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**From:** Myers, David </O=MAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DAVID.MYERS>  
**To:** Persaud, Kaminie  
**Sent:** 2/25/2015 2:56:15 PM  
**Subject:** FW: PO Number and Invoice Status  
**Importance:** High  
**Attachments:** act-0215m February 2015 Ad insertions.pdf; act-2784 2015 Rx Product Catalog rev est 121914.docx; act-2785 Actavis 2015 B to G Guide rev est 121914.doc; act-2827 to 2830 Product Listings.xls; act-2948 Actavis 2015 Rx Product Catalog App.pdf; act-2948II Actavis 2015 Brand to Generic Guide App.pdf; act-2948III Actavis 2015 Quarterly Product Listing App.pdf; act-3018 Packaging Announcement Ad.pdf; act-3044 Hydrocodone APAP Ads.pdf; act-3044II Hydrocodone APAP Ads.pdf; act-3052 Methylphenidate HCl ER Ads\_Printing est 021315.doc; act-3052II Methylphenidate HCl ER Ad.pdf

Kaminie,

As we discussed. Please let me know if you want to work together on these.

Thanks,

David

**David Myers**

*Senior Manager, Products & Communications*

Actavis Pharma, Inc.  
Morris Corporate Center III  
400 Interpace Pkwy Bldg A † +1 862-261-7874 @ [David.Myers@actavis.com](mailto:David.Myers@actavis.com)  
Parsippany , NJ 07054 United States w [www.actavis.com](http://www.actavis.com)



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**From:** Leslie Gartner [<mailto:lgartner@ssbads.com>]  
**Sent:** Thursday, February 19, 2015 3:37 PM  
**To:** Myers, David  
**Cc:** Thomas Bloodgood  
**Subject:** PO Number and Invoice Status  
**Importance:** High

Hi David,

According to my records....

I do not have PO numbers for the Product Catalog and B to G Guide revised estimates attached – can you please check if they have been created?

I will also need a PO number for the printing of the Methylphenidate HCl Ads – once it has been created.

I have attached the outstanding invoices – some of which are past due –

Invoice 7451 for the completed work on the 2014 product listings

Invoice 7494, 7495 and 7496 for the App – pre-billed in December without a PO# as per request

PLAINTIFFS TRIAL  
EXHIBIT  
**P-29962\_00001**

Highly Confidential

Acquired\_Actavis\_00634970

P-29962 \_ 00001

Invoice 7483 for the packaging announcement ad  
Invoice 7506 and 7521 for the Hydrocodone/APAP 2.5/325mg Ad  
Invoice 7517 for the February Media Insertions – billed without a PO# as per request  
Invoice 7529 final billing on the Methylphenidate HCl ER ad

Please let me know if you need any additional information on these invoices. If PO numbers have been created and you would like me to add them to any of the attached invoices, I will be happy to do that. Lastly, please let me know the payment status.

Thanks!

Regards,

*Leslie Gartner*

Leslie Gartner

SS&B Advertising

227 Route 206

Flanders, NJ 07836

973-252-0555 x 22

**From:** John Schuler

**Sent:** Tuesday, December 23, 2014 10:52 AM

**To:** Clark, Napoleon; Myers, David

**Cc:** Thomas Bloodgood; Donna Cavaliere; Leslie Gartner

**Subject:** Fwd: Actavis revised estimates

**Importance:** High

Hi Napoleon and David,

Please see attached revised estimates for the Actavis B&G Guide and the Catalog.

Let me know if you have any questions



# Revised ESTIMATE

December 19, 2014

Napoleon Clark  
Exec. Director of Marketing, Generics  
Actavis Pharma, Inc.  
400 Interpace Parkway  
Parsippany, NJ 07054

**Re: Actavis 2015 Rx Product Catalog**

**ACT-2784**

The following is our budget estimate to make revisions to the Actavis 2013 Rx Catalog. The revisions include adding new SKUs, deleting discontinued SKUs, silhouetting and inserting new images, updating NDC numbers, making ActionSTAT and Infolert updates for the past 2 years, inserting the new Return Goods Policy, changing the font to the Actavis graphic standard font, and updating the cover image. These changes will affect all sections of the catalog and content will reflow throughout. An annotated pdf with changes will be supplied. All new product PIs will also be included with the first pdf as supplied by the client. This estimate is based on revisions made from 3 client supplied lists submitted from 2013 through Nov. 2014 for the Generic products and 1 list supplied in Dec.2014 for the Brand products.

**AGENCY SERVICES AND FEES:**

Includes: Design, layout, typesetting, proofreading, production, traffic, annotate and number pdf accordingly, PI collection, account services, administrative time.

AGENCY FEES:	\$65,000.
PHOTOGRAPHY/RETOUCHING/PHOTO USE FEES:	\$500.
<b>TOTAL:</b>	<b>\$65,500.</b>

Illustrations, photography, photo use fees, retouching and royalties are not included in this estimate and will be quoted as needed. This estimate does not include Author's Alterations, shipping charges, RUSH charges or NJ Sales Tax (if applicable). This represents our best estimate to date and will be revised as necessary. Prices above are good for 30 days and are subject to review of final concepts, material costs, change in production schedule and may vary +/- 10%.

Client's Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE NOTE: SS&B cannot begin working on a project until a signed estimate is received from the client.

Sincerely,  
Tom Bloodgood  
Partner

SS&B Advertising ▪ 227 Route 206 ▪ Building 1 ▪ Flanders ▪ NJ ▪ 07836 ▪ 973-252-0555 ▪ F: 973-252-6767



# Revised ESTIMATE

December 19, 2014

Napoleon Clark  
Exec. Director of Marketing, Generics  
Actavis Pharma, Inc.  
400 Interpace Parkway  
Parsippany, NJ 07054

**Re: Actavis 2015 Brand To Generic Guide**

**ACT-2785**

The following is our budget estimate to revise the 2013 Brand to Generic Guide. This estimate includes adding new Actavis products, deleting discontinued Actavis products, updating the Top 2000 prescribed products, making ActionSTAT and Infolert updates for the past 2 years, inserting the new Return Goods Policy, updating referencing, researching the molecules at Drugs@FDA.gov, designing new covers and changing the font using the new Actavis graphic standards. These changes will affect all sections and content will reflow throughout. An annotated pdf with changes will be supplied. This estimate is based on revisions made from 3 client supplied lists submitted from 2013 through Nov. 2014 for the Generic products and 1 list supplied in Dec. 2014 for the Brand products.

**AGENCY SERVICES AND FEES:**

Includes: design, layout, typesetting, proofreading, production, traffic, annotating pdf, account services, administrative time, pre-press work, print ready disk, and color copies.

AGENCY FEES: \$52,000.

PHOTOGRAPHY/RETOUCHING/PHOTOUSE FEES: \$500.

**Total Agency \$52,500.**

Illustrations, photography, photo use fees, retouching and royalties are not included in this estimate and will be quoted as needed. This estimate does not include Author's Alterations, shipping charges, RUSH charges or NJ Sales Tax (if applicable). This represents our best estimate to date and will be revised as necessary. Prices above are good for 30 days and are subject to review of final concepts, material costs, change in production schedule and may vary +/- 10%.

Client's Signature \_\_\_\_\_

Date \_\_\_\_\_

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Sincerely,  
Tom Bloodgood

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Partner

SS&B Advertising ▪ 227 Route 206 ▪ Building 1 ▪ Flanders ▪ NJ ▪ 07836 ▪ 973-252-0555 ▪ F: 973-252-6767

**File Provided Natively**



Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7496  
Invoice Date: 12/18/2014  
Terms: **Net 30**

**SSB Job #: ACT-2948      Watson PO #: Not Provided**

**PARTIAL INVOICE - Actavis 2015 Quarterly Product Listing App**

Includes:      partial billing on project.

Subtotal	\$	8,000.00
Sales Tax	\$	-
Invoice total	\$	<u>8,000.00</u>

PLEASE INCLUDE OUR JOB NUMBER ON ALL CHECKS.

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7495  
Invoice Date: 12/18/2014  
Terms: **Net 30**

**SSB Job #: ACT-2948      Watson PO #: Not Provided**

**PARTIAL INVOICE - Actavis 2015 Brand to Generic Guide App**

Includes:      partial billing on project.

Subtotal	\$	8,000.00
Sales Tax	\$	-
Invoice total	\$	<u>8,000.00</u>

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7494  
Invoice Date: 12/18/2014  
Terms: **Net 30**

**SSB Job #: ACT-2948      Watson PO #: Not Provided**

**PARTIAL INVOICE - Actavis 2015 Rx Product Catalog App**

Includes:      partial billing on project.

Subtotal	\$	8,000.00
Sales Tax	\$	-
Invoice total	\$	<u>8,000.00</u>

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7483  
Invoice Date: 12/11/2014  
Terms: **Net 30**

**SSB Job #: act-3018      Actavis PO #: 1338828 OS 000**

**FINAL INVOICE - Actavis Packaging Announcement Ad**

<u>Includes:</u>	Agency Fees	\$	10,000.00
	Deliveries	\$	-
			<hr/>
	Subtotal	\$	10,000.00
	Sales Tax	\$	-
	Invoice total	\$	<u>10,000.00</u>

PLEASE INCLUDE OUR JOB NUMBER ON ALL CHECKS.

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7506  
Invoice Date: 12/23/2014  
Terms: **Net 30**

**SSB Job #: ACT-3044      Actavis PO #: Not Provided**

**PARTIAL INVOICE - Actavis Hydrocodone/APAP 2.5/325mg Ad**

Includes:      partial billing on project.

Subtotal	\$	11,385.00
Sales Tax	\$	-
Invoice total	\$	<u>11,385.00</u>

PLEASE INCLUDE OUR JOB NUMBER ON ALL CHECKS.

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7521  
Invoice Date: 1/21/2015  
Terms: **Net 30**

**SSB Job #: ACT-3044      Actavis PO #: 1490002 OS 000**

**FINAL INVOICE - Actavis Hydrocodone/APAP 2.5/325mg Ad**

<u>Includes:</u>	Agency Fees	\$ 12,000.00
	Photography [Hydrocodone Bottle photography, Female Physician using PDA and Pharmacist browsing medicine on shelf]	\$ 650.00
		<hr/>
	Total	\$ 12,650.00
	Less: Amount Previously Billed	\$ 11,385.00
	Subtotal	<u>\$ 1,265.00</u>
	Sales Tax	\$ -
	Invoice total	<u><u>\$ 1,265.00</u></u>

PLEASE INCLUDE OUR JOB NUMBER ON ALL CHECKS.

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Actavis/Watson  
Accounts Payable  
PO Box 268570  
Weston, FL 33326  
via: e-mail

Invoice # : 7529  
Invoice Date: 2/12/2015  
Terms: **Net 30**

**SSB Job #: ACT-3052      Watson PO #: 1470320 OS 000**

**FINAL INVOICE - Actavis Methylphenidate HCl ER Ad.**

Includes: Agency Fees, Photo Use Fees for 2 royalty free images and Retouching

Total	\$ 20,732.90
Less: Amount Previously Billed	\$ 18,000.00
Subtotal	<u>\$ 2,732.90</u>
Sales Tax	\$ -
Invoice total	<u><u>\$ 2,732.90</u></u>

PLEASE INCLUDE OUR JOB NUMBER ON ALL CHECKS.

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# ESTIMATE

February 13, 2015

Napoleon Clark  
Exec. Director of Marketing, Generics  
Actavis Pharma, Inc.  
400 Interpace Parkway  
Parsippany, NJ 07054

**Re: Actavis Methylphenidate HCl Extended-Release Ads & PIs – Printing      ACT-3052**

The following is our budget estimate to print and ship to PDQ, 2 Actavis Methylphenidate HCl ER ads and PIs, 1 for Pharmacists and 1 for Physicians. This represents our best estimate to date and will be revised as necessary.

PHARMACISTS: 73,000 to PDQ, 10,000 to J.Knipper, 50 to client	
PHYSICIANS: 20,000 to PDQ, 15,000 to J. Knipper, 50 to client	
PRINTING: (includes both ads and 118,000 PIs)	\$43,221.46
NJ SALES TAX: (includes both ads and 118,000 PIs)	\$3,025.50
<b>TOTAL:</b>	<b>\$46,246.96</b>

This represents our best estimate to date and will be revised as necessary. Prices above are good for 30 days and are subject to review of final concepts, material costs, change in production schedule and may vary +/- 10%.

Client's Signature

Date

PLEASE NOTE: SS&B cannot begin working on a project until a signed estimate is received from the client.

Sincerely,

Tom Bloodgood  
Partner