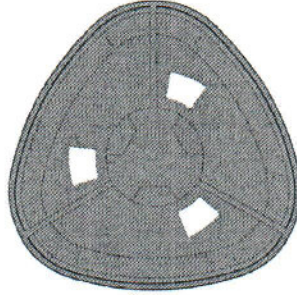


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



**TRADEMARK:**  
**SERIAL NO.:** 87/838,079  
**FILING DATE:** March 16, 2018  
**APPLICANT:** Eli Lilly and Company  
**EXAMINING ATTORNEY:** Dominic Ferraiuolo  
**LAW OFFICE:** 102

**DECLARATION OF JAIME VALTIERRA**  
**IN SUPPORT OF RESPONSE TO JUNE 15, 2018, OFFICE ACTION**

I, Jaime Valtierra, pursuant to 28 U.S.C. § 1746, hereby declare the following:

1. I work as a paralegal at Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, counsel for Eli Lilly and Company (“Lilly”) for the trademark application referenced above.
2. On December 12 and December 13, 2018, I conducted searches on the ProQuest ABI/INFORM Collection database for news articles published in the United States since 2014 that included references to Lilly’s pharmaceutical preparation for the treatment of diabetes that is marketed under the brand name Trulicity (the “Treatment”). This database includes articles from business magazines, trade or industry magazines, and scholarly journals. There are approximately 3,000 titles available in this database.

3. My searches produced 137 unsolicited articles that referenced the Treatment from a wide range of publications based in the U.S.. Publications with relevant articles include, but are not limited to, FierceBiotech, Medical Marketing and Media, the Wall Street Journal, Dow Jones Institutional News, Drug Discovery & Development, Pharmaceutical Technology, PharmaBiz, and the TCA Regional News. The attached Exhibit 1 contains a summary listing of the articles found. For example, the June 14, 2014 article titled “Lilly bets its diabetes drug dulaglutide can dominate a crowded class,” published by *FierceBiotech*, details Lilly’s launch of the Treatment, and how the Treatment would stand out from competing products. Further, on November 5, 2018, *Newstex Finance & Accounting Blogs* published “Benzinga: Eli Lilly Gets Ready For First Report Post-Elanco IPO,” an article that describes the Treatment as “one of Lilly’s top-selling pharmaceutical products.”

4. The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of Lilly’s application and any registration resulting therefrom, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

Executed in Chicago, Illinois, on December 17, 2018.

  
\_\_\_\_\_  
Jaime Valtierra

# **EXHIBIT 1**

## **VALTIERRA DECLARATION**

**Lilly bets its diabetes drug dulaglutide can dominate a crowded class**  
Garde, Damian.FierceBiotech; Newton (Jun 14, 2014).

... treatments for diabetes if and when it launches dulaglutide , but the company...  
...and the drug is yet to disappoint. Lilly's once-weekly treatment has thus...  
...amount of weight than those on Lilly's treatment --about 8 pounds versus 6.4...

**Event Brief of Eli Lilly Plans To Share Phase III Dulaglutide Data - Final**  
Fair Disclosure Wire; Linthicum [Linthicum]17 June 2014.

...for treatment of adults with type 2 diabetes. 2. Has unique opportunity to...  
... treatment plan. 6. May see regulatory action on insulin glargine...  
...basal insulin studied for treatment of type 1 and type 2 diabetes. 1....

**UPDATED: FDA hands Eli Lilly a big win, OKs dulaglutide for diabetes**  
Carroll, John.FierceBiotech; Newton (Sep 18, 2014).

... "Trulicity is a new treatment option, which can be used alone or added to...  
...once-weekly treatment has been widely billed as a likely blockbuster. The Phase...

**Eli Lilly Diabetes Drug Trulicity Gets FDA Approval - Stock Steady Late**  
Live Briefs US; Bethesda [Bethesda]18 Sep 2014.

... treatment for patients with advanced or metastatic gastric or GEJ adenocarcinoma...  
...2 diabetes drug Trulicity has been approved by the U.S. Food and Drug...  
...sugar levels. The FDA is requiring certain postmarketing studies for Trulicity ...

**Lilly Says FDA Approves Type 2 Diabetes Drug Trulicity**  
RTTNews; Williamsville [Williamsville]18 Sep 2014.

... Trulicity (dulaglutide) as the latest treatment option for adults with type 2...  
...with the approval of Trulicity . Lilly now has treatment options in several...

**Zacks Investment Research: Eli Lilly's Trulicity Approved by FDA for Type**  
II Diabetes - Analyst Blog

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham; Newstex. Sep 19, 2014.

... treatment, Trulicity, for adults suffering from type II diabetes. ...  
...based on studies in rats. We note that the treatment is under review in the EU...

**Eye on FDA: Weekly Roundup 9.19.14**

Weblog post. *Newstex Trade & Industry Blogs*, Chatham; Newstex. Sep 19, 2014.

...two doses. Treatment for Opioid-Induced Constipation Approved...  
...the gastrointestinal tract. This week the agency approved a new oral treatment ...  
... New Type 2 Diabetes Drug Approved - FDA gave Lilly's Trulicity ...

**Zacks Investment Research: AstraZeneca Posts Positive Data on its Type II Diabetes Drug - Analyst Blog**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Sep 23, 2014.

...type II diabetes patients with a more convenient treatment option over Byetta's...  
...(GSK) Tanzeum and Eli Lilly and Company's (LLY) Trulicity were approved...  
...among others. Both Tanzeum and Trulicity are administered once a week...

**MondayMorning: Monday, September 22, 2014 / Vol. 22 / No. 34**

Weblog post. *Newstex Trade & Industry Blogs*, Chatham: Newstex. Oct 7, 2014.

...as there is no other drug on the market for the treatment of Alzheimer's...  
... treatment of patients with recurrent or metastatic pancreatic cancer. The...  
...of pharmaceutical products for the treatment of human cancers. ...

**Q3 2014 Eli Lilly and Co Earnings Conference Call - Final**

Fair Disclosure Wire; Linthicum [Linthicum]23 Oct 2014.

...Here in the US, the FDA approved dulaglutide, or Trulicity for the treatment ...  
...200 units per milliliter KwikPen for the treatment of diabetes. This product...  
...a once daily oral SGLT2 inhibitor for the treatment of type 2 diabetes. As I...

**FDA Approves Novel Treatments in 2014**

Challener, Cynthia A.

Pharmaceutical Technology; North Olmsted Vol. 38, Iss. 12, (Dec 2014): 28,30-32.

... Trulicity (dulaglutide) for the treatment of adults with type 2 diabetes; and...  
... treatments ...  
...were numerous examples of first-ever approvals for the treatment of certain...

**Zacks Investment Research: Eli Lilly-Adocia Strike Deal to Develop Ultra-Rapid Insulin - Analyst Blog**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Dec 22, 2014.

...for the treatment of patients suffering from type I and type II diabetes. The...  
...are Novo Nordisk's NovoRapid, recently approved Eli Lilly's Trulicity (type...

**Limited attention span? Focus on these market shake-ups in 2015**

Wasserman, Emily.FiercePharma; Newton (Dec 24, 2014).

...-victoza-lillys-new-trulicity /2014-11-12) , both GLP-1 treatments , this year...  
...hepatitis C in the ranks of pricey, game-changing treatments are the PCSK9...  
...? Analysts expect the treatments—initially aimed at...

**Drugs alone can't fight diabetes**

Clarke, Kelly.TCA Regional News; Chicago [Chicago]13 Jan 2015.

...blood glucose. There are two main components to treatment: First,...  
...with type 2 diabetes now has marketing authorisation in the UAE. Trulicity is...  
... Trulicity's approval in the UAE came at the same time as the EU...

Lilly's sales and earnings continue their free-fall but CEO Lechleiter sees good things coming

Palmer, Eric.FiercePharma; Newton (Jan 30, 2015).

... treatments . For the here and now, the company reminded investors it was paying a...  
...a treatment for non-small cell lung cancer. It is already approved for advanced...  
...and Type 2 diabetes fighter Trulicity as reasons to hope for better results...

Cornell team engineers a probiotic GLP-1 therapy for diabetes

Carroll, John.FierceBioTechResearch; Newton (Feb 3, 2015).

... treatments have become an important new class of diabetes...  
...Victoza from Lilly's new Trulicity?...

Fitch Rates Eli Lilly's Notes Offering 'A'

Business Wire; New York [New York]24 Feb 2015.

...(cancer)and Trulicity (diabetes). Late stage candidates include potential...  
...treatments for diabetes and cancer, offers the company numerous opportunities to...  
...billion in annual revenues for Lilly and address large and growing treatment ...

Metabolic

Celia, Frank.

Medical Marketing and Media; New York Vol. 50, Iss. 3, (Mar 2015): 42-44,5.

...Post-ACCORD strategies focus on individualized treatments , easing back on...  
...from Eli Lilly's new entry, Trulicity , approved last year. Both appear evenly...  
...sugar but Trulicity's once-a-week dosing schedule trumps Victoza's once-a-day....

#### 7 Trends Drug Investors Should Know

Seward, John.Benzinga Newswires; Southfield [Southfield]13 Apr 2015.

...Co (NYSE: LLY)'s Trulicity treatment for diabetes saw prescriptions increase...  
...of the hepatitis C treatment will total \$2.2 billion. The Wall Street consensus...  
... (NASDAQ: CELG)'s Otezla treatment for psoriatic arthritis and plaque psoriasis...

Benzinga: 7 Trends Drug Investors Should Know

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Apr 13, 2015.

... Trulicity treatment for diabetes saw prescriptions increase 0.8 percent although...  
...the hepatitis C treatment will total \$2.2 billion. The Wall Street consensus...  
...Otezla treatment for psoriatic arthritis and plaque psoriasis saw prescriptions...

Zacks Investment Research: Will Eli Lilly (LLY) Beat Earnings in 1Q Despite Generics? - Analyst Blog

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Apr 21, 2015.

... Trulicity . Eli Lilly launched another diabetes treatment , Glyxambi (a...

**Eli Lilly and Co at Bank of America Merrill Lynch Health Care Conference - Final**

Fair Disclosure Wire; Linthicum [Linthicum]13 May 2015.

...that each of the molecules or drugs for those type II diabetes treatment ...  
...marketed product in every step of the treatment paradigm. Can you articulate -...  
...have launched Cyramza. We have launched Trulicity and Jardiance in the area of...

**Lilly to Present New Clinical Data at 75th American Diabetes Association Scientific Sessions**

Staley, Eddie. Benzinga Newswires; Southfield [Southfield]27 May 2015.

...data demonstrating the range of treatment options...  
... Trulicity (TM) (dulaglutide) Lilly will present nine abstracts for...  
...the safety and efficacy of Trulicity to other common diabetes medicines...

**Benzinga: Lilly to Present New Clinical Data at 75th American Diabetes Association Scientific Sessions**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. May 27, 2015.

...data demonstrating the range of treatment options...  
... Trulicity &trade; (dulaglutide) Lilly...  
...new data comparing the safety and efficacy of Trulicity to other common diabetes...

**Eli Lilly Reports Results On Trulicity**

RTTNews; Williamsville [Williamsville]06 June 2015.

...type 2 diabetes showed once-weekly Trulicity 0.75 mg provided greater hemoglobin...  
... Mean body weight did not change in either treatment group...  
...compared to once-daily Victoza 0.9 mg after 52 weeks of treatment ...

**Event Brief of Eli Lilly and Co Diabetes Business Update - Final**

Fair Disclosure Wire; Linthicum [Linthicum]07 June 2015.

... treatments . 1. Trulicity . 2. Humalog U-200 KwikPen. 3....  
...individual treatment targets in setting of insulin requiring or insulin-treated...

...hemoglobin A1c with BIL treatments in these randomized clinical trials, greater...

**Eli Lilly and Co Diabetes Business Update - Final**

Fair Disclosure Wire; Linthicum [Linthicum]07 June 2015.

...for six new treatments – Trulicity, Humalog 200 KwikPen from Lilly and...  
...their individual treatment targets in the setting of insulin requiring or...  
... treatment continuum: new to basal insulin therapy, previously treated who would...

**Zacks Investment Research: Eli Lilly (LLY) Presents Encouraging Data on Diabetes Drugs - Analyst Blog**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jun 8, 2015.

...insulin treatment for type I and type II diabetes. BIL also...  
...Victoza 0.9 mg after 52 weeks of treatment. The study met its primary endpoint...  
... Meanwhile, Eli Lilly also released encouraging data on Trulicity ....

**New Data Show Superiority of Lilly's Once-Weekly Trulicity (TM) (dulaglutide) to Lantus(R) (insulin glargine) in Patients with Type 2 Diabetes: Data presented at 75th American Diabetes Association**  
PR Newswire; New York [New York]08 June 2015.

... Trulicity is not for the treatment of type 1 diabetes mellitus or diabetic...  
... This press release contains forward-looking statements about Trulicity ...  
... treatment when diet, exercise and oral medicines are not enough to give them the...

**Lilly's Sales Inch Higher as Drug Maker Boosts 2015 Outlook – 2nd Update**

Dow Jones Institutional News; New York [New York]23 July 2015.

... treatment Cyramza and diabetes drug Trulicity. But a big reason for the recent...  
...labs, including solanezumab, a potential treatment for Alzheimer's disease;...  
...but declined for several other top Lilly drugs including diabetes treatments ...

**Q2 2015 Eli Lilly and Co Earnings Call - Final**

Fair Disclosure Wire; Linthicum [Linthicum]23 July 2015.

... Trulicity, our once-weekly GLP-1 receptor agonist for the treatment of type 2...  
...for the treatment of adults with type 2 diabetes. Here in the US, the FDA issued...

**Lilly Reports Second-Quarter 2015 Results, Revises 2015 Financial Guidance: - Revenue increased 1 percent with the inclusion of Novartis**

**Animal Health and higher volume for several products, including Cyramza and Trulicity ; these factors were largely offset by the unfavorable effect of foreign exchange rates and the residual impact of Cymbalta and Evista**  
PR Newswire; New York [New York]23 July 2015.

...approved Trulicity (TM) (dulaglutide) as a treatment for type 2 diabetes. The...  
...(irinotecan, folinic acid, and 5-fluorouracil) chemotherapy for the treatment of...  
...(empagliflozin/metformin) for the treatment of adults with type 2 diabetes....



## STAYING POWER

Knutsen, Rebecca Mayer.

Medical Marketing and Media; New York Vol. 50, Iss. 9, (Sep 2015): 42-45.

... treatment Harvoni (39 sites). Trulicity also topped the list of brands as ranked...  
...drug Trulicity and Gilead's hepatitis-C medication Harvoni comprise 15% of the...  
...shooting the two products to the top of the online advertising group. Trulicity ...

## Eli Lilly Tops Earnings Views, Lifts Guidance

Dow Jones Institutional News; New York [New York]22 Oct 2015.

...sales volume for recently-launched diabetes drug Trulicity and bladder-cancer...  
...protection its best-selling antidepressant Cymbalta and osteoporosis treatment ...

... treatment , may have a regulatory submission for "multiple potential...

## Eli Lilly Tops Earnings Views, Lifts Guidance – Update

Dow Jones Institutional News; New York [New York]22 Oct 2015.

...volume for recently launched diabetes drug Trulicity and bladder-cancer...  
...its best-selling antidepressant Cymbalta and osteoporosis treatment Evista, and...  
...for its experimental heart-disease treatment , may have a regulatory submission...

## Eli Lilly Lifts Full-Year Earnings View; Sales in animal health, new drug launches help offset patent expirations

Beifuss, Lisa.

Wall Street Journal (Online); New York, N.Y. [New York, N.Y.]22 Oct 2015: n/a.

...diabetes drug Trulicity and bladder-cancer treatment Cyramza was behind the...  
...antidepressant Cymbalta and osteoporosis treatment Evista, and the company...  
...trial for its experimental heart-disease treatment , may have a regulatory...

## Eli Lilly Shares Gain 4% as Data Shows Trulicity Effective as Add-On Treatment For Type 2 Diabetes

Live Briefs US; Bethesda [Bethesda]01 Dec 2015.

...trial show its Trulicity was effective as add-on treatment for type 2 diabetes...  
...alone in lowering hemoglobin A1c from baseline after 24 weeks of treatment ...  
...which can help prescribers make treatment decisions for their individual...

## Lilly's Type 2 Diabetes Candidate Succeeds in Phase 3 Trial

Drug Discovery & Development; Rockaway (Dec 9, 2015).

... treatment than a sulfonylurea alone. Credit: FDAnews ...  
...s Trulicity showed positive results in a Phase 3 trial...

<p><b>Event Brief of Eli Lilly and Co 2016 Financial Guidance Conference Call - Final</b>  Fair Disclosure Wire; Linthicum [Linthicum]05 Jan 2016.</p> <p>...new treatment guidelines will be issued. I can confirm that we have submitted in...  ... 2. Jardiance. 3. Trulicity. 4. Basaglar. ...  ...When it comes to Trulicity, when it comes to some of the other products, we do...</p>
<p><b>Event Brief of Q4 2015 Eli Lilly and Co Earnings Call - Final</b>  Fair Disclosure Wire; Linthicum [Linthicum]28 Jan 2016.</p> <p>... treatment with Trulicity plus a sulfonyleurea produced greater reductions in...  ...for treatment of moderately-to-severely active rheumatoid arthritis. 1....</p>
<p><b>Q4 2015 Eli Lilly and Co Earnings Call - Final</b>  Fair Disclosure Wire; Linthicum [Linthicum]28 Jan 2016.</p> <p>...that treatment with Trulicity plus a sulfonyleurea produced greater reductions in...  ...we announced FDA submission of once-daily baricitinib for the treatment of...</p>
<p><b>Eli Lilly and Co at Barclays Global Healthcare Conference - Final</b>  Fair Disclosure Wire; Linthicum [Linthicum]16 Mar 2016.</p> <p>...before TNF use. So we think we can change potentially the treatment algorithm....  ... treatment guidelines until that data also was in the label. So we see that as...  ...for your GLP-1 in Trulicity. DERICA RICE: First and foremost, I...</p>
<p><b>Eli Lilly Revenue Boosted By New Drug Sales</b>  Dow Jones Institutional News; New York [New York]26 Apr 2016.</p> <p>...diabetes treatment Trulicity and cancer drug Cyramza, accounted for sales of...</p>
<p><b>Zacks Investment Research: Lilly's (LLY) R&amp;D Update, Targets 20 New Launches by 2023</b></p> <p>Weblog post. <i>Newstex Finance &amp; Accounting Blogs</i>, Chatham: Newstex. May 25, 2016.</p> <p>...to conduct two outcome studies investigating Jardiance for the treatment of...  ...products in the diabetes portfolio include Trulicity, Basaglar, Jardiance,...</p>
<p><b>New Data Show Lilly's Once-Weekly Trulicity (R) (dulaglutide) in Combination with Insulin Glargine Improves Glycemic Control in People with Type 2 Diabetes</b>  PR Newswire; New York [New York]12 June 2016.</p> <p>...the treatment of type 2 diabetes. Data from the Trulicity AWARD-9 trial were...  ...glargine alone, AWARD-9 may show that Trulicity is a treatment option that could...  ...reach their treatment goals." Lilly's AWARD program has...</p>
<p><b>Eli Lilly Unveils New Data For Three Diabetes Treatments</b>  Live Briefs US; Bethesda [Bethesda]13 June 2016.</p> <p>...for Tradjenta, Jardiance and Trulicity, which are three treatments for patients...  ...from a phase 3 trial on Trulicity showed that it significantly reduced...</p>

Robert B. (Rob) Brown - SVP, Lilly Bio-Medicines Business Unit and CMO, Eli Lilly and Company

Boardroom Insiders Profiles; San Francisco : n/a. San Francisco: Boardroom Insiders, Inc. (Jul 10, 2016)

...the diabetes treatment Trulicity and the gastric-cancer drug Cyramza. 'We're...  
...diabetes treatment Trulicity and cancer drug Cyramza, accounted for sales of...  
... Promising Treatment for Arthritis: Compared...

**Eli Lilly Revenue Helped by Sales of New Drugs**

Dow Jones Institutional News; New York [New York]26 July 2016.

...including diabetes treatment Trulicity and cancer drug Cyramza, helped push 10%...

**Eli Lilly Revenue Helped by Sales of New Drugs; Pharmaceutical maker in the midst of several product launches**

Steele, Anne.Wall Street Journal (Online); New York, N.Y. [New York, N.Y.]26 July 2016: n/a.

...diabetes treatment Trulicity and cancer drug Cyramza, helped push 10% volume...

**Fitch Affirms Eli Lilly's IDR at 'A'; Outlook Stable**

Professional Services Close - Up; Jacksonville (Jul 27, 2016).

... treatments for diabetes and cancer, offers the company numerous opportunities to...  
...Late-stage candidates include potential treatments for cancer, diabetes, lupus...  
...Cyramza (cancer), Trulicity (diabetes), Taltz (psoriasis), Jardiance (diabetes)...

**Eli Lilly CEO John Lechleiter to Retire, David Ricks to Replace Him; Lechleiter will continue as nonexecutive chairman until the end of May**

Loftus, Peter; Jamerson, Joshua.

Wall Street Journal (Online); New York, N.Y. [New York, N.Y.]27 July 2016: n/a.

...years of selling Prozac, a drug that helped change treatment of depression and...  
...2014 when Lilly began to launch a series of new drugs such as cancer treatment...  
... treatment Taltz. The unit is also responsible for late-stage development of...

**Fitch Affirms Eli Lilly's IDR at 'A'; Outlook Stable**

Manufacturing Close - Up; Jacksonville (Jul 30, 2016).

... treatments for diabetes and cancer, offers the company numerous opportunities to...  
...Late-stage candidates include potential treatments for cancer, diabetes, lupus...  
...Cyramza (cancer), Trulicity (diabetes), Taltz (psoriasis), Jardiance (diabetes)...

**Big Deals**

Anonymous.Business NH Magazine; Manchester Vol. 33, Iss. 8, (Aug 2016): 62-65.

... treatment, planning for a new major cancer center, a newborn patient simulator...  
...contract with Eli Lilly for its type 2 diabetes drug, Trulicity. The drug is a...  
...if Trulicity patients do better. \* MERGERS & ACQUISITIONS...

MondayMorning: Monday, August 1, 2016 / Vol. 24 / No. 29

Weblog post. *Newstex Trade & Industry Blogs*, Chatham: Newstex. Aug 22, 2016.

...and performed well in the quarter. Trulicity, an injectable diabetes treatment ...  
...thinner Xarelto, multiple myeloma drug Darzalex, Type 2 diabetes treatments ...  
...and devices for the treatment of GERD. And Healthways Inc....

GuruFocus.com: Eli Lilly Leaps Over Patent Hurdles

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Oct 18, 2016.

...) Annual Filing: Trulicity (R), for the treatment ...  
...benign prostatic hyperplasia, and Alimta could be used for first-line treatment,...

Zacks Investment Research: Drug Stocks Q3 Earnings Roster for Oct 25: MRK, LLY & More

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Oct 24, 2016.

... treatment with Kalydeco globally. However, Orkambi sales growth has been...  
...products like Trulicity and Cyramza as well as strong performance by the...

JOHN LECHLEITER, CEO, ELI LILLY & CO., IS INTERVIEWED ON BLOOMBERG TV REGARDING BUSINESS

Financial Market Regulatory Wire; Washington Washington: CQ Roll Call. (Oct 25, 2016)

...blockbuster diabetes treatment . You've been taking market share over the last...  
...like our recently launched (inaudible), Trulicity . We've got a drug for...  
...for a diabetes drug, Trulicity . So I think investors are looking out there. ...

Eli Lilly's Profit Dented by Higher Costs; Higher research and development costs blunt growth in sales of recently-approved drugs

Hufford, Austen.Wall Street Journal (Online); New York, N.Y. [New York, N.Y.]25 Oct 2016: n/a.

... treatment Trulicity and cancer drug Cyramza, helped increase volumes 4% in the...

8 Winning Commercial Portfolio Strategies

Bernard, Stan.Pharmaceutical Executive; Duluth Vol. 36, Iss. 11, (Nov 2016): 46-47,73.

...has become the world's leader in the treatment of multiple myeloma (MM) by...  
...to show a benefit for Opdivo in first-line treatment of advanced non-small cell...  
...from Eli Lilly's Trulicity and payers, including an exclusion from the...

Zacks Investment Research: 5 Pharma Stocks in Focus on World Diabetes Day

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 14, 2016.

...diabetes treatments including Trulicity (GLP-1), Jardiance (SGLT-2), Trajenta,...  
...amount of R&D dollars on developing treatments and devices for diabetes and...  
... treatments promising higher efficacy with lower side effects. Currently...

Eli Lilly's Incoming Pres. & CEO Dave Ricks Intvd on Blmbg TV

CEO Wire; Waltham [Waltham]15 Dec 2016.

... drug. This is one of the treatments for Alzheimer's that was further along ...  
... Trulicity which is enjoying a great performance globally. ...  
...that has been in this disease. There are no effective treatments out there for...

#### ELI LILLY TRIES BRANDED APP FOR DRUG TRULICITY

Lau, Virginia. Medical Marketing and Media; New York Vol. 52, Iss. 1, (Jan 2017): 18.

...a free branded app for its type 2 diabetes treatment Trulicity, which received...  
...Trulicity is taken weekly so patients can forget to take it, compared to other...  
...Trulicity pen's features, functions, and sound. There are two...

#### PHARMA ADOPTS DATA-SCIENCE CULTURE

Iskowitz, Marc. Medical Marketing and Media; New York Vol. 52, Iss. 1, (Jan 2017): 40-43.

...AI to develop individualized treatments. Hilary Mason, the...

...at reducing readmissions; and evaluating the ability of Eli Lilly's Trulicity ...

#### Eli Lilly Profit and Revenue Rise on New Drugs

Dow Jones Institutional News; New York [New York]31 Jan 2017.

... treatments Trulicity, Jardiance and Basaglar, and other recently approved drugs...

#### GaryK.com: Tuesday's Pre-Market Look: Stocks In The News Before The Open

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jan 31, 2017.

...Trulicity and other new treatments increased. Harley-Davidson -- The...

#### Eli Lilly Profit and Revenue Rise on New Drugs; Global volumes rose 8% in the latest quarter as realized prices fell 1%

Hufford, Austen. Wall Street Journal (Online); New York, N.Y. [New York, N.Y.]31 Jan 2017: n/a.

... treatments Trulicity, Jardiance and Basaglar, and other recently approved drugs...

#### Zuck Goes Back to School; Battle Over the ObamaCare Replacement; Snap Shares Slump; Manuel Noriega in Coma; Gunmen Storm Kabul Hospital; GOP Finance Wire; Lanham [Lanham]08 Mar 2017.

... Julie brings up, I mean cancer treatments, I mean, come on. MCDOWELL: But...  
...by your diabetes drug, Trulicity. And then of course, back in January,...

#### Lilly, Merck, Allergan Top Analyst's View For 2017 Pharma

Gatlin, Allison. Investor's Business Daily; Los Angeles [Los Angeles]13 Mar 2017.

...in diabetes drugs Jardiance and Trulicity, plaque psoriasis drug Talz, Lartruvo...  
...tissue sarcoma, and baricitinib, a treatment for eczema. Sentiment on Allergan...

#### Robert L. (Bob) Nist - VP and Information Officer, Medicines Development, Manufacturing and Quality, Eli Lilly and Company

Boardroom Insiders Profiles; San Francisco San Francisco: Boardroom Insiders, Inc. (Mar 27, 2017)

...treatment meant to boost "good" HDL cholesterol, after determining that it would...  
...a new \$85 million expansion of its Trulicity (dulaglutide) device assembly...

#### Lilly to invest \$85M in Indy as part of diabetes expansion

Russell, John. Indianapolis Business Journal; Indianapolis Vol. 38, Iss. 5, (Mar 27-Apr 2, 2017): 5.

...an "equitable treatment" of foreign earnings, the company said. ...  
...downtown that assembles Trulicity injection pens for diabetes patients, the...  
...Trulicity plant will be operated using current Lilly manufacturing employees,...

**Lilly Announces \$850 Million Investment in U.S. Capital Projects in 2017**  
Pharmaceutical Processing; Rockaway (Mar 27, 2017).

...along with the introduction of several other new treatments over the last...  
...environment. "The equitable treatment of foreign earnings, a...  
...its Trulicity (dulaglutide) device assembly operations in the U.S. This...



**Eli Lilly Announces \$850M Investment in U.S. Capital Projects in 2017**  
Drug Discovery & Development; Rockaway (Mar 31, 2017).

...along with the introduction of several other new treatments over the last two...  
...environment. "The equitable treatment of foreign earnings, a...  
...its Trulicity (dulaglutide) device assembly operations in the U.S. This...



**Smoother Sailing Seen For Eli Lilly – Market Talk**

Dow Jones Institutional News; New York [New York]11 Apr 2017.

...products including diabetes treatments Jardiance and Trulicity, plus drugs that...

**Global Equities Roundup: Market Talk**

Dow Jones Institutional News; New York [New York]11 Apr 2017.

...for sales of new products including diabetes treatments Jardiance and...

**24/7 Wall St.: Analysts Keep Stacking Up Higher Targets and Expectations for Eli Lilly**  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Apr 11, 2017.

...include diabetes drugs Jardiance and Trulicity, and the firm talked up two drugs...  
...a treatment for rheumatoid arthritis and abemaciclib as a treatment for breast...

**Zacks Investment Research: Eli Lilly (LLY) to Report Q1 Earnings: What's in the Cards?**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Apr 20, 2017.

...diabetes treatment guidelines. Management believes that both these factors will...  
...at Play New products like Trulicity, Cyramza, Taltz and Jardiance supported the...  
...Trulicity sales are being driven by growth in the GLP-1 market and market share...

**Zacks Investment Research: Eli Lilly (LLY) Up 8.1% Since Earnings Report: Can It Continue?**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Apr 24, 2017.

...treatment guidelines. Management believes that both these factors will drive...  
...than 700 million to sales this quarter with Trulicity and Cyramza doing well. At...  
...8% as higher volumes of new products like Trulicity, Cyramza, Taltz and...

**24/7 Wall St.: JPMorgan Has 3 Top Pick Large Cap Pharmaceuticals to Buy for the Rest of 2017**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. May 5, 2017.

...diabetes treatment Trulicity and psoriasis drug Taltz. Sales in its newer drugs,...  
...a portfolio of best-in-class products that provide valuable treatments for the...

**THE NEW NEW NORMAL**

McCaffrey, Kevin; Knutsen, Rebecca Mayer.

Medical Marketing and Media; New York Vol. 52, Iss. 6, (Jun 2017): 24-30,4.

...have been offered hope: Diabetes treatment Trulicity and lung-cancer drug...

...ahead of BMS' Opdivo in the treatment of NSCLC. Hepatitis-C drug Zepatier made...

... treatment, is similarly hanging in the biosimilar balance. Amgen has accused...

**Derica W. Rice - EVP, Global Services and CFO, Eli Lilly and Company**

Boardroom Insiders Profiles; San Francisco San Francisco: Boardroom Insiders, Inc. (Jun 13, 2017)

...could represent the first significant innovation for the acute treatment of...

...ditch one of its pipeline stars, a cardiovascular treatment meant to boost...

...expansion of its Trulicity (dulaglutide) device assembly operations in the U.S....

**Investors' Soapbox: JNJ Diabetes Data Benefit Lilly, Hurt Merck – Barrons.com**

Dow Jones Institutional News; New York [New York]14 June 2017.

...of treatment, while concurrently pushing the DPP-4s further back. Merck (along...

...Jardiance from CANVAS, they see continued strong growth ahead for Trulicity ...

... Trulicity offers. An important upcoming catalyst for Trulicity will be the...

**Pharma TV spend on track for record year; AbbVie, Pfizer and Eli Lilly lead**  
Beth Snyder Bulik.FiercePharma (Online); Newton (Jul 10, 2017).

... What is it? Eli Lilly erectile dysfunction treatment Total estimated...

...ads so far this year, and Eli Lilly's Trulicity is in the No. 3 spot with just...

...spent, iSpot.tv data show. Spending on Trulicity, Eli Lilly's GLP-1...

**Big Pharma Faces Tough Road With Upcoming Drug Test Results**

Gatlin, Allison. *Investor's Business Daily*; Los Angeles [Los Angeles]24 Aug 2017.

... "Any shortfalls in quality or even just treatment durations could drive up to...

...for drugs baricitinib and Trulicity. Regulators recently delayed baricitinib,...

...than Lilly's Trulicity on two measures in a head-to-head comparison. Both belong...

**Eli Lilly and Co at Morgan Stanley Healthcare Conference - Final  
Fair Disclosure Wire; Linthicum [Linthicum]12 Sep 2017.**

...offering of any pharma manufacturer in that space in terms of the treatment ...  
...now Jardiance the SGLT-2 class or Trulicity in the GLP-1 class. All of them are...  
...GLP-1. But with the introduction Trulicity, with this improved not only clinical...

**Innovations in Health Care (A Special Report) — Drug Firms Tie Costs to  
Outcomes: But early signs show little evidence that the plans lower prices  
Loftus, Peter.**

Wall Street Journal, Eastern edition; New York, N.Y. [New York, N.Y.]13 Sep 2017: R.8.

... treatment . This approach, known as outcomes-based or value-based pricing, is...  
...diabetes drug Trulicity, including one with Harvard Pilgrim that requires Lilly...  
...to identify, switched back to a fixed-price contract for Trulicity after a year...

**FDA Blesses 2nd CAR-T Cell Therapy, NVO One Step Away From Approval,  
AKTX Slumps**

RTTNews; Williamsville [Williamsville]19 Oct 2017.

... treatment with once-weekly Trulicity . The FDA's final decision on Semaglutide...  
...the European Medicines Agency for the treatment of primary sclerosing...  
...was granted Orphan Drug Designation for the treatment of PSC by the FDA in...

**DGAP-Adhoc: BB BIOTECH AG: Product approvals and solid company  
results lead the biotech sector higher**

Dow Jones Institutional News; New York [New York]20 Oct 2017.

... voxilaprevir, was approved by the FDA for treatment of adults with chronic ...  
...effectively against Eli Lilly's Trulicity . However, if approved, BB Biotech...

**Q3 2017 Eli Lilly and Co Earnings Call - Final**

Fair Disclosure Wire; Linthicum [Linthicum]24 Oct 2017.

...continues to support how strong it is in the fracture prevention and treatment ....  
...revenue increased 10%, primarily driven by volume. Trulicity, Basaglar and Taltz...  
...on a performance basis. This was led by Trulicity . In Japan, despite a large...

**Eli Lilly's Adjusted Net Income Jumps 19% on New Products as Elanco  
Business Review Planned**

Live Briefs US; Bethesda [Bethesda]24 Oct 2017.

...known for its antidepressants and insulin treatments, posted a 19% increase in...  
...of new products, including diabetes drugs Trulicity and Jardiance as well as...

**Zacks Investment Research: Lilly Inks Deal to Include Dexcom Products in Diabetes  
System**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 22, 2017.

...a strong portfolio of diabetes treatments including Trulicity (GLP-1), Jardiance...



Vincent Turgis - SVP, IT, Novo Nordisk A/S, Novo A/S  
Boardroom Insiders Profiles; San Francisco San Francisco: Boardroom Insiders, Inc. (Nov 26, 2017)  
...Lilly's Trulicity, to which Novo's current flagship drug treatment, once-daily...  
...services to support people with diabetes in areas including treatment adherence...  
...valuable insights into diabetes management and treatment outcomes. Commenting on...

Eli Lilly Sees 2018 Revenue Growth Driven By Newer Medicines as Firm Touts Pipeline  
Live Briefs US; Bethesda [Bethesda]13 Dec 2017.  
...remains strong, including new medicines in development for the treatment...  
...recently launched products, including Trulicity, Taltz, Basaglar, Jardiance,...

Proactive Investors: Lilly expects low-dingle-digit revenue growth in 2018  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Dec 13, 2017.  
...its new diabetes drug Trulicity and its psoriasis treatment Taltz among others...  
...arthritis treatment baricitinib; its migraine treatment galcanezumab; and a...

Eli Lilly Type-2 Diabetes Drug Trulicity in Combination Improves Blood Sugar  
Concentration Measure  
Live Briefs US; Bethesda [Bethesda]26 Feb 2018.  
...both Trulicity 1.5 mg and 0.75 mg added to ongoing treatment with an SGLT-2...  
...that type-2 diabetes drug Trulicity significantly improves A1C, or average blood...  
...two to three months, when added to ongoing treatment with a sodium-glucose co...

Eli Lilly Reports New Data From Trulicity Phase 3b Study - Quick Facts  
RTTNews; Williamsville [Williamsville]26 Feb 2018.  
...to ongoing treatment with a sodium-glucose co-transporter-2 (SGLT-2) inhibitor...  
...and 0.75 mg added to ongoing treatment with an SGLT-2 inhibitor demonstrated...  
...)- Eli Lilly and Company (LLY) announced Trulicity ...

As diabetes heats up, Lilly looks for Trulicity edge with positive SGLT2 combo data  
Helfand, Carly.FiercePharma (Online); Newton (Feb 27, 2018).  
...said a phase 3b study showed that adding Trulicity to treatment with an SGLT2...  
...in helping more people with type 2 diabetes reach their treatment goals," lead...  
...so it's wasting no time looking for growth avenues for contender Trulicity ...

XBOX FOR DOCS  
Entis, Laura.Medical Marketing and Media; New York Vol. 53, Iss. 3, (Mar 2018): 20-21.  
...medical cases. Drug companies eager to expose physicians to new treatments and...  
...treatments," Glassenberg says. He speaks from experience: The son of two...  
...sponsored by Eli Lilly brands Trulicity and Taltz, respectively. Like Level...

Zacks Investment Research: Top Analyst Reports for Nike, Eli Lilly & NVIDIA  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Mar 26, 2018.  
...even more wondrous treatments are in the pipeline. Early investors could realize...  
...new products like Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo...

<p><b>Zacks Investment Research: The Zacks Analyst Blog Highlights: Nike, Eli Lilly, NVIDIA, L Brands and Alleghany</b>  Weblog post. <i>Newstex Finance &amp; Accounting Blogs</i>, Chatham: Newstex. Mar 27, 2018.</p> <p>...are already generating substantial revenue and even more wondrous treatments are...  ...Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have been driving...</p>
<p><b>American Banking and Market News: Eli Lilly and (LLY) Upgraded at Zacks Investment Research</b>  Weblog post. <i>Newstex Finance &amp; Accounting Blogs</i>, Chatham: Newstex. Apr 4, 2018.</p> <p>...for the treatment of diabetes; osteoporosis in postmenopausal women and men; and...  ...a prudent decision in our view. Lilly's new products like Trulicity, Taltz,...</p>
<p><b>March madness? Not for pharma TV ads. Humira, Lyrica top spending list again</b>  Beth Snyder Bulik.FiercePharma (Online); Newton (Apr 11, 2018).</p> <p>...treatment for Crohn's disease and ulcerative colitis if their current medication...  ...psoriasis treatment Total estimated spending: \$10.7 million (down from \$13.7...  ...Back on the list this month were Eli Lilly's diabetes drug Trulicity at No. 3...</p>
<p><b>Zacks Investment Research: Lilly (LLY) to Report Q1 Earnings: What's in the Cards?</b>  Weblog post. <i>Newstex Finance &amp; Accounting Blogs</i>, Chatham: Newstex. Apr 20, 2018.</p> <p>...higher sales in the first quarter. Also, this advanced breast cancer treatment...  ...uptake trends of new products like Trulicity, Taltz, Basaglar, Cyramza, ...  ...Effient. While Trulicity sales are being driven by growth in the GLP-1 market...</p>
<p><b>Lilly's strong Q1 cushions the blow of FDA thumbs-down on high-dose baricitinib</b>  Weintraub, Arlene.FiercePharma (Online); Newton (Apr 24, 2018).</p> <p>...treatment of patients with RA, supported by the clinical data generated to date, ...  ...\$5.52 billion. Strong sales from diabetes meds Humalog and Trulicity and cancer...  ...particularly in Lilly's diabetes franchise. High demand for Trulicity and...</p>
<p><b>Eli Lilly Tops On Diabetes, Chemo Strength But A Key Drug Lagged</b>  Gatlin, Allison.Investor's Business Daily; Los Angeles [Los Angeles]24 Apr 2018.</p> <p>...psoriasis treatment Taltz fell by \$31.3 million quarter over quarter, "driven by...  ...Trulicity grew 82% to \$678.3 million worldwide. In the U.S., Trulicity revenue...</p>
<p><b>Novo Nordisk results show GLP-1s are job 1. Can its crucial Ozempic launch deliver?</b>  Liu, Angus.FiercePharma (Online); Newton (May 2, 2018).</p> <p>...market-leading treatment. The ultrafast-acting mealtime insulin Fiasp, ...  ...competition with Lilly's weekly therapy Trulicity, Novo's daily Victoza—which...  ...Ozempic beat Trulicity at cutting blood sugar and helping patients lose weight....</p>
<p><b>American Banking and Market News: Research Analysts' Weekly Ratings Updates for Eli Lilly and (LLY)</b>  Weblog post. <i>Newstex Finance &amp; Accounting Blogs</i>, Chatham: Newstex. May 7, 2018.</p> <p>...products for the treatment of diabetes; osteoporosis in postmenopausal women...  ...new products like Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo...  ...Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have been driving...</p>

Eli Lilly and Co at UBS Global Healthcare Conference - Final  
Fair Disclosure Wire; Linthicum [Linthicum]22 May 2018.

...on relevance of Jardiance in the overall treatment choice, which is still very...  
...Trulicity, it's growing very nicely. It continues to take share. Things are...  
...market. So how do you think about Trulicity within that and your trajectory in...

Eli Lilly and Co at Jefferies Global Healthcare Conference - Final  
Fair Disclosure Wire; Linthicum [Linthicum]06 June 2018.

...treatment. So I think - I'm presuming Amgen and Novartis looked at that...  
...a lot of the treatment is opioids. So if we can demonstrate a safe drug...  
...Trulicity, you obviously have some fantastic success with that, the leading...

Watchlist News: Weekly Analysts' Ratings Changes for Eli Lilly And Co (LLY)  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jun 13, 2018.

...Animal Health Products. It offers endocrinology products for the treatment of...  
...support in the face of generic competition. Lilly's new products like Trulicity...  
...products like Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have...

ADA: Lilly's Trulicity bests Novo's Victoza, AZ's Bydureon in real-world study  
Sagonowsky, Eric.FiercePharma (Online); Newton (Jun 25, 2018).

...claims data, investigators found that Trulicity patients stayed on treatment...  
...treatment, Brad Woodward, senior medical director of Lilly Diabetes, told...  
...potential 2020 approval of an oral treatment that would be the class' first. ...

Eli Lilly Says New Data Show Advantages of Its Trulicity Diabetes Treatment vs  
Liraglutide and Exenatide QW  
Live Briefs US; Bethesda [Bethesda]25 June 2018.

...-weekly Trulicity are associated with a higher...  
...were more likely to adhere to treatment and stayed on treatment longer with...  
...months and one year of treatment. "We know that people with type 2 diabetes...

Zacks Investment Research: The Zacks Analyst Blog Highlights: PepsiCo, Eli Lilly,  
Broadcom, Biogen and Marathon  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 16, 2018.

...even more wondrous treatments are in the pipeline. Early investors could realize...  
...Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have been driving...

American Banking and Market News: Research Analysts' Updated EPS Estimates for  
July, 17th (AMZN, BOOT, BRG, BRT, BSMX, BTGGF, CBPO, CCHGY, CCS, CDEV)  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 17, 2018.

...Medicine and Specialty Pharmaceuticals. Interventional Medicine offers treatment...  
...increase blood volume and its immunoglobulin products are used for the treatment...  
.... Trulicity is one of Lilly's largest assets. FactSet...

## Lilly diabetes drug Trulicity leapfrogs to No. 2 ad spender for June

Beth Snyder Bulik.FiercePharma (Online); Newton (Jul 18, 2018).

...oral treatment for plaque psoriasis Total estimated spending: \$11.9 million...  
...a row--it's typically No. 2--while Eli Lilly's Trulicity jumped up to that second...  
... Trulicity Movement: Up from No. 9 What is it? Eli Lilly GLP-1 diabetes drug...

**Watchlist News: Eli Lilly And Co (LLY) Given a \$100.00 Price Target at Cantor Fitzgerald**  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 18, 2018.

...Health Products. It offers endocrinology products for the treatment of diabetes;...  
...physicians, two of which we hosted for this call. Trulicity is one of Lilly's...  
...consensus shows a five-year CAGR for Trulicity (2018-23) of ~9.9%. Based on our...

**Zacks Investment Research: Can Eli Lilly (LLY) Keep the Earnings Streak Alive in Q2?**  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 19, 2018.

...in partnership with Incyte Corporation INCY Advanced breast cancer treatment...  
...uptake trends of new products like Trulicity , Taltz, Basaglar, Cyramza,...

... and Effient. While Trulicity sales are being driven by growth in the GLP-1...

**Zacks Investment Research: Lilly (LLY) Issues Update on Diabetes Drug Trulicity Label**  
Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 20, 2018.

...Findings from the trial showed that treatment with Tradjenta led to similar...  
...drug Trulicity's label to include data from a new study, which showed that the...  
... Trulicity in combination with mealtime insulin lispro, experienced improved...

**Q2 2018 Eli Lilly and Co Earnings Call - Final**

Fair Disclosure Wire; Linthicum [Linthicum]24 July 2018.

...Statute as it relates to rebate treatment . We don't know what those are, and...  
...trials ending in 2020 to 18-month treatment period. But depending on enrollment...  
...of our worldwide revenue growth, led by Trulicity , Basaglar, Taltz and Verzenio....

**American Banking and Market News: Eli Lilly And Co (LLY) - Research Analysts' Weekly Ratings Changes**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Jul 24, 2018.

...It offers endocrinology products for the treatment of diabetes; osteoporosis...  
... Trulicity , Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have been driving...  
...two of which we hosted for this call. Trulicity is one of Lilly's largest...

**NIGHTLY BUSINESS REPORT for July 24, 2018, PBS**

Nightly Business Report; Washington Washington: CQ Roll Call. (Jul 24, 2018)

...higher sales of its muscle disease treatment , the biotech company hiked its...  
... GlaxoSmithKline said its experimental drug two treatment for HIV proved to be...  
...outlook based on the results. Helping to drive sales were medicines Trulicity ...

**ELI LILLY AND COMPANY FILES FORM 10-Q -19-**

Dow Jones Institutional News; New York [New York]26 July 2018.

...more information. Revenue of Trulicity, a treatment for type 2 diabetes...  
... Revenue of Humalog, our injectable human insulin analog for the treatment of...  
... increased volume for new pharmaceutical products, including Trulicity (R) ...

**Watchlist News: Eli Lilly And Co (LLY) - Investment Analysts' Weekly Ratings Changes**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Aug 8, 2018.

...Animal Health Products. It offers endocrinology products for the treatment of...  
...products like Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo have...  
...with four physicians, two of which we hosted for this call. Trulicity is one...

**Zacks Investment Research: Big Pharma Players on Strong Footing Ahead of Q4: 4 Picks**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Sep 27, 2018.

...revenue and even more wondrous treatments are in the pipeline. Early investors...  
... Trulicity, Taltz, Basaglar, Cyramza, Jardiance and Lartruvo are driving sales...

**Xconomy: Eli Lilly Strikes Deal for Diabetes Pill to Gain on Novo Nordisk**

Weblog post. *Newstex Trade & Industry Blogs*, Chatham: Newstex. Sep 27, 2018.

...a Chugai diabetes drug that is ready to begin Phase 1 studies as a treatment for...  
... Eli Lilly has a blockbuster diabetes drug, dulaglutide (Trulicity ...

**American Banking and Market News: Equities Research Analysts' Downgrades for September, 28th (AAOI, ATU, BTU, EONGY, LLY, LVS, OMC, PEP, SBUX, THRM)**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Sep 28, 2018.

...newly approved migraine treatment Emgality could emerge as a significant...  
...to a hold rating. According to Zacks, "Lilly's new products like Trulicity ...

**Watchlist News: Analysts' Upgrades for October, 9th (BIOS, CFG, CNA, GHDX, GWRE, IART, IBN, JOE, LLY, LMNX)**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Oct 9, 2018.

... treatment Emgality could emerge as a significant contributor to long term...  
...According to Zacks, "Lilly's new products like Trulicity, Taltz, Basaglar,...

**Zacks Investment Research: Eli Lilly (LLY) to Report Q3 Earnings: What's in the Cards?**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 1, 2018.

...arthritis drug Olumiant (baricitinib) and advanced breast cancer treatment, ...  
...for the preventive treatment of migraine in adults. Investor focus will be on...  
...quarters, strong uptake trends of new products like Trulicity, Taltz, Basaglar,...

**Positive Heart Study for Lilly Diabetes Drug – Market Talk**

Dow Jones Institutional News; New York [New York]05 Nov 2018.

... treatment Trulicity, which is already one of the company's top-selling products....  
...medical meeting next year. The outcome could keep Trulicity on solid competitive...

**Benzinga: Eli Lilly Gets Ready For First Report Post-Elanco IPO**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 5, 2018.

... Trulicity, a type 2 diabetes treatment, demonstrated superiority in the...  
... In Q2 2018, LLY's newer drugs Trulicity, Basaglar, Taltz and Verzenio were...  
...and a potential driver for Trulicity sales, management is likely to provide some...

**New Drugs Boost Lilly's Quarterly Sales – Market Talk**

Dow Jones Institutional News; New York [New York]06 Nov 2018.

... Trulicity jumped 55% and psoriasis treatment Taltz rose 74%, while sales of...

**Eli Lilly Bests Wall Street Expectations in Third Quarter on Stronger Sales of Trulicity**

Live Briefs US; Bethesda [Bethesda]06 Nov 2018.

...sales of new medicines including Trulicity and Basaglar diabetes treatments and...  
...osteoporosis treatment Forteo. Shares of the Indianapolis-based firm were in the...  
...took a bite out of revenue, Lilly said. While revenue from Trulicity jumped...

**Proactive Investors: Eli Lilly tops 3Q earnings and revenue forecasts while lifting guidance; shares climb**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 6, 2018.

...and patients who need new treatment options for serious diseases. We are pleased...  
...said. The new drug Trulicity, which overtook diabetes drug Humalog as Lilly's...  
...for new pharmaceutical products, including Trulicity, Basaglar, Taltz, and...

**Zacks Investment Research: Lilly (LLY) Tops Q3 Earnings, Lifts 2018 Outlook, Stock Up**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 6, 2018.

...breast cancer treatment, Verzenio, launched in the Unites States in late 2017,...  
...Emgality (galcanezumab), its CGRP antibody, for the preventive treatment ...  
...on sales. Volumes rose 12% as increased demand for new products like Trulicity ...

**24/7 Wall St.: Eli Lilly Dips Despite Solid Q3 Results**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 6, 2018.

... treatment options for serious diseases. We are pleased with our progress this...  
... Trulicity revenue increased 55% to \$816.2 million...

**Zacks Investment Research: 4 Reasons Why Lilly is Up More Than 30% This Year So Far**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Nov 26, 2018.

...the second-line treatment of liver cancer and type II diabetes drugs Trulicity ...

**Zolmax.com: Research Analysts' Weekly Ratings Changes for Eli Lilly And Co (LLY)**

Weblog post. *Newstex Global Business Blogs*, Chatham: Newstex. Dec 4, 2018.

...readouts. The newly approved migraine treatment Emgality could emerge as a...  
...offers endocrinology products for the treatment of diabetes; osteoporosis in...  
...to a "hold" rating. According to Zacks, "Lilly's new products like Trulicity ...

**Watchlist News: Eli Lilly And Co (LLY) Upgraded to "Buy" at Zacks Investment Research**

Weblog post. *Newstex Finance & Accounting Blogs*, Chatham: Newstex. Dec 9, 2018.

...It offers endocrinology products for the treatment of diabetes; osteoporosis in...  
... Trulicity, Taltz, Basaglar, Cyramza, Jardiance, Lartruvo and Verzenio are...