

received at the Reserve Bank indicated or the offices of the Board of Governors not later than November 25, 2013.

A. Federal Reserve Bank of Philadelphia (William Lang, Senior Vice President) 100 North 6th Street, Philadelphia, Pennsylvania 19105-1521:

1. [REDACTED], Pottsville, Pennsylvania; to merge with and into GNB Financial Services, Inc., Gratz, Pennsylvania, and thereby indirectly acquire voting shares of Liberty Savings Bank, FSB, Pottsville, Pennsylvania, and engage in operating a savings and loan association, pursuant to section 225.28(b)(4)(ii).

Board of Governors of the Federal Reserve System, October 28, 2013.

Michael J. Lewandowski,

[REDACTED]

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FEDERAL TRADE COMMISSION

[File No. 131 0152]

Actavis, Inc. a corporation, and Warner Chilott PLC; Analysis of Agreement Containing Consent Orders To Aid Public Comment

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¹ In particular, the written request for confidential treatment that accompanies the comment must include the factual and legal basis for the request, and must identify the specific portions of the comment to be withheld from the public record. See FTC Rule 4.9(c), 16 CFR 4.9(c).



branded product for a period of 180 days.

Entry Into the Relevant Markets

Entry Into the markets for generic Femcon FE, Lo Loestrin 24 and its generic equivalents, Loestrin 24 FE and its generic equivalents, and Atelvia and its generic equivalents would not be timely, likely, or sufficient in magnitude, character, and scope to deter or counteract the anticompetitive effects of the acquisition. Entry would not take place in a timely manner because the combination of drug development times and FDA approval requirements would delay entry by at least two years. Even companies for which the FDA approval process is well underway face additional barriers, including Hatch-Waxman regulatory exclusivity and pending patent litigation, that prevent them from entering these markets in time to deter the price increases that would occur after consummation of the Proposed Acquisition.

The Anticompetitive Effects of the Acquisition

The Proposed Acquisition would cause significant anticompetitive harm to consumers in the U.S. markets for generic Femcon FE, Lo Loestrin 24 and its generic equivalents, Lo Loestrin FE and its generic equivalents, and Atelvia and its generic equivalents. The Proposed Acquisition would eliminate the current competition between the only two significant suppliers of generic Femcon FE, leading to significantly higher prices for this drug. The acquisition may also delay the onset of beneficial generic competition in the markets for Loestrin 24 FE, Lo Loestrin FE, and Atelvia. Evidence, including information regarding the status of the FDA approval process for potential suppliers of generic Loestrin 24 FE, suggests that Actavis will be the first generic supplier to compete against Warner Chilcott's branded product. Moreover, no other generic supplier is likely to enter the market for a significant period of time. Thus, the combined firm would likely delay the entry of Actavis's generic version of Loestrin 24 FE or, at a minimum, cause Actavis's generic drug to compete less vigorously against Warner Chilcott's branded product, resulting in higher prices for consumers. Similarly, in the markets for Lo Loestrin FE and Atelvia,

Actavis may be the first and only generic competitor to Warner Chilcott's branded products for a significant period absent the Proposed Acquisition. By eliminating this potential competition between Warner Chilcott and Actavis in each of these markets, the Proposed Acquisition would harm U.S. consumers by substantially increasing the likelihood of higher post-acquisition prices for Lo Loestrin FE and Atelvia.

The Proposed Consent Agreement

The proposed Consent Agreement effectively remedies the Proposed Acquisition's anticompetitive effects in the relevant markets by requiring Actavis to divest to Amneal certain rights and assets related to generic Femcon FE, generic Loestrin 24 FE, generic Lo Loestrin FE, and generic Atelvia no later than ten days after consummating the acquisition. In addition, the Consent Agreement requires Actavis to enter into a supply agreement to provide Amneal with generic versions of the Femcon FE and Loestrin 24 FE products to sell in the United States for up to four years. Amneal is a New Jersey-based generic pharmaceutical company that currently markets 65 products and maintains an active product development pipeline. With its experience in generic markets, Amneal is well positioned to replicate the competition that would otherwise be lost as a result of the Proposed Acquisition.

If the Commission determines that Amneal is not an acceptable acquirer of the assets to be divested, or that the manner of the divestitures is not acceptable, Actavis must unwind the sale to Amneal and divest the products within six months of the date the Order becomes final, to a Commission-approved acquirer. If Actavis fails to divest the products as required, the Commission may appoint a trustee to divest the products.

The proposed Consent Agreement contains several provisions to help ensure that the divestitures are successful. The Order requires Actavis to maintain the economic viability, marketability, and competitiveness of the divestiture products until such time as they are transferred to Amneal or another Commission-approved acquirer. Actavis must also transfer the manufacturing technology for the divestiture products to Amneal and

supply Amneal with the generic Femcon FE and Loestrin 24 FE products during the transition period. In addition, the Consent Agreement requires Actavis to relinquish any claim to market exclusivity in the transition period. The Commission and the Attorney

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