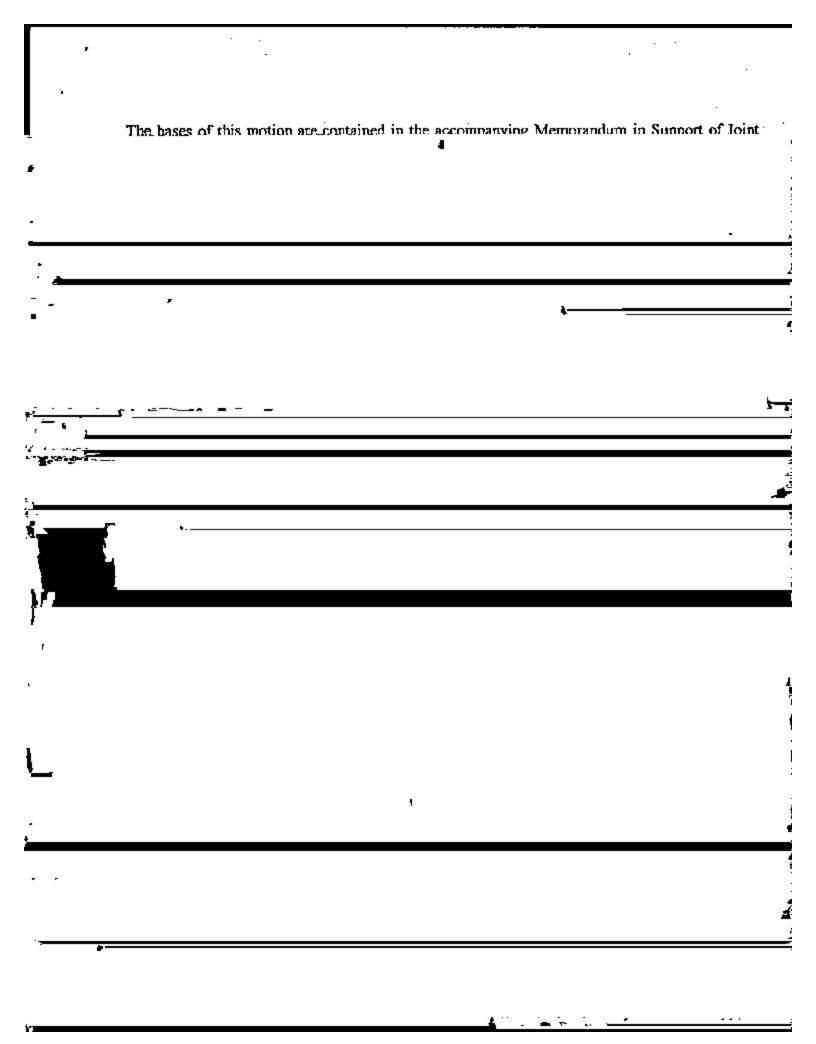
UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION

In the Matter of

Schering-Plough Corporation, a corporation,



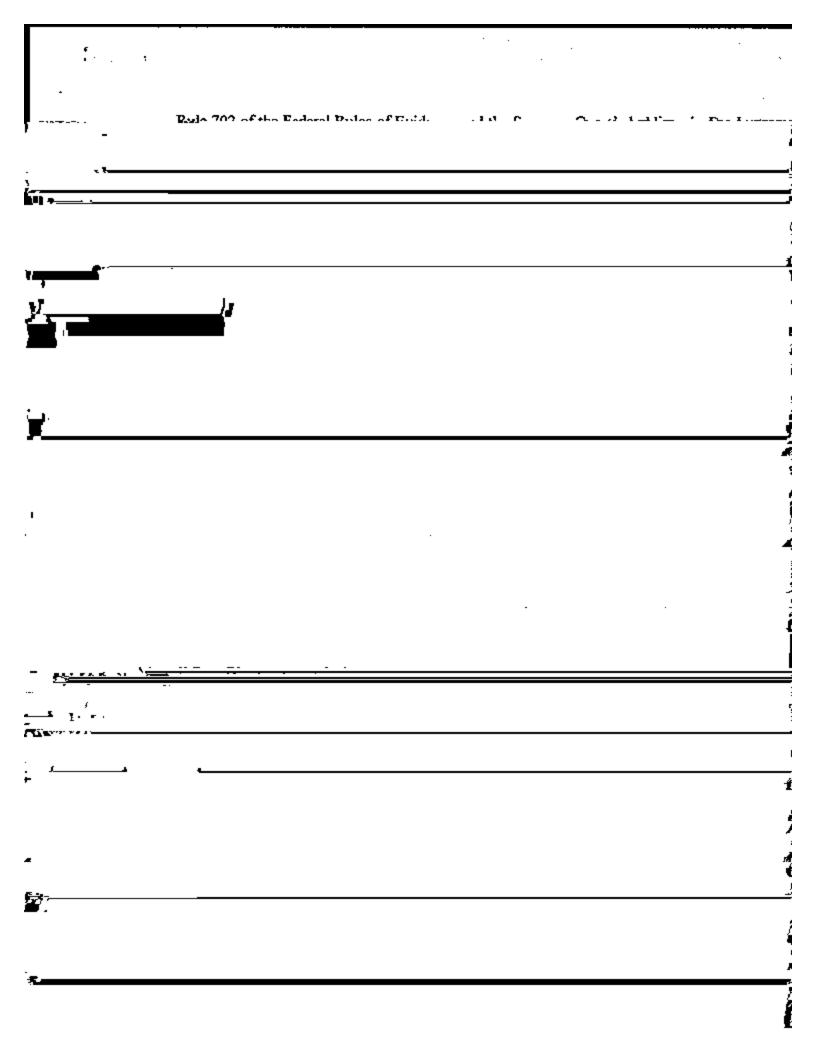
	a corporation,)	
	TELL A COLLEGE STATE)	•
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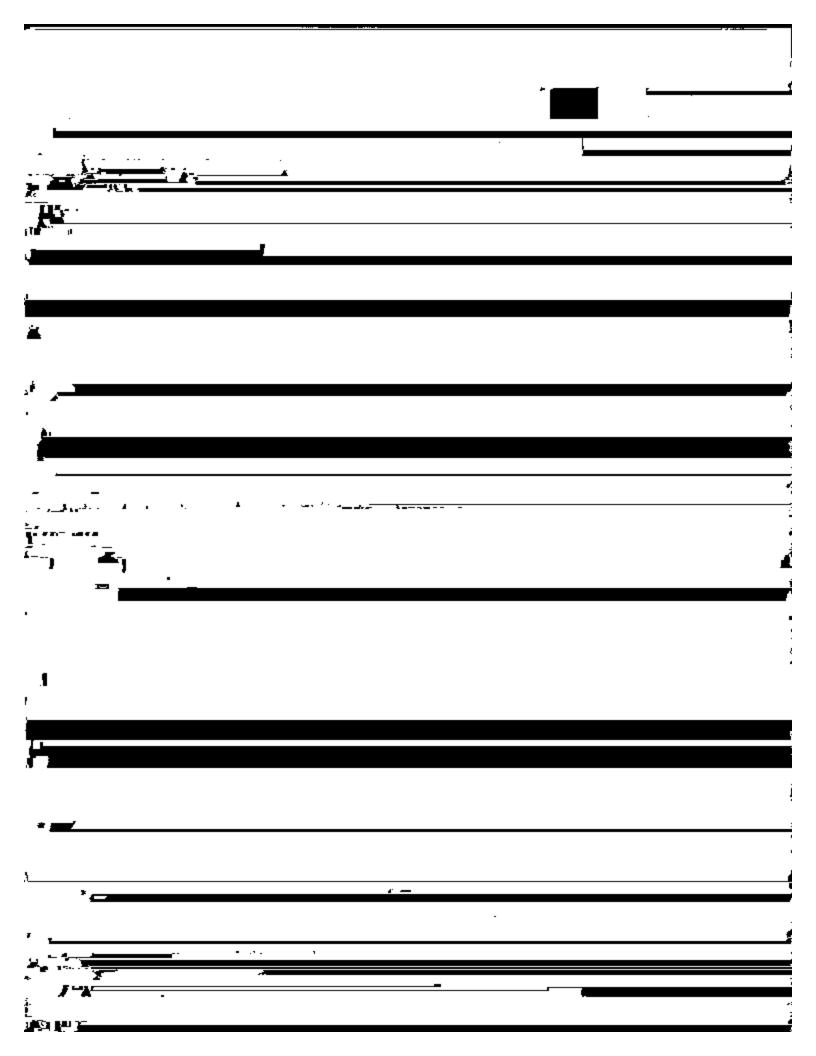


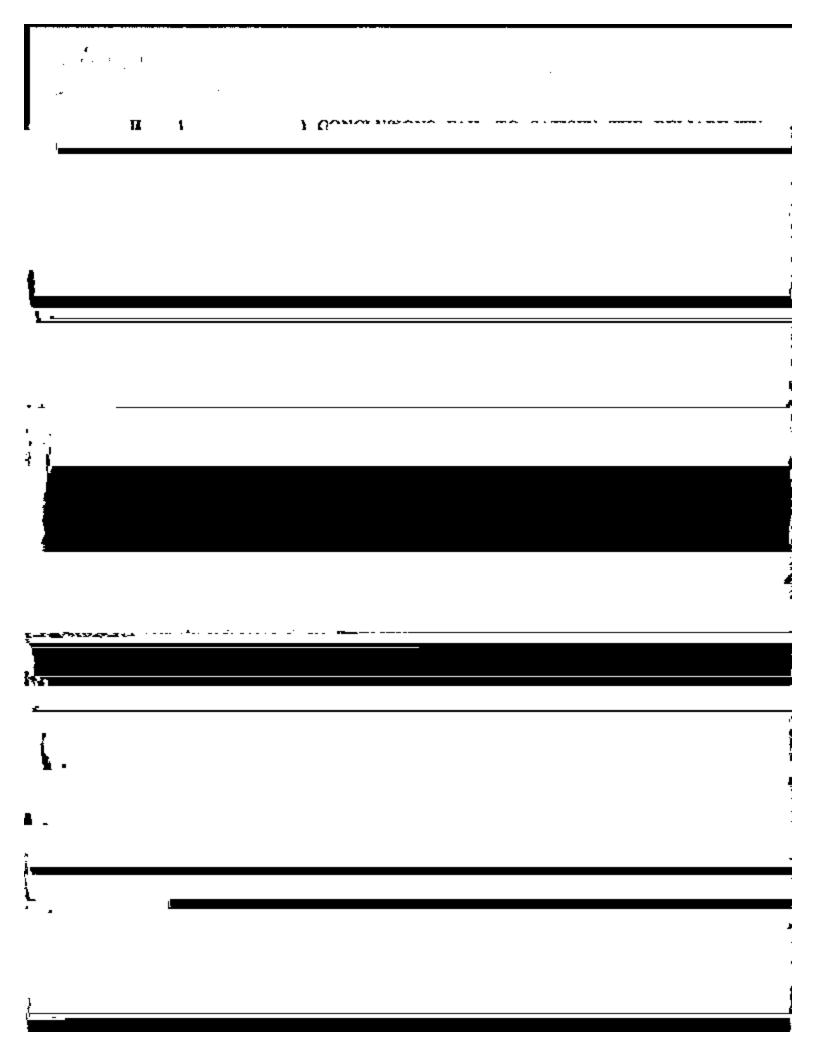
UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION		
In the Matter of) Schering-Plough Corporation,) a corporation,)		
Upsher-Smith Laboratories, Inc.,) a corporation,) and	Docket No. 9297 PUBLIC	
_ American Nome Products Corporation)	•	
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	ORANDUM IN SUPPORT	
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	In the Matter of Schering-Plough Corporation, a corporation, Upsher-Smith Laboratories, Inc., a corporation, and Aggrican Home Products Corporation RESPONDENTS' MEM	In the Matter of Schering-Plough Corporation, a corporation, Upsher-Smith Laboratories, Inc., a corporation, Agreetican Home Products Corporation RESPONDENTS' MEMORANDUM IN SUPPORT

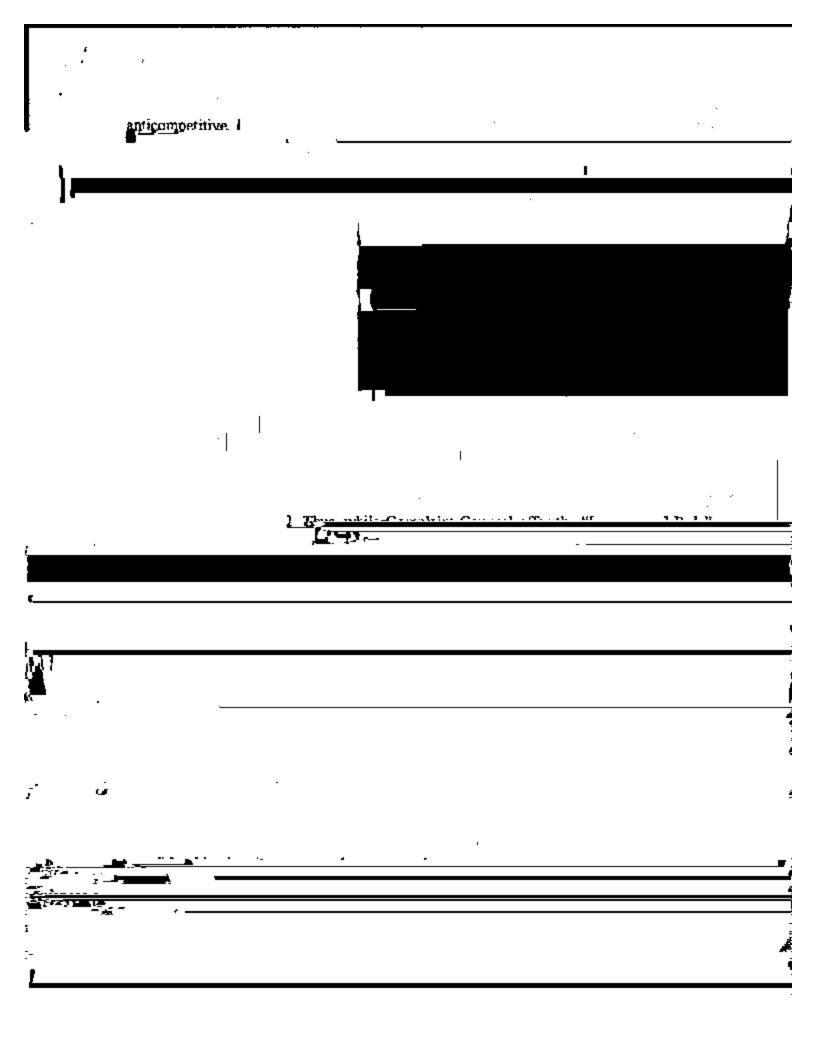
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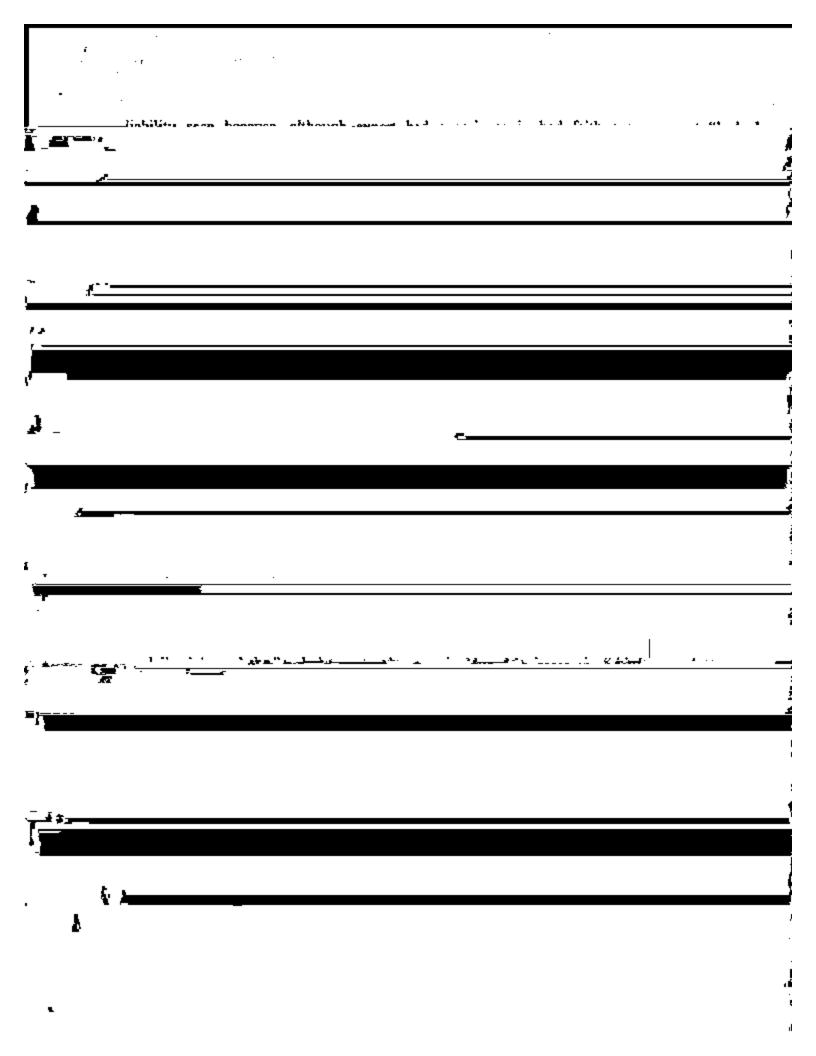
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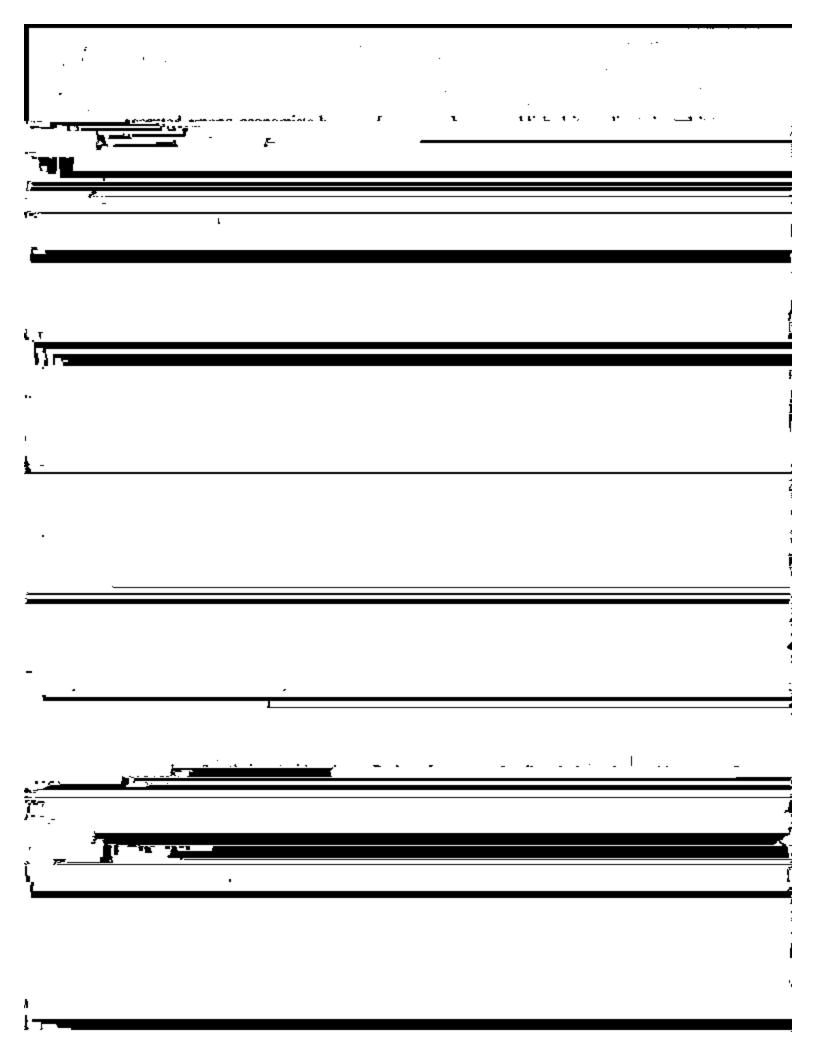


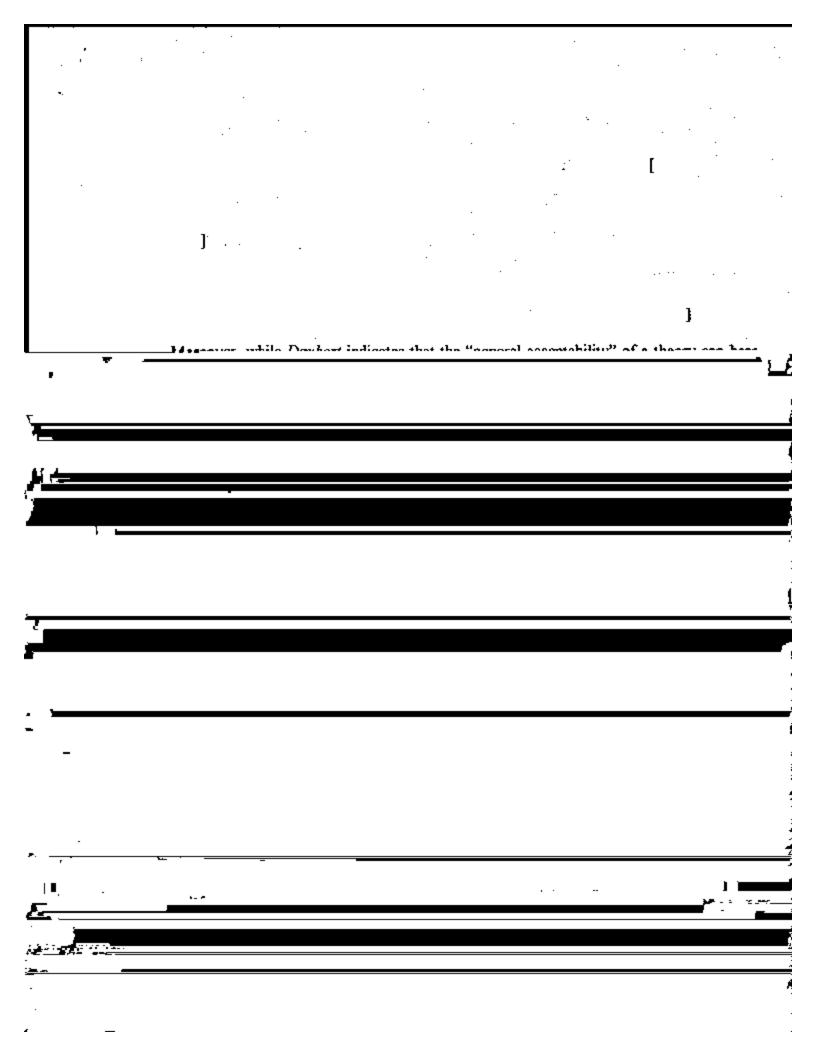




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	Nor does [] plan to publish his opinion regarding reverse payments, even though no
	economics papers on the subject have been published. [
] Expert opinion is routinely
	excluded when — as here — the methods applied have not been adopted and tested by others in
	the relevant field of expertise See Blue Dane Simmental Corp. v. 4m. Simmental 4cc'm. 172
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A Law Action	
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] Id. at 183-85. Moreover, FTC-retained rebuttal expert [] has only read
	the "[] Rule" for the first time in the context of this case, ([D,
	and testified: [•
]. By contrast, [cites no other sources
	for the "[] Rule" and does not suggest any other economists th	at supported his rule in
	published articles. Thus, because the "[] Rule" has clearly	y not "been generally
	accepted in the scientific community," (Rule 702 Advisory Committee No	otes)indeed it has not
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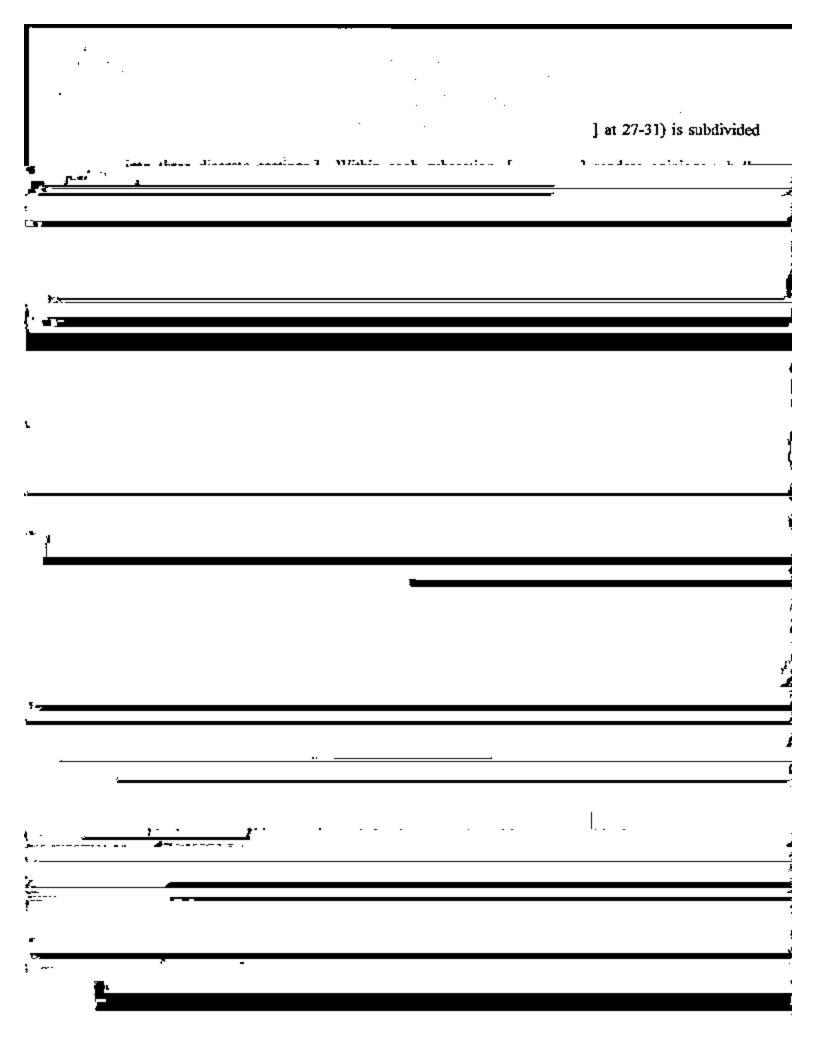
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] Rule 702 and Daubert,
	however, require that [] work out these issues outside the courtroom and obtain peer
	review before presenting the	em in this action. See. e.g., Crain, 2000 U.S. Dist. LEXIS 19240 at
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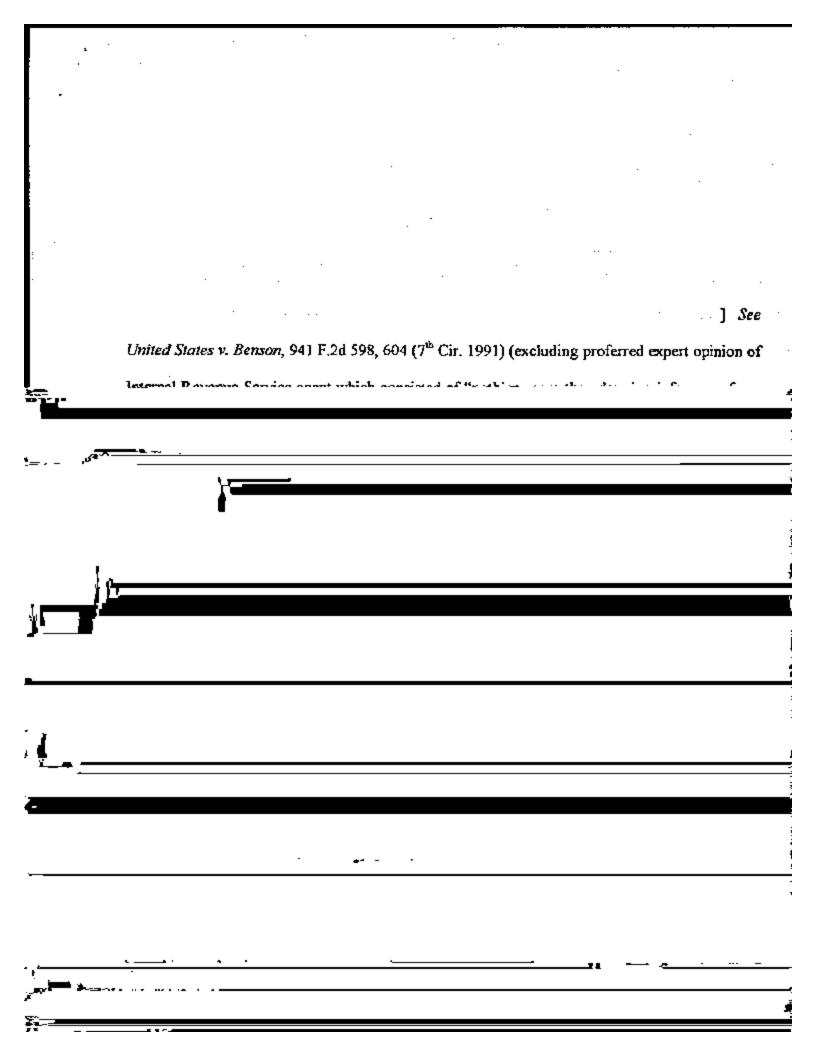
Posner described twenty-six years ago how risk aversion on the part of a litigant alters the litigation settlement bargaining outcome. A risk-averse litigant may accept a negotiated outcome that is less favorable than the one the litigant expects the litigation to produce. As Posner notes: "If one or both parties are risk averse, the range within which settlement will be preferred to litigation will be greater than if they were risk neutral"

	In short, Dr. [] report does not	adequately support the simplistic assumption
	that martine in litination are m	at efektorene l	والأراب والمناورة المعاد المتنا متنا المالة
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	ncensing, oners several	bases that allegedly suppo	
	,] attempts to rely on the
	j states that,	after interviewing [
] Rep. at 27, But [), who lacks the expertise or ability to
	evaluate [], really can only assume that
	opinion is valid	Courts have excluded the	testimony of an expert who relies blindly on
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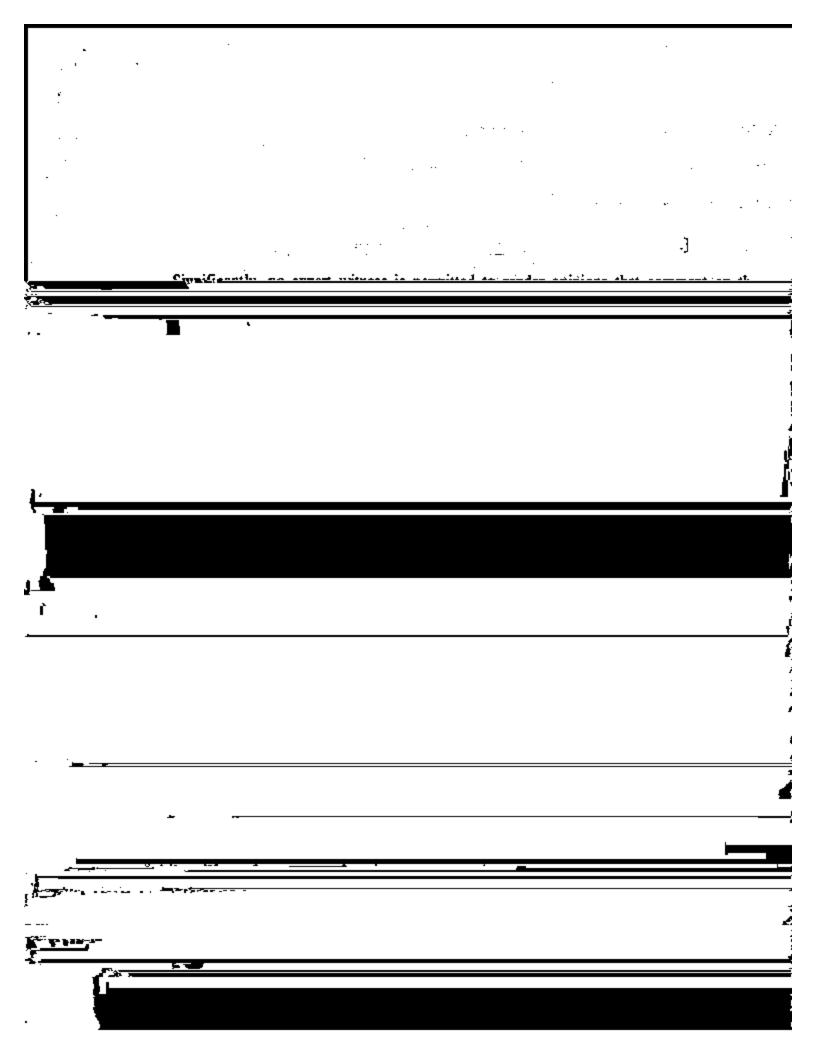
] simply lacks any .] Once again, [11



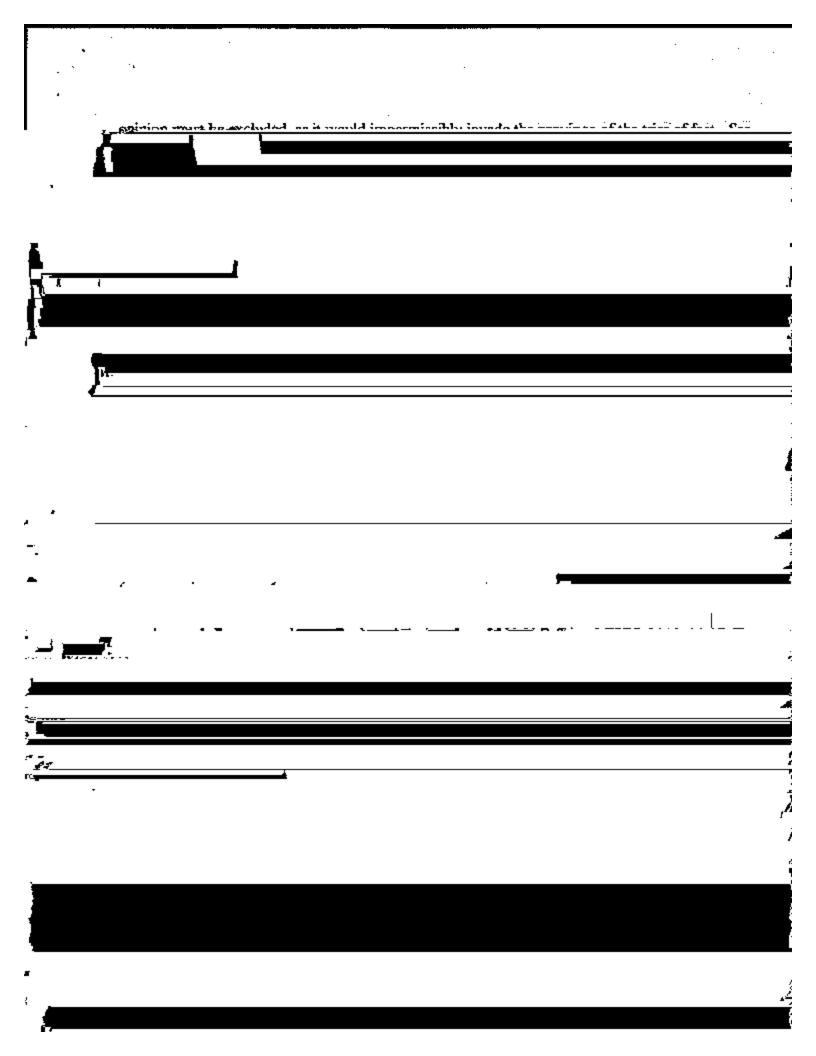
] Second, once again, this opinion is far outside the realm of [] knowledge or expertise. Prior to his work on this case, [] had never reviewed any other campaign to out-license a pharmaceutical product. [] Dep. at 98-99. He does not know whether companies normally are aware of other bidders for products during licensing negotiations, or whether such other bids normally affect the amount a particular company such as Schering-Plough would be willing to pay.] ¹¹		·
on this case, [] had never reviewed any other campaign to out-license a pharmaceutical product. [] Dep. at 98-99. He does not know whether companies normally are aware of other bidders for products during licensing negotiations, or whether such other bids normally] Second, once again,
product. [] Dep. at 98-99. He does not know whether companies normally are aware of other bidders for products during licensing negotiations, or whether such other bids normally		this opinion is far outside the realm of [] knowledge or expertise. Prior to his work
of other bidders for products during licensing negotiations, or whether such other bids normally		on this case, [] had never reviewed any other campaign to out-license a pharmaceutical
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		affect the amount a particular company such as Schering-Plough would be willing to pay.]11
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<u>,</u>	 .	
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marketing efforts relating to [] or the value that companies are likely to pay for that product in the market when he is completely unfamiliar with marketing and valuation practices within the pharmaceutical industry. See In re International Rectifier Securities Litig., 1997 U.S. Dist. LEXIS 23966, *22 (C.D. Cal. Apr. 2, 1997) (financial expert who lacks first-hand knowledge or background regarding securities law or industry custom and practice pertaining to underwriters' due diligence is not qualified under Rule 702 to render opinion that underwriters' due diligence was inadequate).

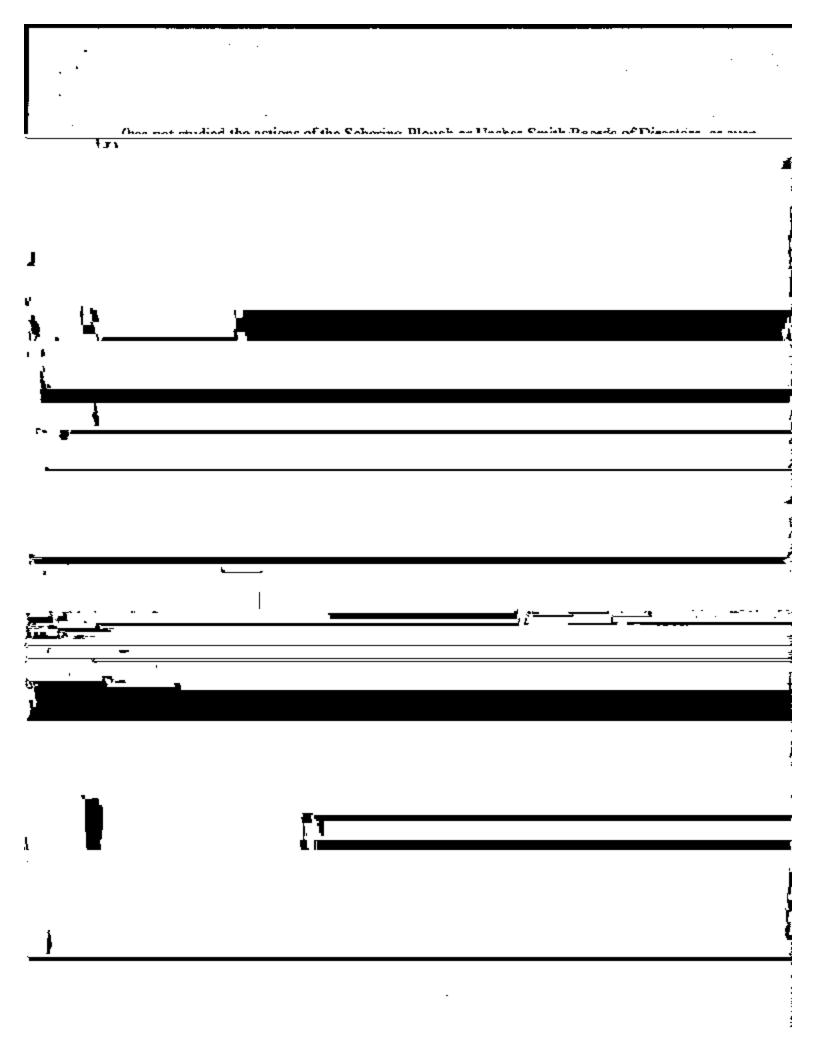
3. |] Finally, []

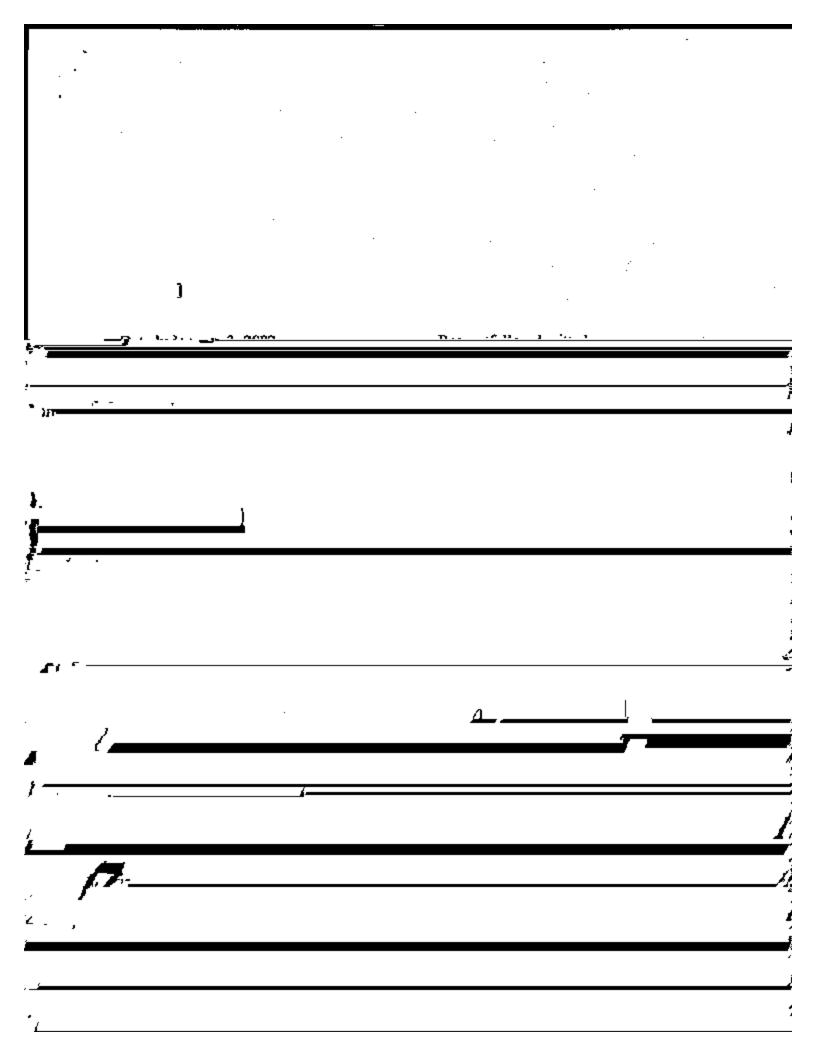


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) x a	witness testimony, rather than proper expert testimony. "As support for these opinions. Malkiel
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admits that he is not a pharmaceutical valuation expert, see infra. Nor has he even read the '743.] Dep. at 14 [patent. I Instead, [] basis his opinion because "new and better products" may eclipse Schering-

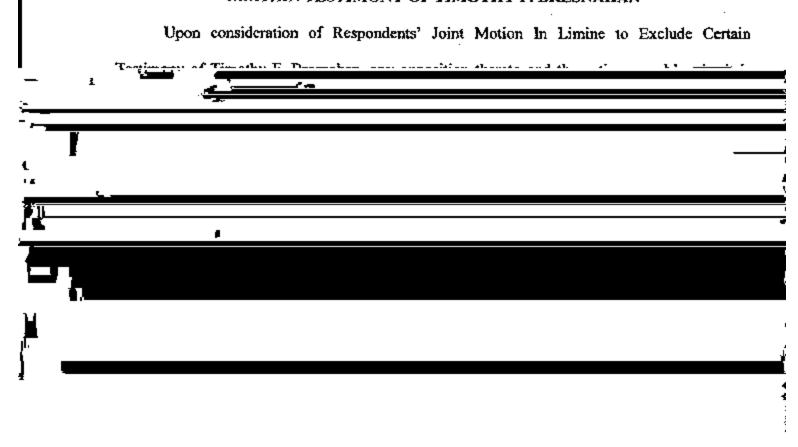




UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION

In the Matter of)
Schering-Plough Corporation,)
a corporation,	ĺ
Upsher-Smith Laboratorics, Inc.,) Docket No. 9297
a corporation,)
2nd	j
American Home Products Corporation,))
a corporation.) _)

ORDER GRANTING RESPONDENTS' JOINT MOTION IN LIMINE TO EXCLUDE CERTAIN TESTIMONY OF TIMOTHY F. BRESNAHAN



CERTIFICATE OF SERVICE

I hereby certify that on this 4th day of January 2002, I caused copies of the public version of Respondents' Joint Motion to Exclude Certain Testimony of Timothy F. Bresnahan to be filed with the Secretary of the Commission, and that two paper copies were served by hand upon:

Honorable D. Michael Chappell Administrative Law Judge Federal Trade Commission Room 104 600 Permsylvania Avenue, N.W. Washington, D.C. 20580

and one paper copy was hand delivered upon:

David R. Pender Federal Trade Commission Room 3115 601 Pennsylvania Ave, N.W. Washington, D.C. 20580

Karen Bokat Federal Trade Commission Room 3115 601 Pennsylvania Ave, N.W. Washington, D.C. 20580

Laura S. Shores Howrey Simon Amold & White LLP 1299 Pennsylvania Ave., N.W. Washington, D.C. 20004

Dennis M. Kelly