

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF VIRGINIA  
ALEXANDRIA DIVISION**

RAI STRATEGIC HOLDINGS, INC. and  
R.J. REYNOLDS VAPOR COMPANY,

Plaintiffs and Counterclaim Defendants,

v.

ALTRIA CLIENT SERVICES LLC; PHILIP  
MORRIS USA INC.; and PHILIP MORRIS  
PRODUCTS S.A.,

Defendants and Counterclaim Plaintiffs.

Case No. 1:20-cv-00393-LO-TCB

**PLAINTIFFS' MEMORANDUM IN RESPONSE TO, AND IN SUPPORT OF, DEFENDANTS'  
MOTION TO SEAL DEFENDANTS' MEMORANDUM IN SUPPORT OF THEIR MOTION  
FOR LEAVE TO SERVE SUPPLEMENTAL EXPERT REPORTS AND EXHIBITS 2-21**

Pursuant to Rule 5.2(d) of the Federal Rules of Civil Procedure and Rule 5(C) of the Local Civil Rules, Plaintiffs RAI Strategic Holdings, Inc., and R.J. Reynolds Vapor Company (collectively, “Plaintiffs”) respectfully submit this memorandum in response to, and in support of, Defendants Altria Client Services, LLC (“ACS”), Philip Morris USA Inc. (“PM USA”), and Philip Morris Products S.A.’s (“PMP”) (collectively, “Defendants”) Motion to Seal Defendants’ Memorandum in Support of their Motion for Leave to Serve Supplemental Expert Reports and accompanying exhibits 2-21. (Dkt. 582.) The proposed sealed material includes Plaintiffs’ confidential, proprietary, and competitively sensitive business information and falls within the scope of the Stipulated Protective Order. (Dkt. 103.) These confidential materials should remain under seal.

## I. LEGAL STANDARD

Local Civil Rule 5 requires that, when a party moves to file material under seal that another party has designated as confidential, “the party designating the material as confidential must file a response to the motion complying with requirements (2), (3), and (4) above along with a proposed order” that “shall recite the findings required by governing case law to support the proposed sealing.” Loc. R. Civ. P. 5. These requirements are: “(2) A statement why sealing is necessary, and why another procedure will not suffice, as well as appropriate evidentiary support for the sealing request; (3) References to the governing case law, an analysis of the appropriate standard to be applied for that specific filing, and a description of how that standard has been satisfied; [and] (4) Unless permanent sealing is sought, a statement as to the period of time the party seeks to have the matter maintained under seal and how the matter is to be handled upon unsealing.” *Id.*

“[T]he right [of the public] to inspect and copy judicial records is not absolute.” *Nixon v. Warner Commc’ns, Inc.*, 435 U.S. 589, 598 (1978). Access to court records has been denied where “court files might have become a vehicle for improper purposes.” *Id.* In particular, a corporation’s

“strong interest in preserving the confidentiality of its proprietary and trade-secret information ... may justify partial sealing of court records.” *Doe v. Public Citizen*, 749 F.3d 246, 269 (4th Cir. 2014). As set forth in the Fourth Circuit’s decision in *Ashcraft v. Conoco, Inc.*, a court has the authority to seal court documents “if the public’s right of access is outweighed by competing interests.” 218 F.3d 282, 288 (4th Cir. 2000). Before granting a motion to seal, a court must consider the following: “(1) provide public notice of the request to seal and allow interested parties a reasonable opportunity to object, (2) consider less drastic alternatives to sealing the documents, and (3) provide specific reasons and factual findings supporting its decision to seal the documents and for rejecting the alternatives.” *Id.*; *Adams v. Object Innovation, Inc.*, No. 11-cv-00272-REP-DWD, 2011 WL 7042224, at \*4 (E.D. Va. Dec. 5, 2011), *report and recommendation adopted*, 2012 WL 135428 (E.D. Va. Jan. 17, 2012). All three requirements are met here.

The materials that Defendants move for leave to seal include highly confidential and proprietary business information of the Plaintiffs, Defendants, and third parties and should be kept under seal permanently for the reasons described below.

## II. DESCRIPTION OF MATERIALS SOUGHT TO BE SEALED

Defendants seek leave to file under seal an un-redacted version of Defendants’ Memorandum in Support of their Motion for Leave to Serve Supplemental Expert Reports and accompanying exhibits 2-21 (Dkt. 580). Specifically, the sensitive information that Defendants move for leave to file under seal, and to redact from a publicly filed version, includes proprietary and commercially sensitive business information of Defendants, Plaintiffs, and/or third parties, as well as confidential discussions among counsel:

- An un-redacted version of Defendants’ Memorandum in Support of Their Motion for Leave to Serve Supplemental Expert Reports;
- Email correspondence between J. Koh and J. Michalik, dated November 5, 2020, labeled Exhibit 2;

- A document supporting regulatory submission for Vuse ALTO, Bates No. RJREDVA\_001449123, labeled Exhibit 3;
- Premarket Tobacco Product Application for ALTO, Bates No. RJREDVA\_001450878, labeled Exhibit 4;
- Excerpts from deposition of Eric Hunt, dated November 20, 2020, labeled Exhibit 5
- Email correspondence from J. Michalik to J. Koh, dated February 19, 2021, labeled Exhibit 6;
- Reynolds's third supplemental response to interrogatory number 16, dated February 19, 2021, labeled Exhibit 7;
- Reynolds's fourth supplemental response to interrogatory number 1, dated March 5, 2021, labeled Exhibit 8;
- Expert Report of Kelly Kodama, dated March 31, 2021, labeled Exhibit 9;
- Excerpts from deposition of Eric Hunt, dated April 14, 2021, labeled Exhibit 10;
- Expert Report of Paul Meyer, dated February 24, 2021, labeled Exhibit 11;
- Expert Report of John Abraham, dated February 24, 2021, labeled Exhibit 12;
- Letter from D. McNeely to J. Michalik, dated April 26, 2021, labeled Exhibit 13;
- Email correspondence from J. Michalik to D. McNeely, dated April 30, 2021, labeled Exhibit 14;
- Supplemental Expert Report of Paul Meyer, dated April 26, 2021, labeled Exhibit 15;
- Excerpts from deposition of Scott Peddycord, dated April 16, 2021, labeled Exhibit 16;
- Reynolds's initial disclosures, dated September 9, 2021, labeled Exhibit 17;
- Reynolds's third supplemental response to interrogatory 4, dated March 24, 2021, labeled Exhibit 18;
- Rebuttal Report of Ryan Sullivan, dated March 24, 2021, labeled Exhibit 19;
- Supplemental Expert Report of John Abraham, dated April 26, 2021, labeled Exhibit 20; and
- Email correspondence from L. Smith, dated April 26, 2021, labeled Exhibit 21.

### **III. ARGUMENT**

#### **A. THE PUBLIC HAS HAD AMPLE NOTICE.**

The public has received notice of the request to seal and has had reasonable opportunity to object. Defendants' sealing motion was publicly docketed on April 30, 2021, in accordance with

Local Civil Rule 5, and Plaintiffs now file this memorandum in support of sealing. The “public has had ample opportunity to object” to Defendants’ motion and, since “the Court has received no objections,” the first requirement under *Ashcraft*, 218 F.3d at 302, has been satisfied. *GTSI Corp. v. Wildflower Int’l, Inc.*, No. 1:09-cv-123-JCC, 2009 WL 1248114, at \*9 (E.D. Va. Apr. 30, 2009); *U.S. ex rel Carter v. Halliburton Co.*, No. 1:10-cv-864-JCC/TCB, 2011 WL 2077799, at \*3 (E.D. Va. May 24, 2011) (“[T]he parties provided public notice of the request to seal that allowed interested parties a reasonable opportunity to object—nearly two weeks.”).

**B. DEFENDANTS HAVE SOUGHT THE LEAST DRASTIC MEASURES.**

Defendants seek to seal and redact from the public record only information that the parties must keep confidential pursuant to the Stipulated Protective Order. (Dkt. 103.) Defendants have filed publicly a redacted version of Defendants’ Memorandum in Support of their Motion for Leave to Serve Supplemental Expert Reports and accompanying exhibits 2-21, (Dkt. 580), in addition to a sealed version (Dkt. 584), and have redacted only those limited portions they seek to seal. This selective and narrow protection of confidential material constitutes the least drastic method of shielding the information at issue. *Adams*, 2011 WL 7042224, at \*4 (The “proposal to redact only the proprietary and confidential information, rather than seal the entirety of his declaration, constitutes the least drastic method of shielding the information at issue.”). The public has no legitimate interest in information that is confidential to Defendants and Plaintiffs. *Id.* at \*4. The information that Defendants seek to seal includes confidential, proprietary, and competitively sensitive business information of Defendants, Plaintiffs, and/or third parties, each of which could face harm if such information were to be released publicly. No procedure other than filing this information under seal is sufficient to preserve the confidential and sensitive nature of the information.

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