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14	UNITED STATES DISTRICT COURT		
15	CENTRAL DISTRICT OF CALIFORNIA		
16	WESTERN DIVISION		
17	ChromaDex, Inc.,	Case No.: 8:16-cv-02277-CJC-DFM	
18	Plaintiff,	[Assigned to the Hon. Cormac J. Carney]	
19	v.	ELYSIUM HEALTH, INC.'S AND MARK MORRIS'S OPPOSITIONS	
20	Elysium Health, Inc. and Mark	TO CHROMADEX, INC.'S MOTION IN LIMINE NOS.1-3	
21	Morris,	IN LIMINE NOS.1-3	
	Defendants.		
$\begin{bmatrix} 22 \\ 22 \end{bmatrix}$	Elysium Health, Inc.,	Pre-Trial Conference	
23	Counterclaimant,	Date: September 18, 2019 Time: 9:00 a.m.	
24	V.	Ctrm: 7C	
25	ChromaDex, Inc.,	[Filed concurrently with Declaration of J. Sacca; Exhibits]	
26	Counter-Defendant.	-	
27	Counter-Detendant.	Pre-Trial Conference: September 18, 2019 Trial: October 15, 2019	
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MEMORANDUM OF POINTS AND AUTHORITIES

I. INTRODUCTION

Defendant and Counterclaimant Elysium Health, Inc. ("Elysium") and Defendant Mark Morris ("Morris," together, "Defendants") respectfully submit this Memorandum of Points and Authorities in opposition to ChromaDex, Inc. ("ChromaDex")'s Motions *in Limine* (1) to exclude evidence and argument relating to litigation or investigations involving Barry Honig ("Honig"), Michael Brauser ("Brauser"), and Phillip Frost ("Frost"); (2) to bar characterization of or reference to an allegedly "fraudulent" spreadsheet"; and (3) to preclude evidence or argument to the jury relating to ChromaDex's termination of certain contract terms with, and its refund of royalty payments to, some of its customers.

II. DEFENDANTS' OPPOSITION TO CHROMADEX'S MOTION IN LIMINE NO. 1 TO EXCLUDE EVIDENCE AND ARGUMENT RELATING TO LITIGATION OR INVESTIGATIONS INVOLVING BARRY HONIG, MICHAEL BRAUSER AND PHILLIP FROST

As described below, Honig, Brauser, and Frost are more than mere "passive investors" in ChromaDex. Each had significant influence over ChromaDex during the time period relevant to this case, and each had direct involvement in events of importance to this dispute. They cannot, as ChromaDex seeks, properly be erased from the record in this case. *See* ChromaDex's Memorandum in Support of its Motion *in Limine* No. 1 (ECF No. 263-1 at p. 3 (seeking to exclude references that "these individuals are investors or former board members of ChromaDex").) That said, Elysium does not intend to introduce evidence at trial concerning Honig's, Brauser's or Frost's history of being investigated and sued by the Securities and Exchange Commission or any other regulator or shareholder unless and until ChromaDex opens the door to it doing so.

A. Relevant Background

Philip Frost

Dr. Philip Frost is the Chairman and CEO of OPKO Health, Inc. ("OPKO"), and has been a significant investor in ChromaDex since mid-2010, when he became the company's largest shareholder at the time. (Declaration of Joseph N. Sacca ["Sacca Decl."] Ex. 1 at 30:13-30:18.) Brauser and Honig invested in that 2010 Frost-led financing. (Sacca Decl. Ex. 1 at 30:13-30:25.) Frost currently owns more than five percent of ChromaDex's outstanding shares, and current ChromaDex director Steven Rubin is both a senior officer of OPKO and a member of the Frost Group, LLC, Dr. Frost's private investment group. (Sacca Decl. Ex. 2.) In connection with the Frost/Brauser/Honig investment in ChromaDex, their group was allocated three seats on ChromaDex's board of directors, and Brauser and Honig assumed the role of co-chairmen of the board. (Sacca Decl. Ex. 1 at 35:23-36:6.)

ChromaDex's current CEO, Rob Fried, is, as ChromaDex acknowledges, a relative of Dr. Frost. In July 2015, Fried became a director of ChromaDex, replacing another Frost designee. (Sacca Decl. Ex. 1 at 37:9-11; Ex. 3 at 64:1-6.) Prior to that time, and before he had any official position at ChromaDex, Fried sought "to form a connection" with Elysium's Chief Scientist, Leonard Guarente, by reaching out and introducing himself as a "member of The Frost Group, an investment group in Miami led by Dr. Phil Frost, the Chairman of Teva and CEO of Opko." (Sacca Decl. Ex. 4 at 118884.) Shortly thereafter, in early 2015, Fried brokered a meeting between Frost and Elysium's founders in Miami, Florida. (Sacca Decl. Ex. 3 at 15:25-17:23.) Also present at this meeting was Rubin, and Brauser and Honig participated via telephone. (Sacca Decl. Ex. 3 at 16:15-16:22, 17:2-10.) At this meeting, Frost proposed an acquisition of Elysium for \$15 million. (Sacca Decl. Ex. 3 at 18:16-19:2). Elysium declined Frost's proposal. (Sacca Decl. Ex. 3 at 22:5-22:6.)

In late 2016, when ChromaDex was negotiating to acquire from Fried a

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company he had founded called Healthspan Research LLC ("Healthspan") – which sold NR direct to consumers in competition with ChromaDex customers like Elysium – a ChromaDex board member warned ChromaDex's then-CEO Frank Jaksch that "we cannot go into this deal without him speaking to Frost personally and making sure it will not cause a blow-up by him, Brauser and Honig. We do not want to have another issue like the many we've had before. And, of course, Rob [Fried] will have to offer all of them the opportunity to invest in the Healthspan sub." (Sacca Decl. Ex. 5.) This is all clear evidence not only that Brauser, Honig, and Frost were deeply involved in ChromaDex, but that Brauser and Honig continued to exert influence over both ChromaDex and the market for NR even after stepping down from the ChromaDex board.

Barry Honig and Michael Brauser

From October 2011 to February 2015, Barry Honig and Michael Brauser served as co-chairmen of ChromaDex's board of directors. (Sacca Decl. Exs. 6, 7.) As described above, shortly after they resigned from the board, they participated in the meeting between Frost and Elysium's founders that had been brokered by Fried and at which Frost proposed an acquisition of Elysium.

In late 2016, as the relationship between ChromaDex and Elysium started to deteriorate, Brauser, despite apparently having no official position within ChromaDex, injected himself into the dispute with the full knowledge and acquiescence of Jaksch, who was then still ChromaDex's CEO. In a December 6, 2016 email to Jaksch, copied to Honig, Brauser stated 'The attorney for Elysium called me and we spoke. I need to be on the same page as you." (Sacca Decl. Ex. 8.) Jaksch never discussed that phone call with Brauser, nor did he do anything to prevent Brauser from continuing to reach out to Elysium's lawyers. (Sacca Decl. Ex. 1 at 285:8-286:6.) Brauser then emailed an investor in Elysium, stating that he "represent[ed] the sole supplier to Elysium, Chromadex," which he called "my company," and claiming that if he did not hear back, "we will be forced to take all

available remedies under the law." (Sacca Decl. Ex. 9.) Brauser copied Jaksch on that message. Brauser also emailed Elysium's COO, Dan Alminana, writing, "I believe it is in your best interest to speak with me. I take our issue exceptionally serious And will be relentless until resolved." (Sacca Decl. Ex. 10.) Jaksch was also copied on this message. Jaksch took no steps to stop Brauser from communicating in ChromaDex's name with Elysium or its investors. (Sacca Decl. Ex. 1 at 285:8-286:6, 286:18-22.)

The SEC's lawsuit against Honig, Brauser and Frost

In 2018, the United States Securities and Exchange Commission ("SEC") named Honig, Brauser, and Frost, among other defendants, in a complaint in the United States District Court for the Southern District of New York alleging their participation in a wide-ranging "pump-and-dump" scheme lasting from 2010 through 2018. (Sacca Decl. Ex. 11.) Frost has paid \$5.2 million to settle that case, and accepted a bar on investing in penny stocks. (Sacca Decl. Exs. 12-14.) Honig also accepted a penny stock bar in a settlement of the litigation that reserved for further determination by the Court additional remedies, including disgorgement and civil penalties. (Sacca Decl. Ex. 12.) The action is still pending against Brauser.

B. Evidence of Honig, Brauser or Frost's Involvement in Events Relevant to This Dispute or of their Ownership of ChromaDex Shares or Membership on Its Board of Directors is Properly Admissible

Although ChromaDex styles its motion as one to exclude evidence regarding litigation or investigations involving Honig, Brauser and Frost, its argument seeks to sweep more broadly, with an apparent aim to erase any mention of Honig, Brauser and Frost from the trial entirely. ChromaDex's Memorandum in Support of its Motion *in Limine* No. 1 (ECF No. 263-1 at 3 (arguing "there is no fact 'of consequence' that Defendants could show to be 'more or less probable' by referencing that these individuals are investors or former board members of ChromaDex").) In making this argument, ChromaDex ignores entirely that Frost,

Brauser and Honig were participants at a meeting in which they proposed an acquisition of Elysium, a proposal Elysium rejected. That failed acquisition is of significant import in this case because it reflects ChromaDex's plan to force Elysium out of the market by any means, part of which was for ChromaDex to ultimately "[b]e our own Elysium" by entering into the direct-to-consumer market itself through its acquisition of Healthspan from Fried, and part of which was its scheme to eliminate its customers like Elysium who operated in that market by cutting off their supplies of NR. (ECF Nos. 235-09; 237-10.) ChromaDex also simply disregards that one of its own directors warned its CEO that Frost, Brauser, and Honig would need not only to be consulted on ChromaDex's acquisition of Healthspan, but also offered the opportunity to participate in it. (Sacca Decl. Ex. 5.)

ChromaDex also seeks to disingenuously distance itself from Brauser's efforts to inject himself into the discussions between Elysium and ChromaDex in late 2016 concerning their disputes by contending his approaches to Elysium and its investor "are not relevant to this case for many reasons, including because Brauser was not acting, or authorized to act, for ChromaDex and because the alleged factual bases for the claims and defenses in the case occurred months before." ChromaDex's Memorandum in Support of its Motion *in Limine* No. 1 (ECF No. 263-1 at 3.) ChromaDex certainly has not established that Brauser was not acting for it. As described above, he copied ChromaDex's then-CEO, Jaksch, on his communications with both Elysium and its investor, and Jaksch took no steps to dispute Brauser's authority to send those messages or to stop him from continuing to act in ChromaDex's name. Moreover, Brauser was acting for ChromaDex purportedly to resolve disputes under its contract with Elysium at a time when that contract was still in. *See* ChromaDex's Notice of Non-Renewal of Supply Agreement to Elysium, sent November 1, 2016 (ECF No. 235-06.)

Accordingly, to the extent ChromaDex seeks to preclude evidence of any involvement of Honig, Brauser or Frost in any of the events relevant to this litigation,

or to exclude evidence that they are or were investors in ChromaDex or members of its board, this motion should be denied. Elysium does not, however, intend to introduce affirmatively evidence of litigation or investigations involving Frost, Brauser or Honig, unless ChromaDex opens the door to that evidence coming in.¹

III. DEFENDANTS' OPPOSITION TO CHROMADEX'S MOTION IN LIMINE NO. 2 TO BAR CHARACTERIZATION OF OR REFERENCE TO AN ALLEGEDLY "FRAUDULENT" SPREADSHEET

This Court should deny ChromaDex's Motion *in Limine* No. 2 for two reasons. *First*, the motion is improper because despite ChromaDex's belief that Elysium will be "unable to establish a factual basis at trial for [the] accusations of fraud," there is sufficient evidence to show that the Spreadsheet was intended to mislead Elysium, and ChromaDex's motion thus seeks to improperly sterilize Defendants' presentation of their case.

Second, ChromaDex's motion is overly broad, vague, and ambiguous as to the relief requested. ChromaDex does not provide the Court or Defendants with any guidance as to what is meant by "any similar label," which therefore makes it untenable to compel compliance with any order granting ChromaDex the relief it requests.

A. Relevant Factual Background

Elysium and ChromaDex contracted in February 2014 for ChromaDex to supply nicotinamide riboside ("NR") to Elysium, and included in that contract a "most favored nations" pricing provision ("MFN Provision") that entitled Elysium to any lower price at which ChromaDex sold NR to a third party buying the same or a lower quantity of NR. It reads:

¹ For example, ChromaDex cites in its Memorandum communications from Elysium's CEO that characterize ChromaDex's management and directors. (ECF No. 263-1 at 1-2.) Although Elysium does not intend to offer those

characterizations affirmatively, Elysium's CEO should be entitled to explain them should ChromaDex seek to introduce those communications and question the basis for the characterizations.

If, at any time during the Term, ChromaDex supplies Niagen (or a substantially similar product) to a Third Party at a price that is lower than that at which Niagen is supplied to Elysium Health under this Agreement, then the price of Niagen supplied under this Agreement shall be revised to such Third Party price with effect from the date of the applicable sale to such Third Party and ChromaDex shall promptly provide Elysium Health with any refund or credits thereby created; provided Elysium Health purchases equal volumes or higher volumes than the Third Party.

(ECF 153-03.)

On June 13, 2016, Jaksch sent Elysium the Spreadsheet in response to Elysium's request for the "sales and price data for NR that ChromaDex has sold to other customers." (ECF No. 243-08.) Jaksch understood that Elysium sought to assess ChromaDex's compliance with the MFN Provision. (Sacca Decl. Ex. 1 at 203:22-204:6.)

The Spreadsheet contained two tabs. (ECF No. 244-0 at 326-41.) The first purported to be a "blinded summary" of the terms of NR supply agreements between ChromaDex and twelve NR purchasers who were not specifically named, including the per kilogram price. (ECF No. 244-0 at 326.) The second tab contained substantially more information, including customer names. (ECF No. 244-0 at 328-41.) In addition, the second tab identified ChromaDex NR customers who were *not* party to supply agreements with ChromaDex, including a customer named Live Cell. (*Id.*) According to Jaksch, this second tab was not supposed to be sent to Elysium because "[i]t was an internal document that was being used to generate the other document and should have been removed, but it wasn't." (ECF No. 244-1 at 206:6-206:12.)

The Spreadsheet appears to have been a calculated attempt to convince Elysium that ChromaDex was compliant with the MFN Provision by hiding and omitting some of the relevant information. For example, although Elysium had sought "sales and price data for NR that ChromaDex has sold to other customers,"

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Jaksch sought only to advise Elysium about the terms of its relationships with customers that were party to supply agreements, even though the MFN Provision does not, by its plain terms, apply only to sales made pursuant to supply agreements Thus, Jaksch intended to exclude any information concerning ChromaDex's sales to Live Cell, including the information in the second tab he unintentionally sent that suggested Live Cell received lower pricing for NR than did Elysium.

The Spreadsheet also omitted entirely other information vitally relevant to the question of ChromaDex's compliance (or, more properly, non-compliance) with the MFN Provision. For example, although both the blinded and second tabs of the Spreadsheet indicated that the terms of ChromaDex's agreement with a customer called Healthspan – which was owned by a ChromaDex board member – provided a per kilogram price for NR, neither disclosed that ChromaDex had in March 2016 sold kilograms of NR to Healthspan for just per kilogram. (ECF No. 244-00; Sacca Decl. Ex. 15). That transaction, at a quantity far below what Elysium was purchasing at the time and at a price half of which ChromaDex was charging Elysium, plainly implicated the MFN Provision. The Spreadsheet omitted mention entirely of other ChromaDex customers like Innovations 4 Health and Proctor & Gamble to which ChromaDex had sold quantities of NR far below the quantities purchased by Elysium at prices far below those at which ChromaDex sold to Elysium, also implicating the MFN Provision. (ECF No. 244-00) (reflecting a sale of one kilogram of NR to Innovations 4 Health for when Elysium's price was per kilogram and a sale of one kilogram of NR to Proctor & Gamble for Elysium's prices were between \$1,300 and \$800).] These omissions from a document Jaksch claimed was responsive to Elysium's request for "sales and price data for NR that ChromaDex has sold to other customers" that he understood Elysium made to assess its position under the MFN Provision (Sacca Decl. Ex. 1 at 189-90), are glaring, and highly suggestive of an attempt to mislead.

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B. ChromaDex's Attempt to Sterilize Defendants' Presentation of Their Case is Not a Proper Purpose for a Motion in Limine

A motion *in limine* is a procedural tool to expedite trial and prevent anticipated prejudicial evidence before it is offered. *See Johnson v. Gen. Mills Inc.*, 2012 WL 13015023, at *1 (C.D. Cal. May 7, 2012) (Carney, J.) (*citing Luce v. United States*, 469 U.S. 38, 40 n.2 (1984)). "A party cannot use a motion *in limine* to sterilize the other party's presentation of the case." *Johnson*, 2012 WL 13015023, at *1.

Here, ChromaDex seeks improperly to sterilize Elysium's presentation of the case by attempting to broadly limit how Elysium can describe the Spreadsheet. And it does so even without offering any support for its contention that it will be prejudiced, other than a conclusory statement to that effect.

Instead, ChromaDex argues that there is no evidence to support a description of the Spreadsheet as "fraudulent." As discussed above, however, the record shows that Jaksch understood Elysium was requesting information on "sales and price data" for NR that ChromaDex has sold to other customers" so that it could assess ChromaDex's compliance with the MFN Provision. It shows further that Jaksch intended to provide Elysium only a sub-category of the information it sought, which would, for example, omit information regarding Live Cell that indicated its pricing was more favorable than that extended to Elysium. It also demonstrates that the terms of the supply agreements Jaksch purported to summarize in the Spreadsheet did not, in fact, accurately characterize the terms of ChromaDex's relationships with its customers; for example, the Spreadsheet indicated that ChromaDex transacted with per kilogram, when in fact ChromaDex had sold NR to Healthspan at Healthspan for half that price, and it omitted entirely sales to other customers at prices that also implicated the MFN Provision. All of these facts support an inference that the Spreadsheet was an intentionally dishonest effort to lull Elysium to believe that ChromaDex was compliant with the MFN Provision.

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The law cited by ChromaDex fails to establish a legal basis for the relief it requests. ChromaDex cites Sec. & Exch. Comm'n v. Goldstone, 2016 WL 4507454, *1 (D.N.M. July 20, 2016), for the proposition that the Court can, in its discretion, preclude "commentary" that is not an objective summary of what a party expects it will present to the jury at the outset of trial. (ECF No. 263-1, p. 5.) Goldstone was a fraud case brought by the Securities and Exchange Commission ("SEC") alleging, among other claims, that the defendant officers of a mortgage lender had deceived the company's auditors. At issue on the motion *in limine* were two differing versions of a liquidity report prepared by an employee of the company, one of which took account of negative financial information and the other of which did not. The one not containing the negative information was shared with the company's auditors, but the evidence did not demonstrate that any of the defendants had directed the preparation of the two reports or had provided the allegedly misleading report to the The court noted that the differing reports could potentially provide auditors. persuasive evidence of the alleged fraud, and declined to exclude them from trial. It did, however, preclude the SEC from "making speculative arguments or characterizing the liquidity reports in any way during its opening statement," ruling that "the SEC cannot say the reports were doctored or that the Defendants intentionally withheld the margin call information from the liquidity reports unless more evidence comes to light before trial." Goldstone, 2016 WL 4507454 at *13.

The lack of evidence of the defendants' involvement with the allegedly misleading reports was thus central to the court's ruling in *Goldstone*. Unlike in Goldstone where the court sought "more evidence" before permitting characterization of the reports, id. at *13, discovery here has already yielded substantial evidence of the misleading nature of the Spreadsheet. *Goldstone* is thus inapposite.

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C. ChromaDex's Motion Should be Denied as Overly Broad, Vague and Ambiguous as to the Relief Requested Therein

Requests for overbroad or vague relief are not suitable for resolution on motions *in limine*. *Allen v. Hylands Inc.*, 2015 WL 12720304, at *9 (C.D. Cal. Aug. 20, 2015) (denying portion of motion *in limine* to exclude "similar derogatory terms" because what either side would consider derogatory depends on upon the context). Here, ChromaDex's motion and accompanying Proposed Order (*see* ECF No. 263-4) suffer from the same flaw as the motion at issue in *Allen*, in that ChromaDex seeks to ban "any similarly loaded term" to "fraudulent" without providing any guidance or explanation how any order of that nature would be interpreted. (ECF No. 263-1 at 11). There is no way for the Court or Defendants to know what ChromaDex considers to be a "similarly loaded term" to "fraudulent," and Defendants certainly should not be required to speculate as to what terms can be used during trial without peril of violating an Order of the Court, as that would unduly chill their ability to describe the evidence to the jury. For the foregoing reasons, Defendants respectfully request that the Court deny ChromaDex's Motion *in Limine* to bar characterizations of or reference to the Spreadsheet as "fraudulent' (or any similarly loaded term)".

For the foregoing reasons, Defendants respectfully request that the Court deny ChromaDex's Motion *in Limine* to bar characterizations of or reference to the Spreadsheet as "'fraudulent' (or any similarly loaded term)."

IV. DEFENDANTS' RESPONSE TO MOTION IN LIMINE NO. 3 TO PRECLUDE EVIDENCE OR ARGUMENT TO THE JURY RELATING TO CHROMADEX'S TERMINATION OF CERTAIN CONTRACT TERMS WITH, AND ITS REFUND OF ROYALTY PAYMENTS TO, SOME OF ITS CUSTOMERS

Elysium agrees with ChromaDex that patent misuse is properly tried to the Court in view of the equitable nature of the claim, its strong public policy grounding, the Defendants' request for declaratory relief, and the potential for jury confusion.

Assuming the patent misuse counterclaim is tried to the Court, and provided that ChromaDex makes the same undertaking, Elysium will agree not to proffer evidence to the jury describing ChromaDex's alleged termination of provisions in its NR supply agreement regarding use of the trademark NIAGEN®, or ChromaDex's purported refund of, or promise to refund, royalty payments, as alleged in its Fifth Amended Complaint. Elysium reserves the right to present this evidence if, contrary to its anticipated undertaking, ChromaDex itself proffers such evidence to the jury.

V. CONCLUSION

For the foregoing reasons, Defendants respectfully request that the Court deny ChromaDex's Motion *in Limine* No. 1 to the extent it seeks to preclude Defendants from introducing evidence and argument relating to Barry Honig, Michael Brauser and Philip Frost as it relates to ChromaDex's dealings with Elysium during the relevant period.

Defendants further respectfully request that the Court deny ChromaDex's Motion *in Limine* No. 2 in its entirety.

Finally, Defendants do not oppose ChromaDex's Motion *in Limine* No. 3, assuming the patent misuse counterclaim is tried to the Court, and provided that ChromaDex makes the same undertaking, and with a reservation of rights to present such evidence if, contrary to the anticipated undertaking, ChromaDex's itself proffers such evidence to the jury.

Respectfully submitted,

Dated: August 28, 2019 BAKER & HOSTETLER LLP

By: <u>/s/ Joseph N. Sacca</u> JOSEPH N. SACCA

Attorneys for Defendant and Counterclaimant ELYSIUM HEALTH, INC. and Defendant MARK MORRIS