1	FEDERAL TRADE COMMISSION
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1	FEDERAL TRADE COMMISSION
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3	In the Matter of: )
4	WORKSHOP ON BEST PRACTICES)
5	FOR MERGER INVESTIGATIONS.)
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9	JUNE 12, 2002
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12	Stimson Room
13	New York Bar Association
14	42 West 44th Street
15	New York, New York
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17	The above-entitled workshop came on for
18	comments, pursuant to notice, at 12:02 p.m.
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1	APPEARANCES:
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3	ON BEHALF OF THE FEDERAL TRADE COMMISSION:
4	JOSEPH J. SIMONS, Director, Bureau of
5	Competition
6	RHETT R. KRULLA, Deputy Assistant Director,
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8	STEVEN K. BERNSTEIN, Deputy Assistant
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16	PANELISTS:
17	LAREN ALBERT, Axinn, Veltrop & Harkrider
18	MEG GIFFORD, Proskauer, Rose
19	JOSEPH LARSON, Wachtell, Lipton, Rosen & Katz
20	ARTHUR BURKE, City Bar of New York
21	KEITH SEAT, Mediator & Arbitrator, Former
22	General Counsel of Antitrust, Business Rights
23	and Competition Subcommittee of the Senate
24	Judiciary Committee
25	DAN ABUHOFF, Debevoise & Plimpton

1	PROCEEDINGS
2	MR. ROONEY: Good afternoon. My name is
3	Bill Rooney, and I am chair of the antitrust and
4	trade regulation committee of the City Bar here,
5	and we are very pleased to host this FTC
6	workshop on the merger review process. The
7	committee in the past has participated in
8	improvements that the agencies have made over
9	the years in the review process, and we are
10	particularly pleased to host today's workshop,
11	and we are equally appreciative of the FTC
12	personnel who are here to take time out of their
13	busy schedules and to hear the comments of the
14	Bar on the review process.

15 I would also like to take just a moment to 16 alert or remind you of a conference that the City Bar is sponsoring with the ABA which will 17 18 occur tomorrow and Friday on mergers and acquisitions, getting your deal through in the 19 20 current antitrust climate. There are still some 21 places available for the conference, and we have 22 a table right outside the door here for 23 registration.

24 If you would like, there is a government and 25 an academic discount for the program and full

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1 CLE credit is available. The conference will 2 cover both the HSR filing process as well as 3 every aspect imaginable of the substantive 4 merger review process.

5 With that I am very pleased to turn the 6 session over to Joe Simons, the director of the 7 Bureau of Competition, who will introduce 8 today's panel as well as the format. Thank you 9 very much.

Thank's, Bill. MR. SIMONS: Good 10 11 afternoon, and I want to particularly thank 12 everyone here for coming and particularly thank 13 Bill Rooney and David Starr from the City Bar Association antitrust committee. For those of 14 15 you in the audience who are my age or a little 16 older, you have been hearing or not hearing but 17 so much as experiencing the complaints about the 18 second request process for a very long time, and I have personally experienced that myself, the 19 20 frustrations and the burdens and the expense of this process. And it seems to have gotten 21 22 larger and more burdensome as the years have 23 gone by.

I have also been on the inside at the FTC previously and I'm there now, and there's a lot

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of frustration there as well. 1 So what we 2 thought we would do is launch this program where we would encourage an active dialogue between 3 4 the outside Bar and ourselves so we could get a better understanding of what the problems were 5 6 and see if we can get some solutions and 7 suggestive criticisms from the people who are 8 experiencing these issues directly.

This is one of five sessions like this. 9 We held one in San Francisco earlier and we have 10 11 another one planned for Chicago next week and 12 then the following week in Los Angeles and also 13 another one in Washington. We have already gotten a fair amount of response and input both 14 15 in the sessions that we've already had and also 16 in writing.

17 We don't really care how the criticism or the suggestions come in. We just care that they 18 19 come in. So if something happens during the 20 workshop here today and you go back and it triggers something else and you have 21 22 suggestions, please, you can call any one of us 23 or send us e-mail. We will take it in whatever 24 form you find most convenient.

25 The panel here with me today are folks who

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have had a fair amount of experience on our side 1 2 in this, and we have got Barbara Anthony, who is the director of the New York office, I quess we 3 4 call it the Northeast Regional Office now. 5 We've got Steve Bernstein, who is the deputy 6 assistant director in Mergers I, and we have Rhett Krulla, who is the deputy assistant 7 8 director in Mergers II. And between the folks 9 on the panel, not so much me but them, there is a wide range of experience of dealing with the 10 11 Second Request process.

12 Before we go any further, I particularly want 13 to thank Bill and David Starr of the committee 14 for setting this up and Susan Raitt of the New 15 York office for putting all this together. 16 Thank you.

17 This hearing is being transcribed and we want 18 to keep it as a record as something we can look 19 back on while trying to come up with our recommendations. So 20 when you talk, please talk loudly -- one person at a time, 21 and say your names.

The way we're going to do this is we've got a few people who ahead of time told us that they have particular issues they would like to raise, so we're going to go ahead and let them do

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1 that. But first, I would like to call on Arthur
2 Burke who on behalf of the committee on
3 antitrust and trade regulations for the City Bar
4 Association provided us with a very well thought
5 out written suggestion, so if you want to kind
6 of summarize that, that might be helpful to
7 start things off.

8 MR. BURKE: Thank you very much. Again, 9 thank's to the FTC for the opportunity to chat about these issues. I think it's a very 10 11 constructive process and a useful dialogue. My 12 name is Arthur Burke. I am with Davis and 13 Polke, and making a brief summary of the issues the City Bar want to highlight, and also Joe 14 15 Larson from Wachtell who also helped to prepare these comments. 16

In connection with the written submissions 17 there is a few points we felt we wanted to 18 19 emphasize. Two of the most burdensome aspects 20 of complying with second requests, I think at least in our experiences, relate to 21 22 significant -- the data requests that are often 23 included in the multifaceted and multi time 24 period data requests. And also the use of the 25 requests for electronic data. And I want to

talk briefly about both of those issues.

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2 With respect to the data request to interrogatories, it's obvious that many 3 4 companies maintain very detailed electronic data related to sales and costs, and I think most 5 6 companies can somewhat readily produce the 7 preexisting electronic databases they have, but 8 the most difficult and second requests is their 9 request that there be additional data compiled, data that's not really maintained in the 10 ordinary course of business, that's not 11 12 maintained in a centralized fashion by companies but which has to be gathered perhaps from far 13 flung regional offices and created and melded 14 15 into a kind of new database. That kind of process is often difficult and time consuming. 16

It often results in somewhat inexact results 17 18 and requires a lot of quesswork to actually put 19 the data together. I guess you can compare the 20 situation with civil litigation. Normally if someone serves an interrogatory on you in civil 21 22 litigation, you are obligated to create new data 23 to produce data that exists in a form that 24 already exists. So that would be one suggestion that I think would significantly accelerate and 25

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facilitate the compliance with the second request process is to focus on data as it exists and is as maintained by the company and not so much focused on creating new databases and searching and creating new form of data that are not maintained in the ordinary course of business.

Another issue that we wanted to just 8 emphasize out of this list is the electronic 9 data, and I think many of our experiences today, 10 the volume of electronic data, and by which that 11 I mean e-mails, power point presentations, Word 12 13 Processing, Work Perfect, Microsoft Word DOT, exceeds by several factors the volume of paper 14 15 documents, and I think that's inevitable and appropriate. Certainly there's a lot of useful 16 17 information that the agency has every right to look at and will want to look at in the course 18 19 of reviewing a merger.

However, given the potentially enormous volume of the materials, there are I think a number of useful limitations that the Commission has often been willing to agree to and we hope that will continue and perhaps be institutionalized. Some of those include,

obviously where possible, not requiring a review
 of backup tapes. Obviously there may be unique
 circumstances where that's necessary, but
 certainly as a general rule we hope that can be
 a limitation that's usually granted.

6 And additionally some sort of limitation as 7 to the scope of the individuals for whom 8 electronic data must be reviewed that is a narrower group of people perhaps than the scope 9 for paper documents. Yet given the potential 10 number of times, the volume of electronic 11 documents, it's helpful if we can perhaps 12 13 identify a smaller, quarter of people who must review electronic documents that's perhaps not 14 15 as large.

In a similar vain, it's helpful if you are 16 17 willing to agree to shorter time periods for electronic data, so that while the time period 18 for the paper documents might be from '98 to the 19 20 present, electronic documents might only be produced for 2000 to the present. Again, I 21 22 think, a reasonable limitation that we encourage 23 in the future.

24 And I guess finally with respect to the 25 electronic documents, another useful limitation

is an agreement as a general matter that be
produced in a common consistent format.
Sometimes in individual circumstances it may be
necessary to produce an Excell spreadsheet in
its native format, but the rules should
generally be that we can produce it in one
homogeneous format.

So those are just some suggestions and 8 9 thoughts relating to the second request process. A few of the things we wanted to 10 11 emphasize were with respect to the appeals I think everyone, at least to our 12 process. 13 knowledge, knows that it has not been utilized particularly frequently, but I don't think the 14 15 Commission should necessarily conclude as a result of that that there aren't potential 16 problems out there that create real disincentives 17 to parties availing themselves of the appeals 18 19 And because of that -- and that's process. 20 probably inevitable to some extent. You can talk about a client using an independent 21 22 arbitrator or mediator to resolve those issues, 23 but ultimately to resolve some of these issues there will be a need for guidance from the top 24 25 because in some sense parties are always going

to have significant disincentives for trying to
 fight with the staff too much about these
 issues. So those are just a few of the issues
 that I wanted to highlight. I think Joe is
 going to point out a few other points from our
 list. Thank you.

7 MR. LARSON: Thank's, Art. Joe Larson from 8 Wachtell, Lipton. Sort of divided this up. As 9 Art said, we both worked on this list, and there are a couple of points where I wanted to add a 10 11 little color commentary. I quess as an initial matter, which was not in our list but something 12 13 we wanted to applaud the Commission for is the recent policy that was adopted whereby the staff 14 15 that issues the second request has to sit down with the party and set forth their issues and 16 their theories and enter into a substantive 17 discussion early on in the process. 18 I think 19 that's been extremely helpful.

It really focuses issues. It really stops the phenomenon of the two ships passing in the night when parties are submitting letters or white papers that I think happened all too frequently in the past, and we applaud that. And so far our experience has been that the

staff has taken that very seriously and has been
 helpful and extremely forthcoming in that
 process.

As to the second request, on the production 4 by specification, as we said in our written 5 6 comments, the results of doing this are, very 7 generously speaking, a delve for accuracy. The 8 logistics of producing several thousand or reviewing several thousand boxes with multiple 9 attorneys, multiple views of what the issues 10 are, what documents may mean, results in a mess 11 12 in terms of trying to put a primary 13 specification.

In addition, the specifications are often 14 15 overlapping, so it's difficult to know which is primary, which isn't. I have never used that 16 17 column in the document log when I have been looking for documents, and I have always warned 18 19 the staff not to rely on that when they are 20 looking for documents. I think what's much more helpful is the person's name and their title, 21 22 which will give you an indication what types of 23 documents they are likely to have.

I think notably as well, the Department ofJustice does not require production by

specification, and I think that should just be eliminated because it does produce a material burden on the parties in terms of slowing down the document review because of the need to writedown the specification on each control sheet.

6 For the cutoff dates and updated searches, 7 with the proliferation of e-mail it has made it 8 even more difficult than in the past to meet the 9 45 day for foreign language documents, 30 days for most specifications and 14 days for some of 10 the other specifications. It's just not 11 12 practically possible to review the volume of 13 documents in those time frames, even if you do 14 an update search.

15 In a recent matter with a relatively small 16 company, after the initial production, two 17 months later we did the update search, we came up with another 800 boxes, mostly e-mails. 18 Ιt 19 just doesn't work, and the staff is generally 20 very understanding in negotiating limitations on certain cutoff search dates, which I think is an 21 22 indication that in the period between the 23 issuance of the second request and the production of the documents, it is not 24 indicative of normal business conditions. 25

It's unlikely that there will be any material 1 2 evidence that would come forth that would not otherwise come forth by just having the default 3 4 rule be you search people once. And parties have a strong incentive to produce the documents 5 6 as quickly as possible because the goal is to get into substantial compliance and start the 7 8 second waiting period. So on the one hand the 9 parties will have a strong incentive to produce the documents as quickly as possible, but the 10 11 45, 30 or 14 days is really just not practical in today's environment. 12

In terms of negotiating modifications to the 13 14 second request, there's been a trend recently 15 that we've heard much more from the staff in 16 terms of timing arrangements and rolling 17 productions. A presumption that parties have to 18 roll and the presumption that parties have to grant more time, now I think it is, everyone 19 20 would agree, that it is usually almost always in the party's interest to negotiate these issues 21 22 with the staff, grant more time, but it should 23 be a negotiation process.

You know, Congress just recently reviewed thestatutory framework for the review and the

review periods, and that is the default rule. 1 2 And again, it should be a process of negotiation between the parties and the staff as to a give 3 4 and take in terms of setting the production schedule and setting the review schedule as 5 6 opposed to a presumption which can often lead to 7 sort of bad feelings in a sense of bad faith on 8 the staff side to the extent parties don't just 9 automatically agree to this.

And I guess finally, access to transcripts. 10 I think there's sort of a split within the 11 12 Commission. In some matters we will get 13 transcripts at the same time that the staff 14 does. In other matters we don't get them at 15 all. In other matters we get them at sort of the end of all the depositions. I think there 16 17 should be one policy. And again, in terms of having the issues truly join would militate in 18 19 favor of making the transcripts available to 20 both sides whenever they are available.

21 MR. SIMONS: Generally what happens in that 22 situation is you bring somebody in, an associate 23 or paralegal and they take copious notes anyway, 24 right?

MR. LARSON: But it's never perfect.

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MR. SIMONS: It's expensive.

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2 And if you try to bring a MR. LARSON: 3 secretary in, a lot of times staff will just 4 throw them out. Finding an associate who knows 5 shorthand these days is not easy. Thank you 6 very much for the opportunity to speak. I think 7 this was a very good idea and hopefully it will 8 be helpful.

9 MR. SIMONS: It's been very helpful so
10 far. Thank you very much. Keith Seat wanted to
11 say something too. Go ahead, Keith.

MR. SEAT: You are hearing lots of concerns 12 13 and problems, and I'm here to offer a potential My name is Keith Seat, and I'm an 14 solution. 15 independent mediator and want to talk about the use of mediation in the second request process 16 17 and how that can help to streamline the negotiations and disputes that arise between 18 19 parties, private parties and the staff at the 20 FTC or for that matter DOJ is equally there.

21 My background is as an antitrust litigator. 22 I cut my teeth at Howard and Simon. I am former 23 general counsel for the subcommittee on Senate 24 Judiciary, and I've been in back in the private 25 sector as in-house counsel and now begun a

1 mediation practice.

2 But I am very enthused about the many benefits that mediation can offer to disputes, 3 4 and there are inherently disputes that arise in 5 the second request process between the staff and 6 the parties, and there's a great deal of 7 frustration that I think you have been hearing 8 about and will hear more about in the private Bar about how hard it is to deal with the 9 10 voluminous requests that are put out there and 11 the need to try to work things out, and often times that goes successfully. 12

When I was in private practice, I often had 13 14 good experiences negotiating with staff at FTC 15 and DOJ, but sometimes it doesn't work out so easily. And in those cases I think bringing in 16 17 an independent mediator can provide great benefits for everyone involved and that that 18 would be a voluntary process where the parties 19 20 would agree to use of a mediator, and it would not undercut the authority of staff because it 21 22 would not result in a decision.

23 The mediation process doesn't have the 24 mediator rendering any judgment the way an 25 arbitrator would, but simply has the, helps the

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parties to reach their own agreement about what is best for resolving the disputes at hand.

And so if that is brought into the second 3 4 request process, then that can be very helpful to provide the smoothing out of the relations 5 6 between the parties so that they will be able to 7 work towards resolution of the disputes, both at 8 the second request and then later on through the process, to reach a favorable outcome hopefully 9 for all sides in satisfying the goals of halting 10 11 the anticompetitive mergers but making sure decent transactions go through. 12

And the big benefit of mediation is to allow 13 both sides to deal in confidence with the 14 15 mediator who can then be brokered between the two sides without revealing their confidential 16 17 strategies, can help see if there's areas of overlap where the parties would be able to reach 18 compromise without disclosing the confidential 19 20 information or strategies of the staff to the private parties or vice versa, and also to be 21 22 able, if the mediator has a sufficient antitrust 23 background, to be able to test the strategies 24 and the theory on which the staff is seeking 25 documents and be able to help convey to the

1 2 private parties the bona fides or lack thereof without revealing what the strategies are.

3 And so my proposal for the FTC is to actually encourage mediation whenever there are 4 negotiations in the second request process that 5 6 cause frustration to the parties involved and 7 that the FTC ought to affirmatively offer 8 mediation as a way of working through those 9 disputes to get things going and to help reduce the frustration level overall. And then once 10 the private sector is familiar with the process 11 12 and more accustomed to it, then it may well take 13 off and be able to proceed on its own, and it may be useful to start off with a pilot project 14 15 that would allow a certain number of cases to be mediated in this way and then analyzed to 16 determine how useful it has been and what the 17 experience of the parties and staff have been and 18 19 then publicized to the wider antitrust Bar.

20 And lots of benefits and really very little 21 downside. It's not very costly or doesn't take 22 much time. And if the mediation is not 23 successful, then the parties are able to proceed 24 with all the same remedies that they had 25 previously. If the appellate process is

desirable or seen as desirable, they can proceed with that. But I think in most every case the mediation process would be very helpful in at least narrowing the disputes, if not resolving. I think a paper has been brought that was circulated around, but I can help answer questions through the process.

8 MR. SIMONS: Thank you very much. We got 9 your package. The next person who wanted to say 10 something was Meg Gifford. Is Meg here?

MS. GIFFORD: Yes. My name is Meg Gifford 11 12 from Proskauer, Rose. Thank you for the 13 opportunity to address the panel. I would actually like to begin by taking just a moment 14 15 and commenting on a couple of the proposals that have been made. I can't endorse wholeheartedly 16 17 enough the recommendation to eliminate the requirements to produce documents by 18 19 specification. And I would add to the proposal 20 on that that it is, I think, not only not useful but essentially counterproductive to require 21 22 that. I certainly view it as counterproductive 23 for those of us who are trying to do the 24 production because the time that is required for 25 young lawyers to go through the vast amount of

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documents and make that designation is very
 substantial.

And if it had some real benefit, I suppose we 3 4 might agree that some degree of this was useful, but I really seriously doubt that it has much 5 6 benefit because the tendency and I think the incentive in making these designations is to 7 8 designate as many specifications as one can 9 possibly imagine to protect yourself from some claim that, you know, you didn't tell us this 10 document related about. And I see lots of 11 12 productions that have designations, five, six, 13 seven, eight specifications, and I cannot imagine that's very helpful to staff in tracking 14 15 down important documents.

16 With respect to the concept of mediation, I think that's intriguing, and I -- as Mr. Seat is 17 an experienced mediator I take, at least to some 18 degree, his word that it can be done promptly. 19 20 But that is my major concern about it because we are working under very tight time frames here. 21 22 It would be interesting to do a pilot program, 23 but I think one of the key determinates in whether that pilot is deemed successful has to 24 be a very close examination and a close 25

evaluation of the degree to which the process accomplishes the goals that it seems to me it may accomplish but without changing the time frames of the parties involved. I think that's critical.

6 I would like to make a few comments, some of 7 which I'm sure others will make, because with 8 all due respect to the Commission, I think that 9 some of these are so obvious that we all are 10 overlapping on some of these. I would actually 11 like to make a brief comment on the clearance 12 procedure, our favorite subject at this point.

13 MR. SIMONS: It's certainly mine.

But I will say something 14 MS. GIFFORD: 15 The cases of which I'm speaking I think anyway. are quite rare, but when they happen, it is a 16 17 real problem, and that is where you have got a transaction that is in an industry or line of 18 19 business where one of the two agencies has 20 handled matters in that industry previously but perhaps a few years ago, perhaps not yesterday 21 22 or six months ago, and where the possible 23 consequences, the possible effects of the transaction, if there are possible potential 24 25 effects, are going to take place in another

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industry in which the other agency has clear,
 acknowledged expertise.

From my own personal experience, I have run into this situation twice and thankfully only twice where the agency where the recognized expertise in the downstream industry has claimed the transaction but the other agency dealt with a transaction say three years ago.

And in one instance we used up about a third 9 of the 30 day waiting period, and in another 10 11 case, to everyone's extraordinary anxiety 12 including the staff, we used up 12 of a 15 day 13 waiting period in a cash tendered offer. And I won't go into the details of how we managed to 14 15 get it through in 15 days and the staff did extraordinary things, but it was very scary to 16 deal with that. 17

And I would suggest that there be a 18 presumption. I mean, I think that a protocol 19 20 ought to be established that where the other agency has expertise in a downstream market, 21 22 that does not overcome or at least there is a 23 presumption in favor of the agency that previously handled the matter and that that be 24 institutionalized. 25

In what I hope are the nonexistent or at 1 2 least extraordinarily rare cases where that 3 presumption might be reversed after, at the end 4 of the clearance process, I would suggest that it would be useful for the agencies to agree to 5 6 a process whereby the agency with the 7 presumptive authority can go ahead and talk to 8 third parties, because that's the real problem 9 is not being able to talk to third parties 10 before that clearance process is completed, as 11 you know. But can go ahead and talk to third parties, do interviews, collect information. 12 13 And if they lose in the end, it all gets transferred to the other agency. I'm sure 14 15 reasonable people can work this out. Let me 16 move --MS. ANTHONY: With the help of a mediator. 17 MR. SIMONS: A mediator isn't sufficient. 18 19 We have to get an arbitrator for that, 20 seriously. MS. GIFFORD: Perhaps it's worth it because 21 22 although they are rare cases, when they happen, 23 they are real problem cases. 24 I am very attuned to that. MR. SIMONS: 25 Literally the first day I showed up in the FTC

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in June of last year I was confronted with four or five matters that had been pending for almost a year, and the degree to which both staffs were dug in, it was unfathomable. I can't believe it.

6 MS. GIFFORD: Rules in advance often help 7 in that situation.

8 MR. SIMONS: Although we tried, and as you
9 know, all good deeds need go unpunished.

MS. GIFFORD: Maybe some different rules. 10 11 Comments on everyone's favorite issue, electronic document discovery. I join in the 12 13 discussions that some regularized, institutionalized procedures be developed for, 14 15 beyond what exists today for the handling of electronic documents. And again, e-mails are 16 17 what used to be the major problem, I think

18 Arthur made the point, that today frequently it 19 is beyond e-mails. It's all the other

20 electronic documents that are so difficult to 21 gather, to identify and frequently are, if not 22 repetitive, marginally relevant to the ultimate 23 issues.

24 There are, I think there are a number of 25 different ways that a protocol in this area

could be developed. I will make just one suggestion, and that is that a sort of control group approach be used to the merging party's documents, not necessarily limited to those same people whose documents were already searched for CC documents but building on that concept, particularly in larger companies.

The notion being that outside of those 8 9 persons who knew about and were actively working on the transaction plus what I call, I know some 10 companies refer to them, as the seniors, the 11 12 senior VPs or the VPs or the relevant directors 13 of various groups such as marketing sales, 14 production and perhaps some others, whether they 15 were aware of and worked on the deal or not, one would assume that there are likely to be 16 relevant electronic documents in the files of 17 18 those persons.

But beyond such a group and their direct assistants, that e-mail and other electronic document production either be severely limited in time frame or, I would prefer, deferred or eliminated all together. Deferred I suppose is not an unreasonable conclusion given that you might find something in what's already been

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produced that obviously leads you to come back and say we've got to look at the e-mails and electronic documents of a lot of other people.

Some alternative to that or a combination 4 might be to work with a sort of controlled group 5 6 concept of whose electronic documents are being produced. And then add to that documents by 7 8 defined categories that you might nevertheless 9 expect to find in other people's E files, such as industry analyses, production plans, that 10 11 sort of thing, and come up with some combination 12 of those concepts. It gets you what is really 13 relevant and what is going to be useful to both 14 sides in this process.

15 Keeping in mind that this is, one hopes in 16 most of these processes that that point is not 17 yet litigation and frankly I think should not be 18 treated as such.

19 I would also like to make a comment with 20 respect to one other issue that is far less 21 susceptible to rules and protocols and process 22 and is more the result of some of the processes 23 and the time pressures, and that is the 24 inadvertent and sometimes careless disclosure of 25 information in staff interviews of parties that

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reveal third party sources of information, of particular information or even of the fact of a compliant by a third party. And this is something that causes great concern for third parties that are otherwise willing to cooperate on an informal basis in a staff second request investigation.

The other side of this coin, of course, is 8 staff interviews of third parties that reveal 9 confidential information of the merging parties 10 or that convey distinct views of a staff 11 12 attorney concerning the merging party's 13 operations, some aspect of the transaction. In some cases in both of these situations the 14 15 effect is to harm the merging party's or in some cases third party's reputations. 16

I have particularly noticed this, and again I 17 want to emphasize this is not frequent, but when 18 it happens it's a major concern, I have noticed 19 20 in staff discussions and interviews relating to potential third party purchasers of assets in a 21 22 settlement context, that some of the questions 23 that may get asked in the rush of business have 24 the result, have the effect of providing a 25 certain view of say a third party's reputation

in the business to the other parties that staff
 is talking with.

3 And they may, and I have seen some evidence 4 of this, accelerate the departure of personnel and customers from the merging parties. I think 5 I acknowledge and I'm sure others would agree 6 with me that this concern cannot be eliminated 7 8 all together and it can't be eliminated by 9 specific rules, but I do suggest that staff, no matter how pressed for time, really must be 10 11 trained to be acutely conscious of the potential 12 effects of their communications on parties and 13 third parties and that such effects can arise from more than just a slip of the tongue that 14 15 names a third party or a statement, a slip of 16 the tongue, a statement that merging parties 17 assert X.

18 Occasionally those things happen. I know staff is very careful to not make those slips of 19 20 the tongue, but the effects that I'm referring to do arise I think far more often from more 21 22 subtle statements and from not thinking through 23 how a question should be asked with that care to keep confidential information foremost in the 24 minds of the staff. 25

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And whatever consideration Commission can give to this issue, I think it would facilitate the process of the second request analysis, and I'm quite confident that it would lead to reduced friction and reduced tension among the various parties to the process. Thank you for the opportunity to make these comments.

8 MR. SIMONS: Thank you very much, Meg.9 That was very helpful. We have Dan Abuhoff.

10 MR. ABUHOFF: Thank's. It's Dan Abuhoff. 11 I'm with Debevoise and Plimpton, and I also 12 thank you for the opportunity to make these 13 comments. I agree with a lot of things that 14 have already been said. I won't repeat those 15 specific suggestions.

16 I think, just to step back for a moment, 17 because we all practice in this area and sometimes we all lose perspective. The thing I 18 would like to emphasize, it's not a specific 19 20 suggestion, is the government asks for way too many documents, way too many documents. Let me 21 22 give you the perspective from which that comes. I deal, as do most of us here, in civil 23

24 litigation. Aside from that work, the most25 burdensome document requests I deal with by far

are second requests. Another reason, a better 1 2 reason, the fact that we all know this that a lot of deals are abandoned because the 3 4 government issues a second request. The lawyers throw up their hands, and on their lawyer's 5 6 advice, and we tell them, you can't afford it, you can't respond to the second request, which 7 8 is, among other things, uneconomical. Because a 9 lot of deals are presumably efficient deals and they don't qo forward because people cannot pay 10 11 for the second request process.

And the third reason I know it's too 12 13 burdensome is because it's too burdensome for the government if you got everything you asked 14 15 for, you would have too much stuff, and as a matter of fact, I know that you have too much 16 17 stuff anyway. The most aggressive way, and I have seen this happen, for a private 18 19 practitioner to deal with the FTC, DOJ and 20 second request process is to give them everything they ask for and bury them with 21 22 paper.

And I have seen this done, and it's effective
because I can't imagine being on the receiving
end of that. And the clocks are running and it

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takes the government extremely long to

negotiate. So I wish I had an easy solution to
all of this. I think the specific suggestions
that have made are helpful. To me it --

5 MR. SIMONS: I think they all go, all these 6 suggestions go to that problem.

7 MR. ABUHOFF: I think they certainly do, 8 and I would like to see them all implemented, 9 and I'm hopeful that they would help. There's one other aspect of this, and this is perhaps 10 out of the ambit governing all our collective 11 12 authorities, and it seems to me sometimes 13 responds to second requests get tied up with the timing issues. Most often, most obviously when 14 15 it's time to certify with substantial compliance, and I think we've all had experience 16 with substantial compliance. And the government 17 comes back and says well, maybe not, although 18 19 it's maybe not in a single-spaced, three-page 20 letter, document number 4475 is a bad copy and you have like 50 complaints like that. 21

22 And you really get the feeling when you get 23 that letter that it's really not about 24 compliance. It's really about timing, which I 25 don't blame the government for. I mean, it

seems to me if we were sitting down setting the rulings or at least if I was setting the rules, things would be such and such a way that we would get half as many docs and twice as much time to look at the deal, but that's not what we have, and I don't know how we move in that direction.

Well, the best suggestion I have really, 8 general suggestion is I think it behooves the 9 FTC and Department of Justice to do more 10 balancing when asked for retrieval, not to just 11 12 ask for anything that's arguably relevant, and I 13 don't believe the government insists on everything that's arguably relevant. In terms 14 15 of the spectrum of being very spare in terms of what you ask for and just about everything 16 17 that's way over the side of the spectrum to ask 18 for everything.

And I think the government has to balance the need and natural desire to have everything that's arguably relevant with the cost that it imposes on the private parties. Again, when you explain to a client, not my perspective but a client's, the first time what the second request process is and how much it's going to cost, they

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are dumb-struck, and often what follows is a
 speech how they are American citizens and how
 they pay their taxes.

4 And I think we have probably all had situations in the past where we have all huge 5 6 productions at enormous cost. I remember 7 dealing with the copying costs themselves were 8 so unconscionable at one point, we stopped 9 copying. One thing, the client cannot afford to copy anymore. Another thing, we were confident 10 that what we were sending was so irrelevant to 11 12 the process that we didn't need a copy of it and 13 we could wait for the transaction to clear to get it back. That was a few years ago, not 14 15 recently. But I think other people must have 16 had the same experience.

17 So even though it's an amorphous suggestion, I think the most important thing is the people 18 19 in charge all the way down through the staff 20 have to use their discretion and judgment to think hard about whether what they're imposed in 21 22 terms of burden is worth the cost, and it starts 23 with the most important, central aspect of the second request process, which is the list of 24 25 people who get searched. When you sit down with

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the organizational chart, that to me has as much 1 2 to do with the scope of the search and the burden imposed by the search as anything. And 3 we've all heard well, we would like to hear from 4 these people anyway even though they're 5 6 subordinates and they probably have the same 7 thing in the files as their superior. It means 8 something that it's in their files also. I said 9 well, it doesn't really mean that much, is it really worth doing. 10

It's that kind of thinking that we really 11 12 need. It's that kind of production we'd rather 13 qo into statistical aspects or technical aspects of electronic production. A lot of the 14 15 arguments here in principal is whether the government need all this stuff. Generally 16 17 speaking the government doesn't need this stuff. And the reason I say that is these are 18 19 economic analyses. They're not going to be 20 decided on an e-mail, a so-called smoking gun with somebody who is out there in the field and 21 22 says we can beat their pants off if we lower the 23 price by a nickel. It can't be that the economic analysis is going to turn on that e-mail. 24 There are some litigations that e-mails would 25

be critical. Generally speaking here, no. That doesn't mean the government should not get any e-mail, but I think it tells us you need a different perspective in terms of how wide a scope of electronic production ought to be.

6 The closest I can come to a specific 7 suggestion has to do with the request of 8 information from agents of the party, and the 9 way this works its way through the request is the definition of the company in a standard 10 11 request always includes not only the company but its agents, which includes its investment 12 13 bankers and its lawyers, etcetera. And I don't know what the practice of everyone else in this 14 15 room is, but I know our practice at Debevoise and what we do is that causes us to have to 16 17 contact other lawyers. They have to be listed in terms of the list of agencies and then 18 19 contact all of them second in a second request 20 and say that technically you were an agent and your documents are called for. 21

22 We don't have power to make you do anything. 23 The documents normally aren't in our custody and 24 control, which is why the request shouldn't be 25 there anyway, but here it is and the government

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wants it, so please put it together. And sometimes they do and sometimes they don't.

We don't police them particularly. I haven't 3 4 had too much feedback from anyone at the FTC or DOJ about that. As a matter of fact, I would be 5 6 curious what the thought is from the FTC, as to 7 whether that is something you will seriously 8 follow-up on or you're just happy to get 9 anything from those people. I mean, what is the 10 policy?

11 MR. KRULLA: Frequently. It's not a 12 mechanical exercise in terms of okay, all these 13 sales agents out here, those may technically be 14 agents or not, but certainly the investment 15 bankers, the people involved in the deal, the 16 law firms involved, those should not be places 17 to hide documents.

MR. ABUHOFF: I agree with that. 18 I think 19 the issue is, and this plays out in civil 20 litigation too, you are always responsible to produce anything in your possession, custody and 21 22 control. If you take a box of documents and say 23 to your investment banker, hold onto this box, that's within your possession, custody and 24 25 control. And I think that has to be produced,

whether it's specifically done by the investment
 banker or not because it's really a document
 held by the company.

4 But when you are talking about going to the investment banker files and ask them to produce 5 6 their own files, how going to a law firm that's 7 not involved in the transaction and say go 8 search your files, now you are asking someone else for their documents, and we don't have to 9 worry too much about this now, it seems to me 10 it's difficult time to find this balancing of 11 production --12

Good faith effort that the 13 MR. KRULLA: 14 respondent has made to get the material. Ι 15 think the one interpretation approach you 16 suggested which is to draft a request, throw it 17 over the transom and not worry about it may be less than what we would hope for in terms of a 18 19 good faith effort to get the material. We are 20 always prepared to back stop that with a subpoena or CID to the outside source as well. 21

22 MR. ABUHOFF: Well, I think that's a fair 23 way to approach it. You should realize when you 24 go to a law firm and ask them to produce 25 documents and the company goes to the law firm

and says produce those documents, the company 1 2 has to pay the law firm often to do that. So it's not something -- it's not just a matter of 3 4 taking things lightly. It's a serious decision that a company has to be make about how much 5 6 energy is going to be put into this and how much 7 it's going to require from its various agents. 8 And that's not a factor for one law firm but a 9 factor when you deal with 14 law firms. So it's sort of -- it comes into play. 10 The justification I have heard from this, and I may 11 12 be wrong, in terms of having this requirement, 13 at least one justification I have heard, is that the FTC or DOJ wants to be sure it receives 14 15 documents that reflect any agreement between the parties as to what deal might be satisfied -- in 16 17 other words, their fall-back position. Ιf there's an agreement, they might make a side 18 agreement and have some investment bankers, some 19 20 other law firm work that out with someone else, and they're saying look, the deal will go 21 22 forward as long as we don't have to divest more 23 than 10 percent of the assets. At least it's 24 been explained to me by one person, and that is 25 the focus in part of those requests, which

brings me to another point, which is I don't
 think the government should ask for that
 document.

4 MR. KRULLA: Frequently the parties will claim, they will have attorney involvement and 5 6 claim attorney/client privilege for such a 7 document, the investment banker, that umbrella 8 is again under the agency concept. I think some 9 of the other things we've seen is where an investment banker helps a company identify who 10 11 the right buyers are or what the value of the 12 deal is or the effect of the deal is, and 13 they've done underlying studies to develop that information. 14

15 So the final report is in the possession of 16 the company but the underlying studies, surveys, questionnaires, information from customers 17 that's been collected is only in the hand of 18 this outside agent, consultant or whoever it 19 20 is. And we're certainly very interested in seeing that because, as Meg talked before about 21 22 the embarrassment to customers or complainant if 23 staff misstates or is too incautious about how statements or concerns are characterized and 24 25 customers may be more candid in talking to a

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consultant retained by a company than they will
 be reporting to the government where there's a
 perception of the government and the company are
 adversaries.

That's fair. 5 MR. ABUHOFF: It seems to me 6 if that is the basis, the way to produce is to 7 subpoena the investment bank because what 8 doesn't seem right is to have the government's desire for documents from this independent 9 company, investment bank somehow interfere with 10 the timing of the transaction and what the 11 company's ability to claim a substantial 12 13 compliance. So it seems to me a subpoena would 14 get you to the same place probably even more 15 directly but not that holed up in this 16 compliance thing.

MS. ANTHONY: I think one of the things 17 we're going to hear today is not every shop 18 19 operates in the most consistent way, and I know 20 in my regional office, we do subpoena them to do it quickly, and the burden is on us to get the 21 22 information. And it's not for the reasons that 23 you necessarily just articulated, but it may be more of an issue of product market, geographic 24 25 market. It's backup information with respect to

studies that can help shed further light on. So it's a good faith effort to acquire information, particularly if you're having a disagreement with the parties over one definition of product market or geographic market, not necessarily what was the deal they thought they could get through.

MR. ABUHOFF: I think that's a much 8 9 preferred approach. The point about those agreements which have been in the news quite a 10 bit with GE Honeywell in terms of what's the 11 12 fall-back position, what are the issues. Those 13 are sensitive subjects because I know there are companies that do not enter into these 14 15 agreements because they're concerned they will have to produce to the government, giving their 16 negotiating position away, I'm not blaming the 17 government for that but I will say that's a bad 18 19 result.

I mean, it's inefficient to have parties not entering into agreements like that. They ought to -- it's important they address that risk, and it doesn't necessarily indicate what is anticompetitive and what is not. It's just what is a reasonable business deal under the

1 circumstances.

2	MR. BERNSTEIN: Can I make just one suggestion
3	for how to deal with this agent issue. Often if
4	you come in with the list of agents early in the
5	process, you sit down and talk to us about why did
6	we have this agent, what did they do for us, we're
7	usually able to narrow down the ones we are even
8	interested in in the first place. So that's
9	just one way to really cut back in that area.
10	MR. ABUHOFF: Fair enough. But that's all
11	I had. Generally speaking, again I wish I had
12	more specific suggestions. To get to the core
13	of the problem, I think it's a matter of
14	judgment and expression. And I thank you for
15	the opportunity to speak.
16	MR. SIMONS: Thank you very much. We found
17	that very helpful. And one other person has
18	comments. Lauren Albert.
19	MS. ALBERT: Thank you for providing me the
20	opportunity to speak today. My name is Lauren
21	Albert and I am a partner at Axinn, Veltrop and
22	Harkrider. I have a number of specific
23	suggestions today for modifications to the
24	second request process, particularly those
25	relating to electronic discovery, and I will

probably repeat unfortunately what everyone else
 has said to some extent.

But there's something I want to talk about 3 4 first before I get to my detailed suggestions, and it relates to the FTC's posture during the 5 6 second request process. According to the 7 Senate, the agency was designed to require the 8 parties to share with the government data they 9 had assembled and analyzed, analyzing the transaction at issue. And once the agencies 10 11 determined that the merger did expose 12 anticompetitive concerns and full-fledged 13 discovery would begin under the aegis of the 14 court.

But it appears we've strayed from Congress's original intent and the second request process is now being used by at least some government lawyers as an opportunity to prepare for trial.

As a result the second request process is far more adversarial than intended by Congress, and it provides a disincentive to keep people from complying with the second request and prohibits the process from being a productive and cooperative one.

25 At times the FTC appears to be using the

1 second request process as a fishing expedition 2 as a means of delaying the parties from certifying compliance. Given the extraordinary 3 4 power that Congress has given the agency, the FTC has an obligation of public fiduciary duty 5 6 to use this burden judiciously and not to go 7 whole hog as we have unfortunately seen in some 8 cases.

For example, in one case we have a gazillion 9 e-mails to review and asked for modification we 10 were told no, e-mails are what made the 11 12 Microsoft case, you are not going to get the 13 modification on your e-mail search. And I understand, from the perspective that a lot of 14 15 us in the private Bar are adversarial more than 16 you, so it may be a case of the chicken and eqq 17 problem, and I will give in on the side of my firm. That's all I can --18

MS. ANTHONY: He's getting ready to mediateright now.

21 MS. ALBERT: I ask the FTC do the same. 22 You have your Commission Practice Rule number 23 five, which says, I think it's rule five, meet 24 within five days of issuance of the second 25 request, and that's great. But what happens is

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because you are in your adversarial mode and they're not forthcoming on their issues we're not forthcoming on ours either and we don't want to give you our argument if you are going to spend the next two months figuring out how to poke holes in them.

7 And one meeting isn't enough. We need lots 8 of meetings where the staff is told you need to 9 be forthcoming, tell them you have a problem 10 with this, but hey, this looks good here, and we 11 need to have a continuing open dialogue.

Now, as to my specific suggestions. 12 One big 13 problem is response time on modification requests, and I suggest 48 hours. What happened 14 15 in our experience has been that we ask for modification. A week later we hear back from 16 17 the staff only to ask more questions, not to 18 give or grant our modification request. So what 19 happens is we say let's just produce, it's just 20 not worth asking for any modifications, and so we It costs our client a lot of money but 21 produce. 22 at least we get it done with.

And the other problem we have is there's not
one person to grant the modification request.
If you go to the person who issued the subpoena,

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who has to ask his or her boss who has to ask 1 2 his or her boss. They then have to ask DC. And each person has more questions, and by the time 3 4 they get them all back to you it's been a month 5 and you might as well just produce. So my 6 recommendation is there should be one person who 7 the parties know. That one person has full 8 authority to grant all modification requests. You go to that person, you don't talk to anybody 9 10 else, that person doesn't talk to anybody else, 11 and he/she has it back to you in 48 hours, maybe I mean, that is a fair 12 asking more questions. 13 thing usually, but let's get this moving.

14 The third suggestion is that we have 15 uniformity in modifications. And Steve, you just mentioned something, if the parties came to you 16 17 with the agent list at the outset, well, how do we know that? I mean, some of us know some of 18 these things are normally done because we do it 19 20 a lot. But Wachtell might always do this thing that my firm didn't do, and we didn't know about 21 22 it, it never occurred to us to do it.

23 Maybe there should be some rule book that 24 says these are the kinds of thing we are usually 25 willing to modify. Also, another problem we had

was, we would ask for a modification. We were 1 2 told no, it's FTC policy, we never render 3 modification, and we would say but we got that 4 last year in another second request, and we were told prove it. So we had to find the file, 5 6 which took another week, find the letter, fax it 7 to you or to the FTC and then we were told 8 sorry, you're still not getting it so. . . MS. ANTHONY: Is that a true story? 9 MS. ALBERT: Yes, it is, and I am not going 10 11 to name names. It happens in the reverse 12 MR. SIMONS: 13 sometimes too. We never did that and we say 14 well, what about...oh, yes. 15 MS. ALBERT: That partner is long gone, and 16 which may be the case of what happened at the 17 FTC. 18 MR. SIMONS: That's a matter of us talking 19 to ourselves more. 20 MS. ALBERT: Electronic production. I know you have a whole symposium on that too. We just 21 22 went through one of the most horrendous 23 electronic productions in the history of 24 mankind, so we have some suggestions for 25 improving that. The first thing is that the FTC

have a group of electronic gurus. I think one of the problems we all have is we don't know enough about this. Designate a few techies to become the people who understand everything there is to understand about electronic production.

7 Within five days of issuance of the second 8 request, those techies meet with the party's 9 lawyers and techies and sit down and come up with 10 a plan. And hopefully the FTC's techies will 11 have enough expertise to say this is how we 12 would like to have it done and here's what may 13 help you.

The second thing we found absolutely 14 15 mandatory in electronic production was a search term list. And again, we have problems with the 16 17 whole getting back to us on time process, so we ran our own search term list, which was then 18 19 second guessed afterwards. So I think, you 20 know, we do need to get it out there and do it up front so we don't have second guessing 21 22 afterwards. But the problem is when you 23 submitted it, the staff then come back and suggest corporate, sale, selling or dollar sign, 24 25 which will be in every e-mail. That's not a

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1 modification.

2	So we have to come up with some kind of
3	ground rules for search term lists, and you have
4	to recognize that maybe you are going to miss
5	some documents, but that's okay because you will
б	still get 99 percent of them.
7	But then you have to also be able to modify
8	the search material list as the process goes
9	on. And we can say look, we ran your search
10	term list and we got one percent were
11	responsive. Let's modify those three words out
12	because we're obviously putting up too many
13	MS. ANTHONY: Lauren, I just want to
14	understand what you are suggesting here, that
15	the staff become involved in back and forth in
16	developing or would you rather do it yourself?
17	MS. ALBERT: I would rather do it myself,
18	but when that happened, then afterwards I
19	believe the staff asked for a list we get to
20	them, and they said oh, God, you didn't think of
21	this word, this word and this word. And I
22	didn't like the second guessing. I would rather
23	just do it up front. We can't run it more than
24	once. We were pulling e-mails from all other
	once. We were pulling e-mails from all other

computers, and you can't keep running different
 search term lists.

Everyone said this already, eliminate the 3 4 requirement that you produce by spec. And that's especially true for electronic documents 5 6 because you don't need it. You want all the 7 documents about the market. You run the term 8 market through the production and you will 9 probably be more accurate than our paralegals and temp attorneys and all that than just 10 11 quessed, come up with various synonyms.

12 Another problem we had is the Bates stamping 13 on electronic documents. It's really very, very 14 hard to do, and I understand the problem with 15 keeping control of the documents, which I will 16 get into, but it has to be eliminated.

17 And one of the primary reasons is electronic documents, to Bates stamp them -- and we wanted 18 19 to produce an electronic format because to print 20 everything -- literally for one production we blew the electricity in the client's building 21 22 because we were printing so much. So obviously 23 it saves trees and money and electricity not to print out everything. 24

But to Bates stamp electronically you have to

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1 convert it to another format, and by doing that, 2 at least in our production, it required converting that format, which meant you could 3 4 use, FTC could search in the program to all documents about market, have the word market in 5 6 You would have to pull up each document it. 7 with the word market in it. So it's 8 counterproductive.

9 Now, to insure the integrity of the documents
10 produced and read-only format CDs, and I will
11 not even try to explain it, somehow on a server
12 where we would give FTC access to the server.
13 But we did it on CDs. It was produced in the
14 read-only format so they can't be modified.

15 And one of the issues was how to identify the 16 document, if you have to Bates stamp them at a deposition or trial, and we suggest the 17 following protocol: Each custodian's 18 responsible to track documents that are produced 19 20 on CDs, separate from documents, custodians. So there's John Smith's CD document and each CD is 21 22 labeled Bates stamped with its own control 23 number and his name and typed on Word Perfect, 24 is it Word so you know what programs to use in 25 opening it.

And then within each CD the title of PST file 1 2 should be maintained, custodian's name and CD document control number. And then to identify 3 4 it at trial or at a deposition you would, e-mail is identified by the document control number 5 6 assigned to the CD produced, the custodian assigned to the CD and date and subject line of 7 8 the e-mail.

So it's John Smith, CD number 123, so the 9 e-mail Johnson is sent on number three, and 10 electronic document not e-mail documents are 11 identified again by the CD, the name but then 12 13 within the CD it's the full path and file name on the document. So it's a little more 14 15 complicated than Bates stamp but there are ways 16 to identify each document.

17 Another suggestion other people have made is reducing the time, how far back in time you 18 The second request usually require 19 search. 20 production going back four to five years, and unfortunately, probably more so after Arthur 21 22 Andersen, clients are going to keep every piece 23 of paper going back four or five years. We recently searched 275 people's e-mails 24

25 going back five years, which meant we searched

1 through 12 million electronic records. And so
2 what we suggest is, a lot of other people
3 suggest, that you have control group and then
4 either eliminate everyone else all together or
5 just do them for a one year period.

6 Privilege issues, right now as the second 7 request is written you only have to log the 8 documents in the law firm's, the outside counsel's law firms that weren't shared with the 9 client or the other parties, and I suggest that 10 11 exception be eliminated. If we write a memo for 12 our client analyzing the merger, it shouldn't 13 have to be logged. All those back and forth to the client, it's just so clearly privileged it 14 15 shouldn't have to be logged.

Also, documents shared with the other party to the transaction pursuant to a joint defense agreement shouldn't be logged. This isn't a big burden because it's not that much, if I didn't have to simply produce my own files anymore.

21 And then there's a big problem with the 22 electronic production with inadvertent 23 production of privileged documents. So with DC 24 I'm sure you all know better than I do has these 25 quirky rules on waiver of privilege, which

becomes troublesome when you are doing
 electronic production.

3 So what I suggest is that the FTC agree, and 4 this isn't tested but I think there's data that 5 we think this would be okay, the FTC agree that 6 documents inadvertently produced isn't a waiver, 7 and maybe if it's an agreement the court will 8 enforce that agreement.

And then on the continuing obligations 9 requirement, I think Joe mentioned, this is just 10 impossible to do with an electronic production. 11 12 You are pulling out all the electronic 13 productions out on your server, running your searches through it. It just can't be done. 14 So 15 my suggestion is you do 30 days from issuance of 16 the second request and that's it.

17 That concludes my suggestions, and once again 18 I thank you for giving me this opportunity. And 19 I would love to be part of any future processes 20 you have to streamline this process. If you are 21 going to develop guidelines or anything, I would 22 love to be a part of it.

MR. SIMONS: Thank you very much, and we do
hope -- not hope. We are going to have some
kind of output from this process. I think we

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will have all this input. One of the things I wanted to specifically ask is I've heard Tom Leary said on many occasions when he was in private practice, I know other people do this too, they have a practice basically of trying to go through the second request process knowing in advance they're never going to comply.

8 Does anybody have any kind of experience like 9 that or everyone in this room just sort of knows 10 they're going to comply -- nobody, huh? Wow.

One of the things that I have been trying to 11 12 do since I have back to the Commission is kind 13 of monitor what's happening with these second requests and try to get a feel for whether 14 15 something's going haywire on a particular one. And if I spot that, then I usually send one or 16 17 more people from my office down to the staff and have them kind of insinuate themselves into the 18 19 And I know on a few occasions that's process. 20 actually been useful. So one thing, you know, I can't see everything and I know some folks are 21 22 nervous about going over the heads of the staff.

But one thing I think you should do is if you want to call me or send me an e-mail and say I'm representing so and so in this case and we look

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like we're kind of spinning our wheels a little bit in the second request process, maybe someone can take a look at it, and that doesn't have to get back to the staff.

5 And I think that would go a long way to 6 heading off appeals because basically if we have 7 an appeal, that means my office has failed 8 because we were supposed to be supervising these 9 things. But sometimes it's not possible for us 10 to figure out all the problems that are going 11 on.

12 So if we get some suggestion from the folks 13 that are involved, that the natives should 14 probably go look at this, then maybe we get a 15 chance on it. Let's see what happens.

16 What else? There were a couple of things. 17 The appeals. In terms of the backup tapes, 18 what's kind of the experience been in the room, 19 have folks had to do this or in the deals 20 they've been involved in, what's about been 21 happening. Bruce?

22 MR. PRAGER: Bruce Prager, Latham and 23 Watkins. Most recently in the Libbey 24 transaction, which many people are aware of, 25 staff was extremely reasonable. The initial

1 request -- at least with respect to this issue 2 of backup tapes. The initial request of course 3 was written as broadly as it always is, and we 4 found that in this case the company had totally 5 independent servers, they did not have a 6 centralized system.

7 There was a tremendous amount of storage in 8 They did not have high capacity backup. 9 servers, and so there was not -- I don't 10 remember what exactly the time period was, but 11 it was maybe two years were current and 12 everything else was on backup. And staff asked 13 us to do some inquiry into what it would actually take technologically and in terms of 14 15 cost to restore backups and do an electronic 16 search.

And we sat down first with our internal 17 people at Latham and Watkins and asked the 18 19 client's people and then we went to some outside 20 vendors to get in effect bids on what it would cost, and the figures were absolutely 21 22 outrageous. I mean, I cannot recall now what it 23 was going to be, but it was probably working 24 sort of seven days a week, multiple shifts it 25 was going to take something like three or four

months to restore the backups, and it was going
 to cost many, many hundreds of thousands of
 dollars.

4 And staff fairly quickly said forget it, we're not going to put you to that. Now, we had 5 6 a couple of conversations with a few gulps and a 7 few nervous uncertainties on the part of staff 8 as to whether they were going to really forego 9 all of it. And in the end I think that they did a reasonable job of weighing the imposition and 10 cost as against the burden and value and 11 12 ultimately just said forget it, we will do 13 without it unless we see something down the road that indicates there's some gold mine that we're 14 15 missing.

And just to add a slight editorial comment to 16 17 that, in addition, to saying it was the right decision, I think that it's reflective of the 18 fact that you don't really need all of what you 19 20 ask for in the second request. I mean, we can quarrel about the outcome, but you successfully 21 22 prosecuted a preliminary injunction case in that 23 matter without having gotten any of those backup 24 files, and yet I can almost assure you if those 25 were paper files, people would have insisted on

going back the entire five years or whatever was
 in the request.

You would have gotten hundreds if not 3 4 thousands of more boxes than you got, and the point that I think it was Dan made earlier I 5 6 think is really what's key here is that merger 7 cases should not in my view be about that 8 document. That's not what tells you whether 9 this merger is going to have an anticompetitive effect or not. These are not section two cases, 10 this is not Microsoft, and the fact that people 11 12 may have said things in isolated circumstances 13 ought not to be what leads you to decide to challenge a particular merger or not challenge 14 15 it.

MR. COLLINS: Dale Collins, Sterling and Sterling. We've had similar experiences to Bruce's, and that's where we go in and basically give a staff, make available our technical people to talk to them about to talk to the staff about what would it take in order to do the backup tape.

Let me just add a little definition of backup
tapes. When I'm talking about backup tapes,
there's two different kinds. There's searchable

tapes and non-searchable tapes, that is tapes that have to be restored to a system. I'm not talking about the searchable ones. Our view is basically we will negotiate those in the regular course. It's the ones that need to be restored.

7 So as I said, we have had numerous instances 8 where staff has been very reasonable. Thev 9 basically understand this is enormous work on the parties, particularly when it looks like you 10 11 are producing 800 boxes of other stuff. But we 12 have had occasions and recent occasions when the 13 staff was not going to give us a limitation. We went out and got vendor estimates. Our vendors, 14 15 the quotes were in excess to \$1,000,000 to restore the tapes, and it was going to take a 16 17 lot longer than three months.

Basically we told the staff, we're happy to explain, we spent six or eight hours on the phone with them explaining the situation. We will talk to you as much as you want, we're not restoring the tapes. And like I said, we never got the limitation and we didn't restore the tapes.

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MR. SIMONS: The suspense is just killing

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me. What happened?

2 MR. COLLINS: Nothing happened. We put in a statement for noncompliance and the fact of 3 4 the matter is, at least in my view and the Commission makes its own view on this, the 5 6 likelihood going to court to compel the 7 production in that circumstance is just about 8 zero. So what we wanted to do obviously was 9 reach an amicable resolution on this, but we couldn't. 10

MR. BYOWITZ: Mike Byowitz from Wachtell, 11 I have had very similar experiences to 12 Lipton. 13 what Bruce and Dale described. The only difference I would say is I have run into 14 15 precisely the same problem and what I then said is you want the tapes, I will give you the 16 17 tapes. You can go out you think it's easier to do, do it yourself. I want the modification I 18 19 would like it, but I will give you the tapes.

And then I get, you can't comply. I said why not, I haven't reviewed it, I don't know what's in it, I don't care what's in it.

And that brings me to a frankly broader
point, and I think it's a point that people have
touched upon. And I think to some degree

mergers are not Microsoft and to some degree maybe they are. If Bill Gates has some comment to make about a deal he wants to do and I were you or Rhett or Steve or Barbara, I would want to know that, and I would want to use that and I understand that, okay.

7 If Joe Blow, the marketing -- not the 8 marketing director but the salesman rep in 9 Cleveland said that, I don't think any of us 10 need to be bothered with that. So that's point 11 one, what do you reasonably need.

12 And the other point is what do the business 13 people reasonably have access to. If I can, 14 from sitting in my office if I'm the marketing 15 director, call back a file, get it and use it, 16 you should be able to search for that. If I 17 can't, that should be cutoff then.

Now, that -- where I've heard concerns 18 19 expressed, and there is a legitimacy to this, is 20 people purging their files in advance of mergers. Well, if people purge their files in 21 22 advance to mergers, I don't know anybody who has 23 ever been able to do it. I don't know how to do 24 it successfully. There's simply too much in too 25 many places. The government -- and there's

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1 paper versions of all this.

2 The government is always going to get the key 3 stuff. I always operate on the assumption that 4 the key documents that are bad, good or 5 indifferent the government is to go to have and 6 how long are we going to have to spend on our 7 side producing it and are your folks going to 8 have to spend weighing through it. And I think a certain degree of suspicion on 9 the part of the staff of folks like us is 10 understandable. I wouldn't say it's appropriate 11 12 but it's understandable. But I think the 13 suspicion goes far farther than we have a capability of doing. You have done this 14 15 yourself many years. When you show up at the FTC on day one, to a substantial degree you 16 don't know what's in the client's files. 17 You may know what's in their most recent business 18 19 plans, the kinds of things you get asked for in 20 the first 30 days, but you haven't done the in-depth investigation and there's no way to do 21 22 it. It's only through the process where you 23 find that stuff.

24 So some of it used to be, at least with 25 people who haven't earned an extra special

degree of suspicion, and there are some I
understand, with those people a little more
credit ought to be given when they say we can't
do this because. . . Because I think at the end
of the day you want enough control in the
process so you can determine what documents you
get.

You can determine whose files you get it from 8 9 and all that, and I would respectfully submit if you can't make a case based on that, it's 10 because there ain't a case to make. 11 If the kev 12 decision-makers don't have the documents or the 13 people they off-load their documents onto, and chairmen don't have those documents but someone 14 15 has the chairmen's documents, through chairmen 16 and product manager for the relevant products, that kind of thing, I think a suggestion was 17 made a little earlier of control group plus key 18 19 managers and this kind of thing.

But my frustration from having done this now on the outside of the government for almost 20 years is its gotten worse continually. Every once in a while efforts are made to make it better. In the aggregate it is much, much, much worse than when I left the government. It's

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1 much, much, much worse than the last time a 2 reform effort was undertaken, and at some point 3 it's necessary for the government to say enough 4 is enough. We know we can control the process, 5 we can pick the people whose files you search 6 and we can control the specs, you can get it.

MS. ANTHONY: Why do you think it's gotten
worse? I'm curious. I know you have given it
some thought but why has it gotten worse?

MR. BYOWITZ: Well, we'll follow the 10 11 process from the model second request the last 12 time the reform that was six, seven years ago, 13 now maybe more than that. The first thing that 14 happened was within a year we were getting 15 second requests that had nothing to do with the model. The model wasn't being followed. 16 Т 17 mean, the model was overly broad, but one of the nice things about it was it didn't have multiple 18 19 subparts, it didn't have tremendous degrees of 20 overlap among the specs.

21 So it might be reasonable, I still would 22 quarrel with it, but it might be reasonable to 23 think to spec the documents this one relates to 24 competition, this one relates to market 25 definition, this one relates to entry. Even

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1 then it's not that simple to do because a lot of 2 the documents relate to all of that, but the 3 problem is a problem --

4 MS. ANTHONY: You mean we're asking for 5 more?

6 MR. BYOWITZ: You are asking for more in 7 the second requests. I used to write second I still remember how I did it. 8 Т requests. 9 pulled out my most recent one either in this 10 industry or something that seemed remotely 11 applicable, I looked at it and I figured -- and 12 by the way I'm smarter than that guy or woman so 13 I will add three other things. And those three other things now become in the model. When the 14 15 next person pulls it out, that person thinks of 16 three more things and at the end of the year you 17 have 20 things.

18 If we wanted to tell you stories, and I don't 19 use the word pejoratively, we want to tell you 20 entry going back about 10 years, whatever, you 21 don't need documents about entry going back 10 22 years. It either happened or it didn't happen. 23 That's the relevant fact.

24 MS. ANTHONY: Has there been an increase in 25 the volume of economic data or information

1 that -- I can say all this because I've only
2 been here for two and a half years, so over the
3 course --

4 MR. SIMONS: It's gotten particularly bad
5 within the last two years.

6 MS. ANTHONY: Of course you don't have 7 any -- they were all at my house for dinner 8 last night. Are we asking for more economic 9 data, statistical data?

I think you are after Office MR. BYOWITZ: 10 11 Depot, Staples. You are asking for far more 12 data from which you can do econometrics than 13 before. One of the problems is that I have been involved in at least one case of which I can 14 15 think of in which we offered to come in early 16 and say look, what you are asking for is 17 unbelievably burdensome and you are not going to be able to do anything with it, can't we talk to 18 19 you and figure out some mutually agreeable way 20 to reduce the burden. Absolutely not we produced all the stuff. It was never used. 21

I mean, it was just a tremendous waste of time, tremendous effort. We had a lot of checking to make sure everything was right on the data we're producing and all. I wasn't here

at the very beginning, I don't know if it was made here, but there was a suggestion made that the requirement to give it this way, cut the data this way, slice it that way takes an enormous amount of time. And unless you're omniscient going in, you don't know what you really need.

What I think, from your standpoint, what you 8 9 really want is to say give me the data, I will figure out some way of figuring out what the 10 11 data is, and then you go do your thing, we will 12 do our thing, you will have to show it to us, we 13 will tear it apart. Hopefully to reach the right result you will show it to us before it's 14 15 at federal district court, but if it's not we'll get our shot in federal district court. I think 16 17 that would solve a lot of problems because that takes a lot of time. 18

I mean, I don't know how other people do this, but we've taken to using the economists to a very substantial degree because they're used to dealing with intense amount of data, to put together the data sets so that the data sets are at least accurate and you don't get gibberish when somebody prints it out, and it's a

reasonable effort, it's substantial compliance.

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2 MR. BURKE: The irony is you end up in trying to re-format the data to format what 3 4 you're asked for, you actually render it probably less reliable and useful. One would 5 6 think the data as used by the company is 7 probably the most usable reliable data that 8 business people used when they're trying to 9 evaluate performance of the company and when you have to redo fit it into the particular formats 10 asked for, it becomes less useful and reliable. 11

MR. BERNSTEIN: One of the suggestions 12 13 raised before, and I would like to get your response to this, is to have the company's 14 15 financial accounting people come in in the first 16 30 days and just explain how they keep the data 17 because sometimes we draft something quessing on the way you keep it. So at least if we 18 19 understood it before we did the drafting, maybe 20 we could come up with something that would make 21 sense.

22 MR. LARSON: And then compare that with the 23 group of specialists in the agency who are 24 familiar with this and what other companies are 25 able to do, maybe share some of that across.

MR. SIMONS: Let me ask another guestion. 1 2 What's the experience of the folks in here in terms of the DOJ is doing that they are doing 3 4 particularly well and we are not doing? Not asking to produce by spec. 5 MS. ALBERT: 6 MR. SIMONS: Anything else? How are they 7 working with this timing agreement thing that 8 examples put out, whatever it was, six months or 9 so, any experience with that and how that's working? No? 10 Bruce, did you want to say something? 11 MR. PRAGER: Unrelated to that I wanted to 12 13 follow-up on the data issue, and it's a non second request point. It's a point related to 14 15 the merger review process and its progeny to litigation. I've had too much experience, 16 17 unfortunately, in the past three or four years in litigating with you folks. And probably the 18 19 biggest criticism I have from that relates to 20 the data and the economics which is twofold. Number one, I think that too much of the 21 22 strategy throughout the second request and the 23 investigation is dictated by litigation considerations. The staff switches from an 24

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inquiring mode to a prosecuting mode in my

perspective far too early in the process, which tends to solidify positions unnecessarily, and I find that that extends way more than I think is useful to the inner play or lack thereof of the economists.

In terms of that, it becomes a 6 MR. SIMONS: 7 matter of timing. And once the compliance is 8 certified, then you got a limited amount of 9 time, you got to get ready for court, so that we have to have some way to deal with that. 10 And if you want to have more time to kind of be in the 11 12 mode where we're not preparing for court. It's 13 a problem in terms of well, gee, if you're going to certify in a short period of time, then it's 14 15 hard to keep that off the minds of the staff 16 lawyers.

17 MR. PRAGER: You're right. There's clearly a tension, and the fact that you don't have 18 19 unlimited resources early on, the ideal in my 20 view would be to have almost two separate groups in the staff. If you have some people working 21 22 on the complaint and how they would put the case 23 together but leave some other people who are 24 supposedly untainted by that who are going to 25 actually make the recommendation to your office,

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regardless of whether the litigation team thinks they can win or doesn't think they can win.

My perspective from the outside has always 3 4 been that the person sitting in your seat and 5 making that recommendation ultimately to the 6 Commissioners is trying to make a decision that 7 shouldn't be based on whether you can win the 8 case or not. There should be cases that you can 9 win that you pass on because it's just not in the public interest. There should also be cases 10 11 that you may not think you can win but you 12 choose to bring anyway because you think there 13 is some good law to make.

But my specific narrow focus coming from the discussion of data, and this is a strong opinion that I have is that the staff too early on keeps the economist locked in a closet, does not allow for the free flow of information from your economists to the parties.

In both of my recent litigation experiences the Commission has chosen not to put on its own econometric evidence but rather only to shoot to the econometrics that the parties uncovered. Whether it's fought or not fought, I think at least in the pre-litigation posture that if the

1 Commission is looking at econometrics and if 2 they are looking at economic analysis, they 3 ought to be willing to share that. I mean, the 4 purpose here as I view it, and maybe even after 5 25 years of doing this I still have a degree of 6 idealism that remains, is to try to get to an 7 appropriate result.

And if your people and the economists who are 8 9 doing the work on your sides are free to talk to the parties more openly to share what they're 10 11 finding, to share their data and what they're doing with our data, I think it makes it more 12 13 likely that we can come to some understanding of whether what we're doing is wrong or right. 14 I 15 mean, sometimes you agree to disagree, there's no question. But there's a lot of ground that 16 could be covered if there was more free flow of 17 information from your side of the table. 18

MR. SIMONS: We're almost out of time.Does anyone have anymore comments? Yes, sir?

21 MR. HUDSPETH: Steve Hudspeth, Coudert 22 Brother. I had a question on translations, and 23 I must say my recent experience has been you 24 have been pretty good about dealing with that 25 issue. We did have one situation in the past,

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1 we took up every translator available in the 2 free-lance base in the entire city. It is a 3 problem, and obviously there's no document that 4 we are going to turn over to you that we haven't already gone over ourselves with people who 5 6 speak the language, who read it or have it 7 translated ourselves. But doing the translation 8 orally with somebody versus having it done in 9 written form is a very different process and extremely tedious when it's done in the written 10 format. 11

If it is possible even for us to provide 12 13 independent people that will do translation of you sitting there and reading the document to 14 15 you so you can decide as we have it's meaningless, put it aside, let's not get a 16 written translation and focus on translating the 17 ones that are serious and we need to be looking 18 19 at would be very helpful.

20 MR. SIMONS: I want to thank you all for 21 coming. The suggestions were really very well 22 thought out and we really do appreciate your 23 time and effort.

24 MR. ROONEY: We would particularly like to 25 thank the FTC for making themselves available

1 for a very useful session.

MR. SIMONS: Please, if you have additional comments, get them to us in whatever form is convenient to you. (Time noted: 1:32 p.m.) б 

1	CERTIFICATION OF REPORTER
2	CASE TITLE: WORKSHOP ON BEST PRACTICES FOR MERGER
3	INVESTIGATIONS
4	DEPOSITION DATE: June 12, 2002
5	I HEREBY CERTIFY that the transcript contained
6	herein is a full and accurate transcript of the notes
7	taken by me at the hearing on the above cause before the
8	FEDERAL TRADE COMMISSION to the best of my knowledge and
9	belief.
10	DATED: JUNE 13, 2002
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