

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Maureen K. Ohlhausen
 Terrell McSweeney

Docket No. C-4267

ORDER REOPENING AND MODIFYING ORDER

Pfizer Inc. (“Pfizer”) filed a Petition of Respondent Pfizer Inc. to Reopen and Modify Decision and Order (“Petition”) on December 8, 2015. Pfizer is a Respondent to the consent order issued by the Commission in *Pfizer Inc. et al.*, Docket No. C-4267 (“Order”), w-10(r.Tw [(M 0 T4(t)h0.00 Pfizer now asks that this proceeding be reopened for the limited Order as to Pfizer, and continuing as to its successor, Zoetis. Pfi public comment for thirty dacompetitive impact of Pfizer’s 2009

conditions of law or fact” so require.⁶

obligations under the Order since acquiring Pfizer's animal health assets. Pfizer has no interest in Zoetis or in any animal health business and, as such, does not have the interest or ability to interfere with the remedial purposes of the Order. Neither the interests of the Commission nor the public interest require Pfizer to remain subject to the Order. Further, setting aside the Order as to Pfizer is consistent with past Commission rulings on similar petitions.¹²

Accordingly,

IT IS ORDERED that the Order in Docket No. C-4267 be, and it hereby is, reopened;
and

IT IS FURTHER ORDERED that the Order be, and it hereby is, set aside as to Pfizer Inc. but not as to Pfizer Inc.'s successor, Zoetis Inc., and, consistent therewith, the assignment to Zoetis Inc. of the Order's Remedial Agreements regarding BIVI is hereby approved.

By the Commission.

Donald S. Clark
Secretary

SEAL:
ISSUED: April 4, 2016

¹² See, e.g., *Duke Energy Corp., et al.*, Docket No. C-3932, Order Reopening and Modifying Order (Sept. 26, 2007) (order set aside as to Duke Energy after sale of assets in the relevant business to Spectra Energy); see also *AEA Investors 2006 Fund L.P., et al.*, Docket No. C-4297, Order Reopening and Modifying Final Order (Apr. 30, 2016).