

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
OFFICE OF ADMINISTRATIVE LAW JUDGES**

_____)	
In the Matter of)	
)	
Altria Group, Inc.,)	
a corporation,)	Docket No. 9393
)	
and)	
)	
JUUL Labs, Inc.)	
a corporation,)	
)	
Respondents.)	
_____)	

**ORDER GRANTING RESPONDENT JUUL LABS, INC.’S
THIRD MOTION FOR *IN CAMERA* TREATMENT**

On June 21, 2021, Respondent JUUL Labs, Inc. (“JLI”) filed a third motion for *in camera* treatment. Complaint Counsel does not oppose the motion. The standards by which JLI’s motion is evaluated are set forth in the May 19 Order on JLI’s first motion for *in camera* treatment.

JLI seeks *in camera* treatment for certain pages of one trial exhibit Complaint Counsel intends to use at trial. JLI asserts that the public disclosure of the selected information in this exhibit will likely result in a clearly defined, serious competitive injury to JLI. To support this assertion, JLI relies on a declaration from its chief growth officer. JLI states that selected pages contain information on its strategic initiatives, regulatory strategy, and financial performance. The declaration provides details regarding this information and the significant steps JLI takes to protect this information from disclosure and maintain its confidentiality.

JLI has met the strict standards required for *in camera* treatment. Therefore, JLI’s third motion for *in camera* treatment is GRANTED. It is ORDERED that *in camera* treatment, for a period of five years, to expire on June 1, 2026, is extended to the following pages of PX2782: 3, 4, 7, 10, 11, 14, and 18. For page 20 of PX2782, for which JLI seeks *in camera* treatment for a period of ten years, JLI’s explanation that this page contains trade secrets and product development sustains its burden for extended *in*

camera treatment. *In camera* treatment, for a period of ten years, to expire June 1, 2031 is GRANTED for page 20 of PX2782.

ORDERED:



D. Michael Chappell
Chief Administrative Law Judge

Date: June 22, 2021