Case IPR2017-01053 Patent 8,268,299

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ARGENTUM PHARMACEUTICALS LLC, Petitioner

v.

ALCON RESEARCH, LTD., Patent Owner

> Case IPR2017-01053 Patent 8,268,299

ALCON RESEARCH, LTD.'S FIFTH UPDATED EXHIBIT LIST

Alcon Exhibit No.	Description
2001	Declaration of Adam L. Perlman in Support of Motion for <i>Pro Hac Vice</i> Admission Pursuant to 37 C.F.R. § 42.10(c)
2002	Declaration of Alexander S. Zolan in Support of Motion for Pro Hac Vice Admission Pursuant to 37 C.F.R. § 42.10(c)
2003	Declaration of Christopher J. Mandernach in Support of Motion for Pro Hac Vice Admission Pursuant to 37 C.F.R. § 42.10(c)
2004	Center for Drug Evaluation and Research, Medical Review, NDA No. 21-994. Available at: https://www.accessdata.fda.gov/drugsatfda_docs/nda/2006/ 021994s000TOC.cfm
2005	United States Patent Application Publication No. 2007/0212420 A1
2006	Declaration of Bhagwati P. Kabra, Ph.D.
2007	Declaration of Stephen Shannon, MBA, Ph.D.
2008	Alcon Laboratory Notebook No. 11118, pp. 77–82
2009	Alcon Laboratory Notebook No. 11781, pp.19–21
2010	Alcon Laboratory Notebook No. 10545, p. 51
2011	Alcon Laboratory Notebook No. 10750, p. 81
2012	Alcon Laboratory Notebook No. 11068, pp. 17–24
2013	Alcon Laboratory Notebook No. 9988, p. 87
2014	Alcon Laboratory Notebook No. 13160, p. 66
2015	Alcon Laboratory Notebook No. 13292, pp. 38–39
2016	Alcon Laboratory Notebook No. 11781, pp. 81–83
2017	Adjunctive Pages to Alcon Laboratory Notebook No. 11781, pp. 81-83
2018	Alcon Laboratory Notebook No. 10750, p. 19
2019	Alcon Laboratory Notebook No. 10545, p. 41
2020	Alcon Laboratory Notebook No. 10750, p. 21
2021	Alcon Laboratory Notebook No. 12586, p. 63
2022	Alcon Laboratory Notebook No. 12034, p. 91
2023	Declaration of Soumyajit Majumdar, Ph.D.
2024	Curriculum Vitae of Soumyajit Majumdar, Ph.D
2025	Declaration of George Zhanel, Ph.D
2026	Curriculum Vitae of George Zhanel, Ph.D
2027	Declaration of Richard K. Parrish, II, M.D.
2028	Curriculum Vitae of Richard K. Parrish, II, M.D.
2029	Declaration of Henry Grabowski, Ph.D.
2030	Curriculum Vitae of Henry Grabowski, Ph.D.

2031	The Merck Index, An Encyclopedia of Chemicals, Drugs, and
	Biologicals (13th ed. 2001), Merck Research Laboratories, 1810
2032	53 Fed. Reg. 7076 (Mar. 4, 1988)
2033	U.S. Pharmacopeia 23 (1995)
2034	Remington: The Science and Practice of Pharmacy (20th ed. 2000)
2035	Final Report on the Safety Assessment of Polyquaternium-10,
	7 J. of the Am. College of Toxicology 347 (1988)
2036	United States Patent No. 5,336,508
2037	United States Patent No. 5,393,491
2038	United States Patent No. 5,741,817
2039	United States Patent No. 6,872,705
2040	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs
2041	TRAVATAN Z [®] Wholesale Dollar Sales
2042	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of
	Wholesale Dollar Sales
2043	Number of Prescriptions for TRAVATAN Z [®]
2044	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of
2044	Prescriptions
2045	Number of New Prescriptions for TRAVATAN Z [®]
2046	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of New
2046	Prescriptions
2047	TRAVATAN Z [®] Unit Sales
2048	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of Unit
	Sales
2049	TRAVATAN Z [®] , TRAVATAN [®] , and LUMIGAN [®] , Cumulative
	Wholesale Dollar Sales
2050	Number of Prescriptions for TRAVATAN [®]
2051	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of Voice
2051	Excluding Retail Value of Samples
2052	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Share of Voice
2052	Including Retail Value of Samples
0050	TRAVATAN Z [®] , TRAVATAN [®] , and LUMIGAN [®] , Marketing-to-Sales
2053	Ratio Excluding Retail Value of Samples
2054	TRAVATAN Z [®] , TRAVATAN [®] , and LUMIGAN [®] , Promotional
2054	Spending Excluding Retail Value of Samples
2055	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs,
	Formulary Placement for Commercial Plans 2017–2018
2056	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs,
	Formulary Placement for Commercial Plans 2017–2018
	· · ·

1

-	
2057	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs, Formulary Placement for Medicare Plans 2017–2018
2058	TRAVATAN Z [®] and Other Prostaglandin Analog Drugs,
	Formulary Placement for Medicare Plans 2017–2018
2059	"Bibliography of Published Papers and Presentations Using
	QuintilesIMS Information," QuintilesIMS Institute, May 2017
2060	U.S. Food and Drug Administration, TRAVATAN Z [®] NDA Approval Letter, September 21, 2006
2061	Alcon, Inc., Form 20-F 2006
2062	U.S. Food and Drug Administration, TRAVATAN Z [®] Label, July 2010
2063	Sucampo Pharmaceuticals Inc., Form 10-K 2014
2064	Regnier, S. A. and D. B. Ridley, 2015, "Market Watch: Forecasting
	Market Share in the US Pharmaceutical Market," Nature Reviews Drug
	Discovery, Vol. 14, No. 9, pp. 594–595
	Kalyanaram, G., 2008, "The Order of Entry Effect in Prescription (Rx)
2065	and Over-the-Counter (OTC) Pharmaceutical Drugs," International
2005	Journal of Pharmaceutical and Healthcare Marketing, Vol. 2, No. 1, pp.
	35-46
	Berndt, E. R., et al., 1995, "Information, Marketing, and Pricing in the
2066	U.S. Antiulcer Drug Market," <i>The American Economic Review</i> , Vol. 85,
	No. 2, pp. 100–105
2067	Berndt, E. R., et al., 2002, "An Analysis of the Diffusion of New
	Antidepressants: Variety, Quality, and Marketing Efforts," <i>The Journal</i>
	of Mental Health Policy and Economics, Vol. 5, pp. 3-19
2068	Schmalensee, R., 1982, "Product Differentiation Advantages of
	Pioneering Brands," The American Economic Review, Vol. 72, No. 3,
	pp. 349–365
2069	Azoulay, P., 2002, "Do Pharmaceutical Sales Respond to Scientific
	Evidence?" Journal of Economics & Management Strategy, Vol. 11,
	No. 4, pp. 551–594
	Iizuka, T., 2004, "What Explains the Use of Direct-to-Consumer
2070	Advertising of Prescription Drugs?" The Journal of Industrial
	<i>Economics</i> , Vol. 52, No. 3, pp. 349–379
2071	Leffler, K. B., 1981, "Persuasion or Information? The Economics of
	Prescription Drug Advertising," Journal of Law and Economics, Vol.
	24, No. 1, pp. 45–74
2072	Venkataraman, S. and S. Stremersch, 2007, "The Debate on Influencing
	Doctors' Decisions: Are Drug Characteristics the Missing Link?"
	Management Science, Vol. 53, No. 11, pp. 1688–1701
	munugenieni science, vol. 55, 10. 11, pp. 1000–1701

2

2073	Berndt, E. R., 2001, "The U.S. Pharmaceutical Industry: Why Major Growth in Times of Cost Containment?" <i>Health Affairs</i> , Vol. 20, No. 2, pp. 100–114
	Berndt, E. R., 2002, "Pharmaceuticals in U.S. Health Care:
2074	Determinants of Quantity and Price," <i>Journal of Economic Perspectives</i> , Vol. 16, No. 4, pp. 45–66
2075	Coscelli, A. and M. Shum, 2004, "An Empirical Model of Learning and Patient Spillovers in New Drug Entry," <i>Journal of Econometrics</i> , Vol. 122, pp. 213–246
2076	Lakdawalla, D. and T. Philipson, 2012, "Does Intellectual Property Restrict Output? An Analysis of Pharmaceutical Markets," <i>Journal of</i> <i>Law and Economics</i> , Vol. 55, No. 1, pp. 151–187
2077	Ross, J. S. and A. S. Kesselheim, 2013, "Prescription-Drug Coupons— No Such Thing as a Free Lunch," <i>The New England Journal of</i> <i>Medicine</i> , Vol. 369, No. 13, pp. 1188–1189
2078	"Prescription Drug Discount Coupons: Implications for Public and Commercial Health Care Plans," Congressional Research Service, November 5, 2015, available at https://www.everycrsreport.com/files/20151105_R44264_cc230c6ca730 1b5df95d1210de9d33ca46c9b64d.pdf
2079	"Prescription Drug Discount Coupons and Patient Assistance Programs (PAPs)," Congressional Research Service, June 15, 2017, available at https://www.everycrsreport.com/files/20170615_R44264_1620b32a24a 5e7e0bd6150be54c139fc134c4ab2.pdf
2080	Starner, C., et al., 2014, "Specialty Drug Coupons Lower Out-of-Pocket Costs and May Improve Adherence at the Risk of Increasing Premiums," <i>Health Affairs</i> , Vol. 33, No. 10, pp. 1761–1769
2081	Shrank, W. H., et al., 2010, "The Epidemiology of Prescriptions Abandoned at the Pharmacy," <i>Annals of Internal Medicine</i> , Vol. 153, No. 10, pp. 633–640, W-212–213
2082	Tenaglia, M., 2012, "Copay Cards and Coupons: Letting the Facts Get in the Way," PharmExec.com, available at http://www.pharmexec.com/copay-cards-and-coupons-letting-facts-get- way?id=&sk=&date=&%0A%09%09&pageID=2
2083	"The Use of Medicines in the United States: Review of 2011," IMS Institute for Healthcare Informatics, April 2012
2084	PSKW Special Sponsored Section, 2016, "State of the Art: Highlights from CBI's 2016 Formulary, Co-Pay and Access Summit," <i>Pharmaceutical Executive</i> , Vol. 36, No. 6, pp. 14–15

DOCKET A L A R M



Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.