPLY AND DEMAND ON WHICH THE
 9 HYPOTHETICAL MONOPOLIST TEST IS BASED DOES NOT APPLY TO
 10 GENERIC DRUGS. THE GENERIC COMPANY GAINS MOST OF ITS
 11 PRESCRIPTIONS NOT BECAUSE PATIENTS DELIBERATELY CHOOSE
 12 THE AB-RATED GENERIC, BUT BECAUSE BY LAW, AS YOUR HONOR
 13 RECOGNIZED, BY STATE LAW, THE PHARMACIST MUST SUBSTITUTE
 14 THE AB-RATED GENERIC WHEN THE DOCTOR PRESCRIBES THE
 15 BRAND DRUG.

16 SO IT'S NOT JUST THAT WE HAVE THIS TEST
 17 AND IT HAS NOT BEEN USED HERE, BUT DR. CREMIEUX WILL
 18 EXPLAIN THE RULES THAT UNDERGIRD THIS TEST, THE RULES
 19 THAT MAKE IT APPROPRIATE IN OTHER CIRCUMSTANCES, JUST
 20 DON'T APPLY HERE.

21 SO IN SUM, THE EVIDENCE WILL SHOW THAT
 22 ANDROGEL FACED VIGOROUS COMPETITION DURING THE ENTIRETY
 23 OF THE RELEVANT PERIOD, AND DR. SHAPIRO'S OPINION ON THE
 24 HYPOTHETICAL MONOPOLIST TEST DOES NOT SHOW OTHERWISE.
 25 FINALLY, LET ME SPEND A COUPLE OF MINUTES

1 ON SUPPOSEDLY EXCESS PROFITS.
 2 FTC'S REQUEST FOR DISGORGEMENT, AS FTC
 3 ADMITS IN ITS STATEMENT, LOOKS AT WHAT WOULD HAVE
 4 HAPPENED HAD NO PATENT LITIGATION BEEN FILED AND MAKES
 5 TWO FUNDAMENTAL ASSUMPTIONS: THAT TEVA WOULD HAVE
 6 ENTERED THE MARKET IN JUNE 2012 EVEN THOUGH IT HAD NO
 7 AB-RATING, NO AUTOMATIC SUBSTITUTABILITY, AND THAT
 8 PERRIGO WOULD HAVE ENTERED THE MARKET WITH AN AB-RATED
 9 PRODUCT IN THE SUMMER OF 2013 EVEN THOUGH TEVA -- I'M
 10 SORRY -- PERRIGO DID NOT GET AN AB-RATING IN SUMMER OF
 11 2013. IT DID NOT GET AN AB-RATING UNTIL JULY 23RD OF
 12 2014, A YEAR LATER. AND TO OBTAIN ITS REQUEST OF
 13 DISGORGEMENT, FTC NEEDS TO PROVE THAT THESE ASSUMPTIONS
 14 ARE SUPPORTED BY THE EVIDENCE. BUT THEY ARE NOT.
 15 LET ME TALK ABOUT TEVA FIRST. WOULD TEVA
 16 ACTUALLY HAVE ENTERED THE MARKET WITH A PRODUCT THAT A
 17 PHARMACY WOULD NOT AUTOMATICALLY SUBSTITUTE? NO. WHY
 18 NOT? TEVA'S MAUREEN CAVANAUGH WILL TESTIFY ON FRIDAY.
 19 SHE WILL TESTIFY THAT TEVA COULD NOT SELL THAT SORT OF
 20 PRODUCT WITHOUT USING A MARKETING AND SALES FORCE, AND
 21 TEVA WAS NOT SET UP FOR THAT HERE.
 22 AND BECAUSE TEVA'S TESTOSTERONE GEL WAS
 23 NOT DIFFERENTIATED FROM ANDROGEL 1%, THERE WAS NO
 24 MARKETING ANGLE THAT ANY SALES FORCE COULD HAVE USED FOR
 25 SALESPEOPLE TO CONVINCING DOCTORS TO PRESCRIBE IT AND

1 THERE IS MORE PROBLEMS TOO FOR TEVA.
 2 FIRST, MANUFACTURING COULD TAKE UP TO TWO YEARS BECAUSE
 3 THIS IS A GEL YOU ARE MANUFACTURING, NOT A PILL. IT'S A
 4 FLAMMABLE GEL. YOU NEED SPECIAL MANUFACTURING
 5 FACILITIES. AND THE THIRD PARTY THAT WOULD HAVE DONE
 6 THE MANUFACTURING FOR TEVA SAID THEY REQUIRED A \$10
 7 MILLION GUARANTEE FROM TEVA. THE PRODUCT SUCCEEDS,
 8 PRODUCT SALES, YOU ARE GOING TO BE ON THE HOOK FOR \$10
 9 MILLION. TEVA WAS NEVER GOING TO COMMIT \$10 MILLION TO
 10 A PRODUCT THAT WOULD NOT BE AUTO-SUBSTITUTED.
 11 LET ME TURN TO PERRIGO. THE FTC'S
 12 DISGORGEMENT ASSUMES THAT IN SUMMER OF 2013 PERRIGO
 13 WOULD HAVE ENTERED THE MARKET WITH AN AB-RATED PRODUCT.
 14 BUT THE FDA DID NOT AWARD PERRIGO THAT AB-RATING UNTIL
 15 JULY OF 2014. AND I WOULD LIKE TO SHOW YOU WHAT
 16 ACTUALLY HAPPENED.
 17 SO PERRIGO GETS MARKETING APPROVAL FROM
 18 FDA FOR ITS PRODUCT ON JANUARY 31, 2013. FTC'S EXPERT
 19 MR. PHELPS HAS SAID THAT THE FDA WON'T EVEN BEGIN
 20 CONSIDERING WHETHER TO GRANT THE PRODUCT BY PERRIGO AN
 21 AB-RATING UNTIL IT GRANTS MARKETING APPROVAL. IN FACT,
 22 IT USUALLY WILL NOT BEGIN CONSIDERING THAT QUESTION
 23 UNTIL HE SAYS -- HE USES THE WORD "SOMETIME AFTER
 24 MARKETING APPROVAL" BECAUSE IT TAKES A WHILE TO GET ALL
 25 THE RELEVANT INFORMATION OVER TO THE WHOLLY DIFFERENT

1 PATIENTS TO TAKE IT. TEVA WAS DEPENDING ON GETTING
 2 AUTO-SUBSTITUTION AND IT NEVER GOT THAT.
 3 MS. CAVANAUGH WILL EXPLAIN THAT DESPITE
 4 BEING A BIG DRUG COMPANY, TEVA HAS NEVER BEEN ABLE TO
 5 COME TO MARKET WITH AN UNDIFFERENTIATED PRODUCT THAT THE
 6 FDA HAS FOUND NOT -- HAS NOT FOUND TO BE AUTOMATICALLY
 7 SUBSTITUTABLE. TEVA HAS NEVER LAUNCHED SUCH A PRODUCT.
 8 NOT BEFORE JUNE OF 2012, NOT SINCE JUNE OF 2012, NOT
 9 ONCE.
 10 TEVA HAD OTHER PROBLEMS TOO. IT FOUND
 11 OUT IN THE FDA APPROVAL PROCESS THAT ITS PUMP DISPENSERS
 12 DID NOT WORK. IT HAD TO PULL ITS APPLICATION TO THE FDA
 13 FOR APPROVAL OF A PUMP DISPENSER AND ONLY SEEK APPROVAL
 14 OF SINGLE-USE FOIL PACKETS OF ITS PRODUCT.
 15 TEVA --
 16 THE COURT: PUMP DISPENSER FOR THE GEL?
 17 MR. SENATOR: CORRECT.
 18 SO IT COMES IN TWO FORMS. THERE'S THE
 19 PUMP, AND THEN THERE IS A SINGLE-USE -- IT'S CALLED A
 20 SACHET. IT'S LIKE ONE OF THOSE LITTLE MUSTARD OR
 21 KETCHUP THINGS, YOU OPEN IT UP AND YOU SMEAR IT ON.
 22 SO THEY COULD NOT USE THE PUMP. IT FINDS
 23 OUT OH, WE HAVE ONLY HAVE THE SACHETS AND IT INTERNALLY
 24 ESTIMATES THAT THAT IS GOING TO CUT OUT 40 PERCENT OF
 25 ANY MARKET THAT WE COULD HAVE EXPECTED TO HAVE GOTTEN.

1 FDA DEPARTMENT THAT DECIDES THE AB-RATING.
 2 THE COURT: HOW DOES THE FDA SUSPEND
 3 CONSIDERATION OF THE RATING IF THERE IS HATCH-WAXMAN
 4 LITIGATION GOING ON?
 5 MR. SENATOR: IT'S THE OTHER WAY AROUND.
 6 THE FDA DOES NOT GET TO CONSIDERING THE RATING ANYWAY
 7 UNTIL AFTER APPROVAL OF THE DRUG, SO THE ISSUE NEVER
 8 ARISES.
 9 THE COURT: WILL IT APPROVE IT IF THERE
 10 IS A HATCH-WAXMAN LITIGATION GOING ON?
 11 MR. SENATOR: IT WILL ISSUE WHAT'S CALLED
 12 TENTATIVE APPROVAL IF THERE IS A HATCH-WAXMAN LITIGATION
 13 GOING ON.
 14 THE COURT: THEY WILL CONTINUE
 15 CONSIDERING THE MATTER, THEY WILL NOT JUST PUT IT ASIDE?
 16 MR. SENATOR: ABSOLUTELY. IT CONTINUES
 17 TO CONSIDER THE MATTER DURING LITIGATION.
 18 THE COURT: EVEN THOUGH THERE IS
 19 LITIGATION GOING ON.
 20 MR. SENATOR: AND MR. PHELPS, AGAIN,
 21 THEIR FDA EXPERT, AGREES WITH US. IT CONTINUES AND
 22 THERE ARE CIRCUMSTANCES WHERE THEY ACTUALLY CONCLUDE
 23 THEIR REVIEW AND THEN THEY ISSUE WHAT IS CALLED
 24 TENTATIVE APPROVAL. THEY ESSENTIALLY COME OUT AND SAY
 25 YOU ARE APPROVED, SO THE MINUTE THE STAY GOES AWAY, YOU