

**The Intellectual Property, Healthcare and
Federal Civil Enforcement Committees
of the American Bar Association's
Antitrust Section**

**Present
A Brown Bag Lunch**

**September 14, 2006
12:00 noon to 1:30 p.m. EST**

**Whose Drug Is It Anyway?
Authorized Generics, Their Role In The
Pharmaceutical Marketplace, And The FTC Study**

On March 29, 2006, the Federal Trade Commission announced its plans to investigate the impact of authorized generics in the pharmaceutical marketplace. An authorized generic is a drug that is chemically identical to a brand-name pharmaceutical, but it is marketed by the NDA holder (or an authorized third-party) as a generic version. Brand-name pharma companies contend that these "authorized" generics promote competition by lowering drug prices. Generic companies complain that the effect, instead, is to stifle competition, by delaying entry of so-called "true" generics. The program will examine these and related issues from the perspective of both brand-name manufacturers and generic companies, as well as offer insights into the FTC's plans to investigate this aspect of the pharmaceutical marketplace.

MODERATOR: Paul H. Saint-Antoine, Drinker Biddle & Reath LLP

SPEAKERS: Tim Gilbert, Gilbert's LLP
Seth Silber, Wilson Sonsini Goodrich & Rosati
Jerry Swindell, Senior Counsel, Johnson & Johnson

LOCATION: Host site in Washington, D.C., at Drinker Biddle & Reath LLP,
1500 K Street, N.W., Suite 1100. Call-in numbers will be available
as set forth below.

If you would like to participate either by phone or in-person, please RSVP with Lisa Frenkiel (202) 354-1319 or Lisa.Frenkiel@dbr.com. For those participating by phone, the dial-in number will be e-mailed to you three days before the program. Also, a recording of the program will be available in MP3 format and accessible at www.abanet.org/anitrust/at-bb/bb-audio.shtml. If you have any questions, please contact Diane Odom at (312) 988-5702 (odom@staff.abanet.org).