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From: [REDACTED]@pmi.com]
Sent: 24 April 2013 11:04
To: [REDACTED]
Cc: Andrew Layton; [REDACTED]
Subject: Updated information relating to UK Plain Packaging consultation and EU TPD proposal - email 1 of 2
Attachments: UK - PML Submission on DH IA Questions - 25 March 2013.pdf.pdf; Annex D - CEBR - Economic impacts of plain packaging.docx.docx; Annex A - Selecting the evidence - Full report.pdf.pdf; Annex B - Kuss comments on Perchey et al (2013) - Final.pdf.pdf; Annex C - Australia - Impact of Plain Packaging on Small Retailers - Fin....pdf

Dear [REDACTED]

Further to a meeting between the Department of Health (DH) and Philip Morris Limited (PML) earlier this year, we were asked to provide our views on the DH Impact Assessment on plain packaging and aspects of the E.U. Tobacco Products Directive.

As a key component of both of these proposals, concerns discussion relating to IP, we thought that you would be interested in receiving both of the submissions (and related appendices) that we provided by way of follow up to the meeting.

Please find enclosed:

- i) PML answers to questions relating to the DH Impact Assessment questions on Plain Packaging, and
- ii) PML submission relating to aspects of the European Commission's pending proposal for a new Tobacco Products Directive, COM(2012) 788 final (TPD).

Additionally, and in case you haven't already seen it, please also find enclosed an in-depth article on the key IP legal issues relating to plain packaging and the TPD, written by a leading Brussels litigator specialising in IP. The article was published recently in IP reviews in the course of the last couple of months.

We would welcome the opportunity to meet with you to discuss any of these items should you feel it would be useful.

(Due to the size of the files I am sending the attachments over two of emails.)

Many thanks and I hope you are well.

Regards

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