



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

February 11, 2013

Mark Sokolow, Esq.
Law Office of Mark Sokolow
State of Texas

Re: In the Matter of IDEXX Laboratories, Inc., FTC File No. 101 0023,
Docket No. C-4383

Dear Mr. Sokolow:

Thank you for your comment regarding the proposed consent order accepted by the Federal Trade Commission for public comment in the above-captioned matter. In your comment, you ask about the extent to which it will facilitate the economic development of American firms, and the extent to which the consent order will cover the costs of pursuing the matter. You also emphasize the importance of supporting American workers and companies.

As stated in the Analysis to Aid Public Comment, IDEXX's control of distributors has allegedly foreclosed its competition from effectively and efficiently reaching large segments of the veterinarian market, and forced veterinarians to incur greater costs to obtain non-IDEXX products. The proposed Order prohibits IDEXX from maintaining exclusive distribution arrangements with all three national distributors and thus makes the market for in-clinic diagnostic products more competitive, and gives veterinarians the benefits of competition from firms that will now have access to the most efficient distribution channels.

The federal government was not reimbursed the costs of this investigation.

The Commission has placed your comment in the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and it has been given careful consideration. The Commission has determined that the public interest would best be served by issuing the Complaint and the Decision and Order in final form, and copies of these documents are enclosed for your information. Relevant materials are also available from the Commission Website <https://www.ftc.gov>

It helps the Commission's analysis to hear from a variety of sources in its work on antitrust and consumer protection issues, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner Ohlhausen is abstaining and Commissioner Wright not participating.

Donald S. Clark
Secretary