

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF MISSOURI  
EASTERN DIVISION

IN RE: BLUE BUFFALO COMPANY, LTD. ) MDL NO. 2562 RWS  
MARKETING AND SALES PRACTICES LITIGATION ) ALL CASES

**ORDER UPON TRANSFER**

**IT IS HEREBY ORDERED** that there will be an initial case conference in this matter on **Monday, December 15, 2014 at 2:00 p.m.** in Courtroom 16 South to address matters relating to pretrial and discovery proceedings.

In anticipation of this initial conference:

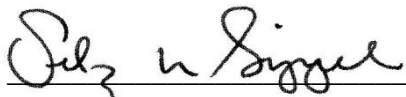
1. The Court reminds the parties that, prior to the initial conference, counsel for the plaintiffs and counsel for defendants shall, to the extent they have not already done so, confer and seek consensus on the selection of a candidate for the position of liaison counsel for each group who will serve as the primary contact person for the Court regarding administrative matters. Anyone who wishes to be appointed as liaison counsel shall file a statement with the Court no later than **December 8, 2014**, listing all of the MDL cases for which counsel has and currently is serving as liaison counsel. The Court will also discuss the pending Motion to Appoint Lead Counsel [#11] at the initial case conference. Any opposition to that Motion shall be filed no later than **December 8, 2014**.

2. Plaintiffs and defendants shall submit to the Court by **December 8, 2014** a brief written statement indicating their preliminary understanding of the facts involved in the litigation and the critical factual and legal issues. These statements will not be binding, will not waive claims or defenses, and may not be offered in evidence against a party in later proceedings. The

parties' statements shall identify all cases that have been transferred to or related before this Court, and shall identify all pending motions in those cases. The statement shall also list all related cases pending in state or federal court (that have not already been transferred to this Court), together with their current status, including any discovery taken to date, to the extent known. The parties shall be limited to one such submission for all plaintiffs and one such submission for all defendants.

3. Each party represented by counsel shall appear at the initial pretrial conference through the party's attorney who will have primary responsibility for the party's interest in this litigation. Parties not represented by counsel may appear in person or through an authorized and responsible agent. To minimize costs and facilitate a manageable conference, parties with similar interests may agree, to the extent practicable, to have an attending attorney represent the party's interest at the conference. A party will not by designating an attorney to represent the party's interest at the conference be precluded from other representation during the litigation, nor will attendance at the conference waive objections to jurisdiction, venue or service.

4. Counsel may file written suggestions for items to be included on the agenda for this conference no later than **December 8, 2014**.

  
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RODNEY W. SIPPEL  
UNITED STATES DISTRICT JUDGE

Dated this 14th day of November, 2014.