UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION In the Matter of BENCO DENTAL SUPPLY CO., a corporation, HENRY SCHEIN, INC., a corporation, and PATTERSON COMPANIES, INC., a corporation.

PATTERSON'S MOTION FOR *IN CAMERA* PROTECTION OF CERTAIN DOCUMENTS CONTAINING SENSITIVE BUSINESS INFORMATION

Respondent Patterson Companies, Inc. ("Patterson") respectfully seeks *in camera* protection for a limited set of documents that contain its sensitive and proprietary business information (the "Subject Documents"), listed on Exhibit A attached to this Motion. Full copies of the Subject Documents have been concurrently submitted to the Administrative Law Judge by hand delivery.

FTC Rule 3.45(b) provides for in camera treatment of material offered into evidence where "its disclosure will likely result in a clearly defined, serious injury" to the corporation whose records are at issue. A party seeking such protection must establish that the information is "sufficiently secret and sufficiently material to their business that disclosure would result in serious competitive injury." *In the Matter of Impax Labs., Inc.*, No. 9373, 2017 WL 4810534, at *1 (F.T.C. Oct. 16, 2017) (quoting *In re General Foods Corp.,* 95 F.T.C. 352, 1980 FTC LEXIS 99, at *10 (Mar. 10, 1980)). A showing of injury may be inferred from the nature of the materials at issue. *Matter of E.I. Dupont De Nemours & Co.,* 97 F.T.C. 116 (1981).

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The Commission considers six factors in evaluating secrecy and materiality: (1) the extent to which the information is known outside the applicant's business, (2) the extent to which it is known by employees and others involved in the business, (3) measures taken to guard the secrecy of the information, (4) the value of the information to the applicant and its competitors, (5) the amount of effort or money expended by the applicant in developing the information, and (6) the ease or difficulty with which the information could be properly acquired or duplicated by others. *Brystol-Myers Co.*, 90 F.T.C. 455, 458 (1977). "Underlying this analysis is a general concern for the seriousness of injury to a firm's commercial or competitive position." *DuPont*, 1981 WL 389447, at *1. The Commission weighs any likely competitive injury associated with disclosure against the importance of public disclosure in determining the scope of *in camera* review. *General Foods Corp.*, 95 F.T.C. 352, 355 (1980). The FTC has specifically found that "the likely loss of a business advantage is a good example of a clearly defined, serious injury." *Dura Lube Corp.*, 1999 FTC LEXIS 255, at *7 (1999) (punctuation omitted).

Here, as Exhibit A (listing the Subject Documents) and B

demonstrate, the Subject Documents meet the standard set forth in Rule 3.45(b) and *Bristol-Meyers*. Most of the Subject Documents are Patterson's price class change forms, which record requests for and approvals of changes customer pricing statuses to compete with other distributors of dental products.¹ Other Subject Documents include internal financial documents,² documents discussing customer pricing or discounts,³ strategic business and

¹ See Exhibit A, Row 111 (RX7037).

² Exhibit A, Rows 112 through 165.

³ Exhibit A, rows 11 through 112.

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marketing plans,⁴ and internal market-assessment and tracking tools known internally as "dashboards" or "scorecards."⁵

Patterson considers this information to be highly sensitive and proprietary. And it is clear from the nature of these documents that their disclosure would seriously injure Patterson in providing its competitors with a roadmap they could use to steal its business.

Much of the information involves customer-specific information related to pricing, discounts, and other individualized data. This information could be used by Patterson's competitors to gain a competitive advantage with respect to specific customers and pricing. For instance, were a competitor to view the price classes and discounts Patterson provides its customers, it could readily undercut Patterson and steal its customers. Similarly, were a competitor to view Patterson's strategic business plans or market-assessments, it could adapt its own plans to take advantage of Patterson's internal forecasts and decisions as to where to allocate its limited resources. *Id.; see In the Matter of Impax Labs., Inc., A Corp., Respondent.*, No. 9373, 2017 WL 4948988, at *1 (F.T.C. Oct. 23, 2017) (ordering *in camera* treatment for "documents that include financial and sales projections for future years and pipeline products").

Patterson has worked in good faith to limit the information for which it seeks *in camera* treatment. It identified the Subject Documents by individually reviewing every exhibit in this case that originated from its files. It did so judiciously, limiting proposed *in camera* treatment only to specific documents and not related parent emails or email families, as an example. And the 364 Subject Documents are only a small fraction of the 4,768 exhibits listed in this case, 2,042 of which are Patterson documents, and are less than half the number of exhibits granted such treatment in

⁴ Exhibit A, rows 227 through 365.

⁵ Exhibit A, rows 168 through 223.

Tronix. Order, Dkt. No. 9377 (May 15, 2018). Patterson is furthermore requesting periods of *in camera* treatment consistent with those permitted by this Court in *Tronox*:

Type of Confidential	Requested period	Tronox period
Information		
Customer Pricing	10 years	10 years
Customer Information	10 years	10 years
Financial Information	10 years	10 years
Market Assessment or	5 years	5 years
Tracking Tools		
Personal Information	Indefinite	Indefinite
Strategic Business or	10 years	10 years
Marketing Plans ⁶		

There is no conceivable public interest in the content of these obscure, industry-specific documents. The only parties likely to be interested in viewing these documents are Patterson's competitors.

For these reasons, the Subject Documents fall within FTC Rule 3.45(b)'s standard for in

camera protection and should be afforded that protection.

Dated: October 2, 2018

/s/ Joseph A. Ostoyich

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James J. Long Jay W. Schlosser Briggs and Morgan, P.A. 80 South Eighth Street, Suite 2200 Minneapolis, MN 55402 Tele: (612) 977-8582

⁶ Patterson has included within this category depositions of its current or former employees and expert witnesses and is requesting indefinite in camera treatment for these documents, which discuss sensitive Patterson information throughout, particularly including strategic and business plans and decisions.

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ATTORNEYS FOR PATTERSON COMPANIES, INC.

UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION

In the Matter of)
BENCO DENTAL SUPPLY CO., a corporation,)))
HENRY SCHEIN, INC., a corporation, and)))
PATTERSON COMPANIES, INC., a corporation.)))

_____)

PUBLIC

DOCKET NO. 9379

PROPOSED ORDER

On September 26, 2018, Patterson Companies, Inc. filed its Motion for In Camera

Protection of Certain documents appearing on the Exhibit Lists of the parties to this action.

Upon consideration of this motion, Patterson's Motion is Granted with respect to the documents

identified in Exhibit A to the motion.

ORDERED

_____, 2018

D. Michael Chappell Administrative Law Judge

CERTIFICATE OF SERVICE

I hereby certify that on October 2, 2018, I filed the foregoing public document electronically using the FTC's E-Filing System, which will send notification of such filing to:

The Honorable D. Michael Chappell Chief Administrative Law Judge Federal Trade Commission 600 Pennsylvania Avenue, N.W., Room H-110 Washington, D.C. 20580

Donald S. Clark Office of the Secretary Federal Trade Commission Constitution Center 400 Seventh Street, S.W. Fifth Floor Suite CC-5610 (Annex B) Washington, D.C. 20024

I also hereby certify that on October 2, 2018, I delivered via electronic mail a copy of the foregoing public document to:

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Counsel for Respondent Henry Schein, Inc.

October 2, 2018

By: <u>/s/ Andrew T. George</u>

Attorney

CERTIFICATE FOR ELECTRONIC FILING

I certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original and that I possess a paper original of the signed document that is available for review by the parties and the adjudicator.

October 2, 2018

By: <u>/s/ Andrew T. George</u>

Attorney

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Exhibit A

RX/CX	Description	Date	Confidentiality Category	Duration of In Camera Treatment Requested
	Description	Date	connuentianty category	Treatment Requested
CX0139				
			Customer Information	10 years
CX3005			Customer Information	10 years
02110				
CX3110			Customer Information	10 years
CX3337				
0,0007			Customer Information	10 years
CX3421				
CX3421				
			Customer Information	10 years
RX0545			Customer Information	10 years
RX0579			Customer Information	10 years
RX0678			Customer Information	10 years
RX0715			Customer Information	10 years
				20 years
CX0152				
CX0152				
			Customer Pricing	10 years
CX0153				
			Customer Pricing	10 years
CX0154				
CAU134				
			Customer Pricing	10 years

CX3099	Customer Pricing	10 years
CX3104	Customer Pricing	10 years
CX3135	Customer Pricing	10 years
CX3136	Customer Pricing	10 years
CX3137		10 years

CX3138	Customer Pricing	10 years
CX3166	Customer Pricing	10 years
CX3174	Customer Pricing	10 years
CX3179	Customer Pricing	10 years
CX3238	Customer Pricing	10 years
CX3239	Customer Pricing	10 years
CX3258	Customer Pricing	10 years
CX3260	Customer Pricing	10 years
CX3261	Customer Pricing	10 years

3262	Customer Pricing	10 years
(3376		
	Customer Pricing	10 years
(3494	Customer Pricing	10 years
3495	Customer Pricing	10 years
501		
	Customer Pricing	10 years
0 5	Customer Pricing	10 years
	Customer Pricing	10 years

251	Customer Pricing	10 years
254	Customer Pricing	10 years
274	Customer Pricing	10 years
275	Customer Pricing	10 years
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x0503	Customer Pricing	10 years
K0506	Customer Pricing	10 years
0528	Customer Pricing	10 years
)538	Customer Pricing	10 years
39	Customer Pricing	10 years
640	Customer Pricing	10 years
67	Customer Pricing	10 years
7	Customer Pricing	10 years
	Customer Pricing	10 years
-	Customer Pricing	10 years

X0669	Customer Pricing	10 years
X0672	Customer Pricing	10 years
674	Customer Pricing	10 years
7	Customer Pricing	10 years
	Customer Pricing; Financial	
	Information	10 years
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X0111	Financial Information	10 years
X0124	Financial Information	10 years
X0132	Financial Information	10 years
0183	Financial Information	10 years
	Financial Information	10 years

RX0710	Financial Information	10 years
RX0713	Financial Information	10 years
RX0716	Financial Information	10 years
RX0717	Financial Information	10 years
RX0718	Financial Information	10 years
RX0721	Financial Information	10 years
RX0722	Financial Information	10 years
RX0726	Financial Information	10 years
RX0727	Financial Information	10 years
RX0728	Financial Information	10 years
RX0732	Financial Information	10 years
X0733	Financial Information	10 years
0734	Financial Information	10 years
0735	Financial Information	10 years
83	Financial Information;	
	Customer Pricing	10 years
9	Financial Information;	
	Customer Pricing	10 years
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X0436	M	larket Assessment or Tracking	
170430	Τα	pols	5 years
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RX0509	Market Assessment or Tracking	
100000	Tools	5 years
RX0512	Market Assessment or Tracking	
X0312	Tools	5 years
515	Market Assessment or Tracking	
	Tools	5 years
	Market Assessment or Tracking	
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RX0679	Market Assessment or Tracking	
11,0079	Tools	5 years
RX0680	Market Assessment or Tracking	
11/0080	Tools	5 years
RX0681	Market Assessment or Tracking	
KX0081	Tools	5 years
RX0686	Market Assessment or Tracking	
70080	Tools	5 years
0688	Market Assessment or Tracking	
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89	Market Assessment or Tracking	
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CX3008	Strategic Business and	
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CX3013		
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X3073		
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(3105	Marketing Plans	10 years
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3142	Strategic Business and	
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2144	Strategic Business and	
X3144	Marketing Plans	10 years
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A3100	Strategic Business and	10
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3280	Strategic Business and	
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CX3360		Strategic Business and Marketing Plans	10 years
CX3361		Strategic Business and Marketing Plans	10 years
CX3381		Strategic Business and Marketing Plans	10 years
CX3418		Strategic Business and Marketing Plans	10 years
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082	Marketing Plans	10 years
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RX0182	Strategic Business and	
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217	Marketing Plans	10 years
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X0306	Strategic Business and	
10000	Marketing Plans	10 years
X0352	Strategic Business and	
1/0332	Marketing Plans	10 years
X0360	Strategic Business and	
10000	Marketing Plans	10 years
X0385	Strategic Business and	
5555	Marketing Plans	10 years
11	Strategic Business and	
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RX0549	Strategic Business and	1
170349	Marketing Plans	10 years
RX0551	Strategic Business and	1
0551	Marketing Plans	10 years
552	Strategic Business and	1
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(0725	Marketing Plans	10 years
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980	Marketing Plans; Customer	
	Pricing	Indefinite
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	Marketing Plans; Customer	
	Pricing	Indefinite
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	Pricing	Indefinite
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Marketing Plans; Customer	
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Pricing	Indefinite
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Pricing	Indefinite
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	Strategic Business and	
RX0433	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
RX0445	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
RX0450	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
RX0468	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
RX0488	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
RX0558	Marketing Plans; Financial	
	Information	10 years
RX0604	Strategic Business and	
	Marketing Plans; Financial	
	Information	10 years
	Strategic Business and	
	Marketing Plans; Financial	
RX0712	Information; Customer	
	Information	10 years

PUBLIC VERSION

Exhibit B

I hereby certify that on October 02, 2018, I filed an electronic copy of the foregoing 2018-10-02 Patterson's Motion for In Camera Protection [PUBLIC], with:

D. Michael Chappell Chief Administrative Law Judge 600 Pennsylvania Ave., NW Suite 110 Washington, DC, 20580

Donald Clark 600 Pennsylvania Ave., NW Suite 172 Washington, DC, 20580

I hereby certify that on October 02, 2018, I served via E-Service an electronic copy of the foregoing 2018-10-02 Patterson's Motion for In Camera Protection [PUBLIC], upon:

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