

CAUSE NO. 08-12714

STATE OF TEXAS,

Plaintiff,

vs.

ELI LILLY AND COMPANY

Defendant.

§
§
§
§
§
§
§
§
§
§
§

IN THE DISTRICT COURT OF

DALLAS COUNTY, TEXAS

M-298th JUDICIAL DISTRICT

FINAL JUDGMENT AND AGREED PERMANENT INJUNCTION

Plaintiff, the State of Texas, acting by and through Attorney General Greg Abbott (“Attorney General” or “State of Texas”), and Defendant Eli Lilly and Company (hereinafter referred to as (“Eli Lilly” or “Lilly”), having consented to the entry of this Final Judgment and Agreed Permanent Injunction (“Judgment”), and before any testimony is taken in this case have jointly moved that the Court enter this Judgment.

STIPULATIONS

1. Eli Lilly is willing to enter into this Judgment regarding its promotional practices, sampling practices, dissemination of information, and remuneration to Health Care Professionals regarding Zyprexa® (“Covered Conduct”) in order to resolve the AG’s investigation under the Texas Deceptive Trade Practices - Consumer Protection Act, Tex. Bus. & Com. Code Ann. §17.41 *et seq.* (“DTPA”) and arrive at a complete and total settlement and resolution of any disagreement as to the matters addressed in this Judgment and thereby avoid unnecessary expense, inconvenience, and uncertainty.

2. The Parties have agreed to resolve the issues raised by the Covered Conduct by entering into this Judgment. Eli Lilly is entering into this Judgment solely for the purpose of

settlement and nothing contained herein may be taken as or construed to be an admission or concession of any violation of law or regulation, or of any other matter of fact or law, or of any liability or wrongdoing, all of which Eli Lilly expressly denies. Lilly does not admit any violation of the DTPA and does not admit any wrongdoing that was or could have been alleged by the Attorney General before the date of the Judgment under those laws. No part of this Judgment, including its statements and commitments, shall constitute evidence of any liability, fault, or wrongdoing by Eli Lilly. Except in an action brought by the Attorney General to enforce this Judgment, this Judgment shall not be construed or used as a waiver or limitation of any defense otherwise available to Eli Lilly, including, but not limited to the defense of federal preemption, in other matters, or of Eli Lilly's right to defend itself from, or make any arguments in, any other matter, including, but not limited to, any investigation or litigation relating to the existence, subject matter or terms of this Judgment. This Judgment is made without trial or adjudication of any issue of fact or law or finding of wrongdoing or liability of any kind. It is the intent of the Parties that this Judgment shall not be admissible in any other matter, including, but not limited to, any investigation or litigation, or bind Eli Lilly in any respect other than in connection with the enforcement of this Judgment. No part of this Judgment shall create a private cause of action or confer any right to any third party for violation of any federal or state statute except that a State may file an action to enforce the terms of this Judgment. All obligations undertaken by Eli Lilly in this Judgment shall apply prospectively; and nothing contained herein prevents or prohibits the use of this Judgment for purposes of enforcement by the Attorney General.

3. The Attorney General has reviewed the terms of the Judgment and find that such terms serve the public interest.

4. This Judgment (or any portion thereof) shall in no way be construed to prohibit Eli Lilly from making representations with respect to Zyprexa that are permitted under Federal law or in Labeling for the drug under the most current draft or final standard promulgated by the FDA or the most current draft or final FDA Guidances for Industry, or permitted or required under any Investigational New Drug Application, New Drug Application, Supplemental New Drug Application, or Abbreviated New Drug Application approved by FDA, so long as the representation, taken in its entirety, is not false, misleading or deceptive.

IT IS THEREFORE ORDERED, ADJUDGED AND DECREED THAT:

5. This Court has jurisdiction of the subject matter of this case and of the parties consenting hereto pursuant to Tex. Bus. & Com. Code § 17.47(b).

6. Venue of this lawsuit lies in Dallas County, Texas pursuant to Tex. Bus. & Com. Code § 17.47(b).

7. Lilly has done business in Texas by promoting and marketing Zyprexa to persons who are consumers in Texas.

DEFINITIONS

8. The following definitions shall be used in construing this Judgment:
- A. "Clinically Relevant Information" shall mean information that reasonably prudent clinicians would consider relevant when making prescribing decisions regarding Zyprexa.
 - B. "Consultant" or "Consulting" shall mean a non-Lilly Health Care Professional engaged to advise regarding marketing or promotion of Zyprexa.
 - C. "Effective Date" shall mean the date on which a copy of this Judgment, duly executed by Lilly and by the Signatory Attorney General, is approved by, and becomes a Judgment of, the Court or on November 1, 2008, whichever is later.
 - D. "Eli Lilly and Company" shall mean Eli Lilly and Company, including all of its affiliates, subsidiaries and divisions, predecessors, successors and assigns doing

business in the United States.

- E. “FDA Guidances for Industry” shall mean draft or final documents published by the United States Department of Health and Human Services, Food and Drug Administration (“FDA”) that represent the FDA’s thinking on a topic.
- F. “Health Care Economic Information” shall mean data and other information relating to the inputs and outcomes of health care therapies and services, including, but not limited to, the price, cost-effectiveness, and quality of life implications of Zyprexa.
- G. “Health Care Professional” or “HCP” shall mean any physician or other health care practitioner who is licensed to provide health care services or to prescribe pharmaceutical products.
- H. “Labeling” shall mean all FDA-approved labels, which are a display of written, printed, or graphic matter upon the immediate container of any article, and other written, printed, or graphic matters (a) upon any article or any of its containers or wrappers, or (b) accompanying such article.
- I. “Lilly Grant Office” shall mean the U.S.-based organization within Eli Lilly responsible for oversight of the grant process, including the acceptance, review, and payment of all non-clinical grant requests.
- J. “Lilly Legal” shall mean personnel of the Lilly Law Division or its designee providing legal advice to Lilly.
- K. “Lilly Marketing” shall mean Lilly personnel assigned to the Lilly U.S. Zyprexa marketing team.
- L. “Lilly Medical” shall mean Lilly personnel assigned to the Lilly U.S. medical organization.
- M. “Lilly Non-Medical” shall mean Lilly personnel other than Lilly personnel assigned to the U.S. Zyprexa medical organization.
- N. “Lilly Regulatory” shall mean Lilly personnel or their designee responsible for Lilly’s adherence with FDA regulations.
- O. “Lilly Sales” shall mean the Lilly sales force responsible for U.S. Zyprexa sales.

- P. “Medical Letter” shall mean a non-promotional, scientific communication to address Unsolicited Requests for medical information from HCPs.
- Q. “Medical Reference” shall mean a non-promotional reference communication that is used for responding to or answering a HCP’s Unsolicited Request for medical information.
- R. “Multistate Executive Committee” shall mean the Attorneys General and their staffs representing Arizona, California, Florida, Illinois, Ohio, Oregon, Texas and Vermont.
- S. “Multistate Working Group” shall mean the Attorneys General and their staff representing Alabama, Arizona, California, Delaware, District of Columbia, Florida, Hawaii, Illinois, Indiana, Iowa, Kansas, Maine, Maryland, Massachusetts, Michigan, Missouri, Nebraska, Nevada, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Texas, Vermont, Washington, and Wisconsin.
- T. “Off-Label” shall mean a use not consistent with the indications section of the Zyprexa Labeling approved by the FDA at the time information regarding such use was communicated.
- U. “Parties” shall mean Lilly and the Signatory Attorney General.
- V. “Promotional,” “Promoting” or “Promote” shall mean claims to HCPs about Zyprexa intended to increase sales or attempt to influence prescribing practices of the HCPs.
- W. “Promotional Materials” shall mean any item with the product name, logo, or message used to Promote Zyprexa.
- X. “Promotional Slide Kit” shall mean Promotional Materials regarding Zyprexa in the form of a slide kit for use in speaker programs.
- Y. “Promotional Speaker” shall mean a non-Lilly HCP speaker used to Promote Zyprexa.
- Z. “Reprints Containing Off-Label Information” shall mean articles or reprints from a peer reviewed journal or reference publication describing an Off-Label use of

Zyprexa.

- AA. "Signatory Attorney General" shall mean the Attorney General of Texas, or his authorized designee, who has agreed to this Judgment.
- BB. "State Consumer Protection Law" shall mean the Texas Deceptive Trade Practices - Consumer Protection Act, Tex. Bus. & Com. Code Ann. §17.41 *et seq.* ("DTPA").
- CC. "Unsolicited Request" shall mean a request for information regarding Zyprexa from a HCP communicated to an agent of Lilly that has not been prompted.
- DD. "Zyprexa®" shall mean all FDA approved drug formulations containing olanzapine as its sole active ingredient and Promoted by Lilly.

INJUNCTION

9. IT IS FURTHER ORDERED THAT:

Promotional Activities

- A. Lilly shall not make any written or oral claim that is false, misleading or deceptive regarding Zyprexa.
- B. For six years from the Effective Date of this Judgment, Lilly shall not Promote Zyprexa for Off-Label uses.
- C. For six years from the Effective Date of this Judgment, Lilly shall not present patient profiles/types based on selected symptoms of the FDA-approved indication(s) when promoting Zyprexa, unless:
 - i. The drug's specific FDA-approved indication(s) being Promoted is/are stated clearly and conspicuously in the same spread (i.e., on the same page or on a facing page) in Promotional Materials as references to selected symptoms.
 - a. With respect to Promotional Slide Kits:
 - (i) Lilly shall state clearly and conspicuously the FDA-approved indication(s) on the same slide in which selected symptoms are first presented;
 - (ii) Lilly shall include a short-hand reference to the statement described in Section 9.C.i.a.(i) on the same slide as each

- subsequent reference to selected symptoms (e.g., “See complete list of FDA-approved indications at p. X”); and
- (iii) Lilly shall require any presenter of Lilly’s Promotional Slide Kits to present the statement required in Section 9.C.i. a. (I), as part of the mandatory slides
 - ii. Promotional Materials have a reference indicating that the full constellation of symptoms and the relevant diagnostic criteria are available in the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV or current version), where applicable.

10. **IT IS FURTHER ORDERED THAT:**

Dissemination of Medical Information

A. General Terms

- i. The content of Lilly’s communications concerning Off-Label uses of Zyprexa shall not be false, misleading or deceptive.

B. Medical Letters and Medical References

- i. The following subsections shall be effective for six years from the Effective Date of this Judgment.
- ii. Lilly Medical shall have ultimate responsibility for developing and approving the medical content for all Medical Letters and Medical References regarding Zyprexa, including any that may describe Off-Label information. Additional approvals may be provided by Lilly Regulatory and Lilly Legal. Lilly shall not distribute any such materials unless:
 - (a) Clinically Relevant Information is included in these materials to provide scientific balance.
 - (b) Data in these materials are presented in an unbiased, non-Promotional manner.
 - (c) These materials are distinguishable from sales aids and other Promotional Materials.
- iii. Lilly Sales and Lilly Marketing personnel shall not develop the medical content of Medical References or Medical Letters regarding Zyprexa. This provision does not prohibit Lilly Sales or Lilly Marketing personnel from suggesting topics for Medical Letters or Medical References.

- iv. Lilly Sales representatives shall not distribute Medical References or Medical Letters regarding Zyprexa.
- v. Lilly shall not knowingly disseminate any Medical Letter describing any Off-Label use of Zyprexa that makes any false or misleading representation regarding Zyprexa or any false or misleading statement concerning a competing product.

C. Responses to Unsolicited Requests for Off-Label information

- i. The following subsections shall be effective for six years from the Effective Date of this Judgment.
- ii. In responding to an Unsolicited Request for Off-Label information regarding Zyprexa, including any request for a specific article related to Off-Label uses, Lilly shall advise the requestor that the request concerns an Off-Label use and inform the requestor of the drug's FDA-approved indication(s) and/or dosage and other relevant Labeling information.
- iii. If Lilly elects to respond to an Unsolicited Request for Off-Label information from a HCP regarding Zyprexa, Lilly Medical personnel shall provide specific, accurate, objective, and scientifically balanced responses. Any such response shall not Promote Zyprexa for an Off-Label use.
- iv. Any written response to an Unsolicited Request for Off-Label information regarding Zyprexa shall include:
 - (a) an existing Medical Letter prepared in accordance with Section 10.B;
 - (b) a Medical Letter or other document such as slides prepared in response to the request in accordance with Section 10.B; or
 - (c) a report containing the results of a reasonable literature search using terms from the request.
- v. Lilly Non-Medical personnel may not respond in writing to an Unsolicited Request for Off-Label information regarding Zyprexa.
- vi. Lilly Non-Medical personnel may respond orally to an Unsolicited Request for Off-Label information regarding Zyprexa from a HCP only by informing the HCP of the presence or absence of published studies concerning the Off-Label topic or acknowledge whether the topic is an area of research, and by offering to request on behalf of the HCP that a Medical Letter or other information set forth above in 10.C.iv. be sent to

the HCP in follow up. Lilly Non-Medical personnel shall not characterize, describe, identify, name, or offer any opinions about or summarize any such Off-Label information.

D. Reprints

- i. The following subsections shall be effective for six years from the Effective Date of this Judgment.
- ii. Reprints Containing Off-Label Information
 - (a) Lilly Medical shall be responsible for the identification, selection, approval and dissemination of Reprints Containing Off-Label Information regarding Zyprexa.
 - (b) Reprints Containing Off-Label Information regarding Zyprexa:
 - (i) shall be accompanied by the full prescribing information for the product and contain a disclosure in a prominent location, which would include the first page or as a cover page where practicable, indicating that the article may discuss Off-Label information; and
 - (ii) shall not be referred to or used in a Promotional manner.
 - (c) Reprints Containing Off-Label Information regarding Zyprexa may only be disseminated by Lilly Medical personnel to HCPs. Lilly Non-Medical personnel shall not disseminate these materials to HCPs, absent the exception described below in (I).
 - (i) In the event of an extraordinary circumstance in which there is a clinical necessity to have Lilly Non-Medical personnel disseminate a Reprint Containing Off-Label Information directly to HCPs, the President of LillyUSA may approve a Clinical Necessity Exception to the prohibition described in Section 10.D.ii.(c) above for that Reprint Containing Off-Label Information.
 - (ii) If the Clinical Necessity Exception is invoked, Lilly will notify each Signatory Attorney General of its intent to invoke the Clinical Necessity Exception at least 30 business days prior to disseminating through Lilly Sales representatives of any Reprint Containing Off-Label Information on Zyprexa.

- (a) If a Signatory Attorney General believes the Reprint Containing Off-Label Information to be disseminated does not meet the Clinical Necessity Exception, then the State will provide Lilly with written notice within 30 business days and provide Lilly an opportunity to discuss its desired use of the Reprint Containing Off-Label Information pursuant to the limited exception.
 - (b) If the State and Lilly do not come to a resolution, then the State may initiate legal action to prevent the dissemination of the Reprint Containing Off-Label Information by Lilly Non-Medical personnel.
 - (c) If the State initiates legal action to prevent the dissemination of the Reprint Containing Off-Label Information by Lilly Non-Medical personnel, Lilly shall not use Lilly Non-Medical personnel to disseminate such Reprint Containing Off-Label Information in that State until the issue has been resolved.
- iii. Nothing in this Judgment shall preclude Lilly from disseminating reprints which have an incidental reference to Off-Label information. If reprints have an incidental reference to Off-Label information, such reprints shall contain the disclosure required by Section 10.D.2.(b)(I) in a prominent location, as defined above.

E. Health Care Economic Information

- i. Nothing in this Judgment shall preclude Eli Lilly from providing Health Care Economic Information to a formulary committee or other similar entity or its members in the course of the committee or entity carrying out its responsibilities for the selection of drugs for managed care or other similar organization pursuant to the standards of FDAMA Section 114 if the information directly relates to an approved indication for Zyprexa and if it is based on competent and reliable scientific evidence.

11. **IT IS FURTHER ORDERED THAT:**

Continuing Medical Education (CME) and Grants

- A. The following subsections shall be effective for six years from the Effective Date of this Judgment.

- B. Lilly shall disclose information about grants, including CME grants, regarding Zyprexa consistent with the current disclosures of the Lilly Grant Office Registry at www.lillygrantoffice.com (hereinafter, "LGO website") or as required by applicable law.
- i. Lilly shall maintain this information on the LGO website once posted for at least two years and shall maintain the information in a readily accessible format for review by the States upon written request for a period of five years.
- C. The Lilly Grant Office shall manage all requests for funding related to CME regarding Zyprexa. Approval decisions shall be made by the Lilly Grant Office alone, and shall be kept separate from the Lilly Sales and Lilly Marketing organizations.
- D. Lilly shall not use grants to Promote Zyprexa. This provision includes, but is not limited to, the following prohibitions:
- i. Lilly Sales and Lilly Marketing personnel shall not initiate, coordinate or implement grant applications on behalf of any customer or HCP;
- ii. Lilly Sales and Lilly Marketing personnel shall not be involved in selecting grantees or CME-funded speakers; and
- iii. Lilly Sales and Lilly Marketing personnel shall not measure or attempt to track in any way the impact of grants or speaking fees on the participating HCPs' subsequent prescribing habits, practices or patterns.
- E. Lilly shall not condition funding of a CME program grant request regarding Zyprexa upon the requestor's selection or rejection of particular speakers.
- F. Lilly shall not suggest, control, or attempt to influence selection of the specific topic, title, content, speakers or audience for CMEs regarding Zyprexa, consistent with ACCME guidelines.
- G. Lilly Sales and Lilly Marketing personnel shall not approve grant requests regarding Zyprexa, nor attempt to influence the Lilly Grant Office to reward any customers or HCPs with grants for their prescribing habits, practices or patterns.
- H. Lilly shall contractually require the CME provider to disclose to CME program attendees Lilly's financial support of the CME program and any financial relationship with faculty and speakers at such CME. As part of the disclosure of a financial relationship with faculty and speakers, Lilly shall contractually require the CME program to identify the URL of a Lilly website, and reference that website as the source for further information concerning grant funding regarding

Zyprexa.

- I. After the initial delivery of a CME program, Lilly shall not fund the same program, nor shall it provide additional funding for re-distribution of the same program, if it knows that the program's speakers are Promoting Zyprexa for Off-Label uses.

12. **IT IS FURTHER ORDERED THAT:**

Payments to Consultants and Speakers

- A. The following subsections shall be effective for six years from the Effective Date of this Judgment.
- B. This Section shall apply to U.S. based Consultants and Promotional Speakers to the Lilly Marketing organization.
- C. Lilly shall provide to each Signatory Attorney General, in an electronic spreadsheet format, a list of HCP Promotional Speakers and Consultants who were paid by Lilly any taxable income in excess of \$100 for Promotional speaking and/or Consulting performed for Lilly in the U.S., a list of all titles of Promotional presentations made, and the following additional information with respect to each individual Promotional Speaker and/or Consultant:
 - i. total compensation from Lilly for any Consulting or Promotional speaking fees;
 - ii. total number of Promotional speaking events paid for by Lilly;
 - iii. the state the Promotional Speaker/Consultant has provided to Lilly for contact purposes;
 - iv. the state(s) in which the Promotional Speaker gave the Promotional presentations; and
 - v. any other compensation from Lilly as set forth in IRS Form 1099.

On or before July 1, 2009, Lilly shall provide the data requested in Nos. 1-4 for the period January 1, 2009-March 31, 2009. On or before October 1, 2009, Lilly shall provide the data requested in Nos. 1-4 for the period April 1, 2009-June 30, 2009. On or before January 1, 2010, Lilly shall provide the data requested in Nos. 1-4 for the period July 1, 2009-September 30, 2009. On or before April 1, 2010 and on or before April 1 of each subsequent year, Lilly shall provide the data requested in Nos. 1-5 for the full preceding calendar year.

- D. Lilly shall disclose to the Promotional Speaker or Consultant that the information in Section 12.C. above may be disclosed.

13. **IT IS FURTHER ORDERED THAT:**

Product Samples

- A. The following subsections shall be effective for six years from the Effective Date of this Judgment.
- B. Lilly Sales representatives may only sample Zyprexa to a HCP whose clinical practice is consistent with the product's current Labeling. Currently, Lilly samples Zyprexa to the following practices: emergency medicine, family practice, general practice, internal medicine, and psychiatry.
- C. If a HCP whose clinical practice is inconsistent with the product's Labeling requests samples, Lilly personnel shall refer the practitioner to 1-800-LillyRx where the practitioner can speak directly with a Lilly representative who will provide answers to their questions about Zyprexa and may provide them with samples if appropriate (i.e., if the physician requests the sample for an on-label use).

14. **IT IS FURTHER ORDERED THAT:**

Clinical Research

- A. Lilly shall report research regarding Zyprexa in an accurate, objective and balanced manner as follows or as required by applicable law:
 - i. To the extent permitted by the National Library of Medicine and as required by the FDA Amendments Act (Public Law No. 110-85), Lilly shall register clinical trials and submit results to the registry and results data bank regarding Zyprexa as required by the FDA Amendments Act and any accompanying regulations that may be promulgated pursuant to that Act. With respect to Zyprexa, Lilly will register on a publicly accessible website the initiation of all Lilly-sponsored Phase II, III, and IV clinical trials beginning after July 1, 2005 and will post results on a publicly accessible website of all Lilly-sponsored Phase II, III and IV clinical trials that were completed after July 1, 2004.
- B. When presenting information about a clinical study regarding Zyprexa in all Promotional Materials, Lilly shall not do any of the following in a manner that causes the Promotional Materials to be false or misleading:
 - i. present favorable information or conclusions from a study that is

inadequate in design, scope, or conduct to furnish significant support for such information or conclusions;

- ii. use the concept of statistical significance to support a claim that has not been demonstrated to have clinical significance or validity, or fails to reveal the range of variations around the quoted average results;
- iii. use statistical analyses and techniques on a retrospective basis to discover and cite findings not soundly supported by the study, or to suggest scientific validity and rigor for data from studies the design or protocol of which are not amenable to formal statistical evaluations;
- iv. present the information in a way that implies that the study represents larger or more general experience with the drug than it actually does; or
- v. use statistics on numbers of patients, or counts of favorable results or side effects, derived from pooling data from various insignificant or dissimilar studies in a way that suggests either that such statistics are valid if they are not or that they are derived from large or significant studies supporting favorable conclusions when such is not the case.

15. **IT IS FURTHER ORDERED THAT** no later than thirty (30) days after the Effective Date of this Judgment, Eli Lilly shall pay a total amount of Sixty-two Million Dollars (\$62,000,000) to be divided and paid by Eli Lilly directly to each Signatory Attorney General of the Multistate Working Group in an amount to be designated by and in the sole discretion of the Multistate Executive Committee. The Parties acknowledge that the payment described herein is not a fine or penalty, or payment in lieu thereof. The State of Texas shall receive Four Million Two Hundred Twenty-Eight Thousand Four Hundred Twenty-nine Dollars (\$4,228,429.00), as part of the consideration for the termination of its investigation under the State Consumer Protection Law regarding the Covered Conduct of this Judgment. Said payment to the State of Texas shall be allocated as follows:

- A. One Million Two Hundred Twenty-Eight Thousand Four Hundred Twenty-nine Dollars (\$1,228,429.00) to the Office of the Attorney General for its attorneys

fees and costs and

B. Three Million Dollars (\$3,000,000.00) as follows:

- i. Texas shall make a *cy pres* distribution of these funds, pursuant to a Cy Pres Distribution Plan, to a political subdivision(s) thereof or to a state agency or program, a non-profit corporation(s) and/or a charitable organization(s), or paid into the general revenue of the State, with the express condition that the funds be used to promote the use of lower cost drugs for residents of Texas if the drugs are as safe and effective, to educate consumers concerning the cost differences among medications, or to fund other programs reasonably targeted to benefit a substantial number of persons affected by the issues addressed in this Judgment.
- ii. The State of Texas shall direct that these funds only be utilized to fund activities which have not been funded and which, but for the receipt of money from this Judgment, would not be fully funded. If Texas uses its designated *cy pres* money to fund an activity which has previously been partially funded, it will direct that the distributed funds do not supplant existing funding and are only used to fund shortfalls in existing funding.
- iii. The State of Texas may present its recommended Cy Pres Distribution Plan to the District Court of Dallas County, Texas for court approval.

16. If subsequent to the effective date of this Judgment, the federal government or any state, or any federal or state agency, enacts or promulgates legislation or regulations with respect to matters governed by this Judgment that creates a conflict with any provision of the Judgment and Eli Lilly intends to comply with the newly enacted legislation or regulation, Eli

Lilly shall notify the Attorneys General (or the Attorney General of the affected state) of the same. If the Attorney General agrees, he/she shall consent to a modification of such provision of the Judgment to the extent necessary to eliminate such conflict. If the Attorney General disagrees and the Parties are not able to resolve the disagreement, Eli Lilly shall seek a modification from an appropriate court of any provision of this Judgment that presents a conflict with any such federal or state law or regulation. Changes in federal or state laws or regulations with respect to the matters governed by this Judgment, shall not be deemed to create a conflict with a provision of this Judgment unless Eli Lilly cannot reasonably comply with both such law or regulation and the applicable provision of this Judgment. If, subsequent to the effective date of this Judgment, the laws or regulations of the United States, or the draft or final FDA Guidances for Industry, are changed so as to expressly authorize conduct that is expressly prohibited by this Judgment, then such conduct shall not constitute a violation of this Judgment. Provided however, if Lilly intends to engage in the expressly authorized conduct, Lilly shall notify the Attorneys General (or the Attorney General of the affected state) within 30 business days prior to any change.

17. By its execution of this Judgment, the State of Texas releases and forever discharges, to the fullest extent permitted by law, Eli Lilly and all of its past and present subsidiaries, divisions, affiliates, co-promoters, controlled joint ventures, predecessors, successors, and assigns and each and all of their current and former officers, directors, shareholders, employees, agents, contractors, and attorneys (collectively, the "Released Parties") of and from the following: all civil claims, causes of action, damages, restitution, fines, costs, attorneys fees, and penalties that the Texas Attorney General could have asserted against the Released Parties under the Texas Deceptive Trade Practices Act, successor statutes, or common law claims concerning unfair, deceptive or fraudulent trade practices impacting consumers

related to any conduct that has occurred at any time up to and including the Effective Date of this Judgment arising from the Covered Conduct that is the subject of this Judgment (collectively, the “Released Claims”).

18. Notwithstanding any term of this Judgment, specifically reserved and excluded from the Released Claims as to any entity or person, including Released Parties, are any and all of the following:

- A. Any criminal liability that any person or entity, including Released Parties, has or may have to the State of Texas;
- B. Any civil or administrative liability that any person or entity, including Released Parties, has or may have to the State of Texas that is not expressly covered by the release in Paragraph 17. above, including but not limited to any and all of the following claims:
 - i. State or federal antitrust violations;
 - ii. Reporting practices, including “best price,” “average wholesale price,” or “wholesale acquisition cost;”
 - iii. Medicaid violations, including federal Medicaid drug rebate statute violations, Medicaid fraud or abuse, Medicaid-related common law claims; and/or kickback violations related to any State’s Medicaid program;
 - iv. State false claims violations;
 - v. actions of state program payors arising from the purchase of Zyprexa, except for the release of civil penalties under the Texas Deceptive Trade Practices Act; and

- vi. Any liability under the Texas Deceptive Trade Practices Act which the Released Parties have or may have to individual consumers.

19. The Parties agree that Texas will provide Lilly with written notice if it believes that Lilly is in violation of any of its obligations under the Judgment (“Notice”). Lilly shall have 30 business days after the date of receipt of the Notice to demonstrate to Texas’ satisfaction that:

- A. Lilly is in compliance with the obligations of the Judgment cited by the State of Texas as being violated;
- B. the violation has been cured, including, but not limited to, by remedial actions having been taken against an employee for actions inconsistent with this Judgment; or
- C. the alleged violation cannot be cured within the 30 business day period, but that:
 - (a) Lilly has begun to take action to cure the violation;
 - (b) Lilly is pursuing such action with due diligence; and
 - (c) Lilly has provided a reasonable timetable for curing the violation.

20. Except as set forth in Paragraph 20.B. below, the State may not take any action during the 30 business day cure period. Nothing shall prevent the State from agreeing in writing to provide Eli Lilly with additional time beyond the 30 business days to respond to the notice.

- A. The State of Texas may not take any action during which a modification request is pending before a court pursuant to Paragraph 16, except as provided for in Paragraph 20.B below.
- B. Nothing prohibits the State of Texas from taking actions necessary to protect public health and safety as provided by applicable law.

21. All Notices under this Judgment shall be provided to Nina Gussack and Paul Kalb

by Overnight Mail at:

Nina Gussack
Pepper Hamilton
3000 Two Logan Square
Eighteenth and Arch Streets
Philadelphia, PA 19103-2799

Paul E. Kalb
Sidley Austin LLP
1501 K Street, NW
Washington, DC 20005

General Counsel
Eli Lilly and Company
Lilly Corporate Center
Indianapolis, IN 46285

All Notices under this Judgment shall be provided to the Texas Attorney General by Overnight

Mail to:

Joyce Wein Iliya
Assistant Attorney General
Texas Office of the Attorney General
Consumer Protection and Public Health Division
1412 Main Street, Suite 810
Dallas, Texas 75202

22. This Judgment represents the full and complete terms of the settlement entered into by the Parties hereto. In any action undertaken by the Parties, no prior versions of this Judgment, no prior versions of any of its terms, that were not entered by the Court in this Judgment, may be introduced for any purpose whatsoever.

23. This Judgment may be executed in counterparts, and a facsimile or .pdf signature shall be deemed to be, and shall have the same force and effect as, an original signature.

24. This Court retains jurisdiction of this Final Judgment and Agreed Permanent Injunction and the Parties hereto for the purpose of enforcing and modifying this Judgment and for the purpose of granting such additional relief as may be necessary and appropriate.

25. This Judgment shall be governed by the laws of the State of Texas.

26. This Judgment does not constitute an approval by the Texas Attorney General of any of Eli Lilly's business practices, including its promotional or marketing practices, and Lilly shall make no representation or claim to the contrary.

27. **IT IS FURTHER ORDERED THAT** Eli Lilly shall pay all costs of the Court.

28. The clerk of the Court is authorized to issue such writs of execution or other process necessary to collect and enforce this Judgment.

29. All relief not granted herein is hereby denied.

SO ORDERED, this ____ day of _____ 2008.

District Judge

THE UNDERSIGNED, WHO HAVE THE AUTHORITY TO CONSENT AND SIGN ON BEHALF OF THE PARTIES IN THIS ACTION, HEREBY CONSENT TO THE FORM AND CONTENTS OF THE FOREGOING FINAL JUDGMENT AND AGREED PERMANENT INJUNCTION AND TO ITS ENTRY:

Date: 10-7-08

GREG ABBOTT
Attorney General of Texas

KENT C. SULLIVAN
First Assistant Attorney General

JEFF L. ROSE
Deputy First Assistant Attorney General

PAUL D. CARMONA
Chief, Consumer Protection and Public Health Division

D. ESTHER CHAVEZ
Deputy Chief, Consumer Protection and Public Health Division



JOYCE WEIN ILIYA
Assistant Attorney General
State Bar No. 00784319
Consumer Protection and Public Health Division
1412 Main Street, Suite 810
Dallas, Texas 75202
(214) 969-7639, ext. 8811
Facsimile: (214) 969-7615
Attorneys for the State

Attorneys for Plaintiff State of Texas

Defendant Eli Lilly and Company

Date: 10/3/08



MICHAEL J. HARRINGTON

Deputy General Counsel
Eli Lilly and Company
Lilly Corporate Center
Indianapolis, IN 46285

Local Counsel for Eli Lilly and Company

Date: _____

Stephanie Smith by Megann M. Hudguc
STEPHANIE SMITH
Fulbright & Jaworksi, L.L.P.
State Bar No.: 18684200
600 Congress, Suite 2400
Austin, TX 78701-2978
512-474-5201
Facsimile: 512-536-4598
w/ permission -
State bar No. 24001645