

**From:** Cecelia DeMarie  
**To:** Terifay, Terrence  
**CC:** sgavinski@roimg.com  
**Sent:** 4/6/2005 9:00:25 PM  
**Subject:** Re: [SPAM]05.00/05.00: RE: [SPAM]05.00/05.00: RE:[SPAM]06.50/05.00: FW: ESP

Good news Terry. After comparing the new list Christine sent today with the past 2 lists we fulfilled a few weeks back, it appears that all these names already received letters, Tool Kits and mini-disks. Any questions, please advise. Thanks.

-----Original Message-----

**From:** "Terifay, Terrence"  
**To:** "Cecelia DeMarie"  
**Cc:** "Pyfer, Christine" , "Sheri Gavinski"  
 , "Hoey, Edward" , "Patel, Mina"  
 , "Pyfer, Andy"  
**Date:** Wed, 6 Apr 2005 14:51:07 -0400  
**Subject:** [SPAM]05.00/05.00: RE: [SPAM]05.00/05.00: RE: [SPAM]06.50/05.00: FW: ESP

> CC: Thanks.

>  
> Also, I would like to set up a mechanism for ROI to send out the cover  
> letter with the tool kit and slim jim with mini disc (just like we did  
> on March 17th) to all new sales reps that are hired by Cephalon and are  
> coming in to sales training.

>  
> Christine: Please send the list of new reps with addresses to ROI  
> Media  
> Group (Cecelia and Sheri) as soon as possible so that they can send out  
> this packet of information.

>  
> Best regards,  
> Terry

>  
> Terrence Terifay  
> Product Manager, ACTIQ  
> Cephalon, Inc.  
> 145 Brandywine Parkway  
> West Chester, PA 19380  
> 610-738-6783 (phone)  
> 610-738-6641 (fax)  
> tterifay@cephalon.com

>  
>  
>

> -----Original Message-----

> **From:** Cecelia DeMarie [mailto:cdemarie@roimg.com]  
> **Sent:** Wednesday, April 06, 2005 3:02 PM  
> **To:** Terifay, Terrence  
> **Subject:** Re: [SPAM]05.00/05.00: RE: [SPAM]06.50/05.00: FW: ESP


>  
> Hi T- Triune has sent out the 100 Tool Kit CD Roms to you for your  
> receipt tomorrow...be on  
> the lookout. Thanks. C-

>  
>

> -----Original Message-----

> **From:** "Terifay, Terrence"  
> **To:** "Cecelia DeMarie"  
> **Cc:** "Richards, Suzanne"  
> **Date:** Tue, 5 Apr 2005 16:09:56 -0400  
> **Subject:** [SPAM]05.00/05.00: RE: [SPAM]06.50/05.00: FW: ESP

>  
> > CC: Can you send me a 100 copies of the tool kit for my own  
> > distribution to internal personnel?

EXHIBIT #	10
DATE	2-21-19
DEPONENT	Hassler
 PROFESSIONAL REPORTERS	(800) 376-1006

Confidential

PLAINTIFFS TRIAL  
EXHIBIT  
**P-29952\_00001**

TEVA\_OK\_03112541

P-29952\_00001

> >  
> > Thanks,  
> > T  
> >  
> > Terrence Terifay  
> > Product Manager, ACTIQ  
> > Cephalon, Inc.  
> > 145 Brandywine Parkway  
> > West Chester, PA 19380  
> > 610-738-6783 (phone)  
> > 610-738-6641 (fax)  
> > tterifay@cephalon.com  
> >  
> >  
> > -----Original Message-----  
> > From: Cecelia DeMarie [mailto:cdemarie@roimg.com]  
> > Sent: Monday, April 04, 2005 12:08 PM  
> > To: Terifay, Terrence; Richards, Suzanne; Pyfer, Christine  
> > Subject: Re: [SPAM]06.50/05.00: FW: ESP  
> >  
> > Thanks Terry.  
> >  
> > I have instructed our shipping department to send these out via  
> > federal  
> > express this evening for Christine's receipt tomorrow.  
> >  
> > Best,  
> > C-  
> >  
> > -----Original Message-----  
> > From: "Terifay, Terrence"  
> > To: "Richards, Suzanne" , "Cecelia DeMarie"  
> >  
> > Cc: "Pyfer, Christine"  
> > Date: Mon, 4 Apr 2005 09:53:55 -0400  
> > Subject: [SPAM]06.50/05.00: FW: ESP  
> >  
> > > Suz: Can you order some ESP Slim Jims (MED 015) from Promotech for  
> > > Christine?  
> > >  
> > >  
> > > CC: Can you send 10 copies of the ESP Tool Kit to Christine Pyfer  
> > > asap?  
> > >  
> > > Thanks,  
> > > T  
> > >  
> > >  
> > > Terrence Terifay  
> > >  
> > > Product Manager, ACTIQ  
> > >  
> > > Cephalon, Inc.  
> > >  
> > > 145 Brandywine Parkway  
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> > > West Chester, PA 19380  
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> > > 610-738-6641 (fax)  
> > >  
> > > tterifay@cephalon.com  
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> > > \_\_\_\_\_  
> > >  
> > > From: Pyfer, Christine  
> > > Sent: Wednesday, March 30, 2005 9:47 AM  
> > > To: Terifay, Terrence  
> > > Subject: ESP  
> > >  
> > >  
> > >  
> > > Terry,  
> > >  
> > >  
> > >  
> > > When you get a chance can you please have the vendor send me a few  
> > > copies of the ESP toolkit and BRC with minidisk? I did not get one  
> > > and  
> > > I would like a few to show the class.  
> > >  
> > >  
> > > Thanks,  
> > >  
> > > Christine  
> > >  
> > >  
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> > > \_\_\_\_\_  
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