

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

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<i>In re Elysium Health—ChromaDex Litigation.</i>	:	Civil Action No. 1:17-cv-07394 (CM)
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**CHROMADDEX, INC.’S ANSWER AND OBJECTION TO
ELYSIUM HEALTH, INC.’S SECOND AMENDED COUNTERCLAIMS**

ChromaDex, Inc. (“ChromaDex”), by and through its undersigned attorneys, hereby submits this Answer in response to the numbered paragraphs of Elysium Health, Inc.’s (“Elysium”) Second Amended Counterclaims, as follows:

NATURE OF THE CASE

1. ChromaDex denies the allegations of ¶ 1, except admits that (a) Elysium sells a product called Basis; and (b) Elysium purchased NR and pterostilbene from ChromaDex from 2014 to mid-2016.
2. ChromaDex denies the allegations of ¶ 2.
3. Paragraph 3 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 3, including the manner and context in which Elysium characterizes ChromaDex’s statements, except admits that (a) ChromaDex sells a product called Tru Niagen; and (b) an advertisement for Tru Niagen included the statements “160+ research collaborations with teams at Dartmouth, MIT & more” and “Nobel Prize Winning Advisors from Stanford & Cambridge.”

4. Paragraph 4 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 4.

5. Paragraph 5 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 5.

6. Paragraph 6 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 6.

7. Paragraph 7 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 7.

8. Paragraph 8 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 8.

9. Paragraph 9 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 9, except admits that (a) it sells NR as an ingredient to other companies; (b) Niagen is ChromaDex's ingredient product; (c) Tru Niagen is ChromaDex's direct-to-consumer product; and (d) the current recommended serving of Tru Niagen contains 300mg of Niagen.

10. Paragraph 10 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required,

ChromaDex denies the allegations in ¶ 10, except refers the Court to the October 24, 2018 press release referenced therein.

11. Paragraph 11 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 11.

12. ChromaDex denies the allegations of ¶ 12, including the manner and context in which Elysium characterizes ChromaDex's statements, except admits that a statement on the Tru Niagen website previously indicated that "Niagen increases NAD by 60%," which was qualified by a footnote, which read "[o]n average at 1000 mg / day for 6 days in 21 people." ChromaDex refers the Court to the Tru Niagen website, for its complete and accurate contents.

13. ChromaDex refers the Court to its response to the allegations of ¶12. ChromaDex denies the allegations of ¶ 13 in all other respects, including the manner and context in which Elysium characterizes ChromaDex's statements.

14. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 14, except refers the Court to the comments described therein.

15. Paragraph 15 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 15.

16. Paragraph 16 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 16.

17. Paragraph 17 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 17.

18. Paragraph 18 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 18.

19. Paragraph 19 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 19.

20. ChromaDex denies the allegations of ¶ 20, except admits that the molecule NR was first described as a growth factor for bacterial in the 1940s.

21. ChromaDex denies the allegations of ¶ 21.

22. ChromaDex denies the allegations of ¶ 22, and refers the Court to the website for Tru Niagen, which is maintained by ChromaDex, for its complete and accurate contents.

23. ChromaDex denies the allegations of ¶ 23, except admits that it maintains a website for Tru Niagen and refers the Court to that website, for its complete and accurate contents.

24. ChromaDex denies the allegations of ¶ 24.

25. ChromaDex denies the allegations of ¶ 25.

26. ChromaDex admits that (a) NDIN 882 recommended that daily intake of Niagen not exceed 180 mg; (b) NDIN 1062 recommended that daily intake of Niagen not exceed 300 mg; and (c) at all times in which ChromaDex sold its consumer product, Tru Niagen, the

ingredient Niagen was “Generally Recognized As Safe.” ChromaDex denies the allegations of ¶ 26 in all other respects.

27. ChromaDex denies the allegations of ¶ 27.

28. ChromaDex denies the allegations of ¶ 28, except is without sufficient knowledge or information to form a belief as to what the FDA considered in its review process.

29. ChromaDex denies the allegations of ¶ 29.

30. ChromaDex denies the allegations of ¶ 30, except admits that Elysium sells a product called Basis.

31. ChromaDex admits that (a) ChromaDex has tested Elysium’s product on occasion; and (b) Elysium sells a product called Basis, which contains NR and other ingredients.

32. ChromaDex denies the allegations of ¶ 32.

33. ChromaDex denies the allegations of ¶ 33, except is without sufficient knowledge or information to form a belief as to the testing which Basis purportedly underwent.

34. Paragraph 34 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 34.

35. ChromaDex denies the allegations of ¶ 35.

36. ChromaDex denies the allegations of ¶ 36.

37. ChromaDex denies the allegations of ¶ 37.

38. Paragraph 38 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 38.

39. Paragraph 39 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 39, except admits that the Tru Niagen website previously displayed a video titled “Awaken Your Cells with Tru Niagen.” ChromaDex is without sufficient knowledge or information to form a belief as to Elysium’s advertisements for Basis.

40. Paragraph 40 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 40.

41. Paragraph 41 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 41.

FACTUAL ALLEGATIONS

42. ChromaDex admits that (a) Tru Niagen contains NR; (b) Basis contains NR and other ingredients; (c) ChromaDex markets Tru Niagen nationwide; (d) on information and belief, Elysium markets Basis nationwide; (e) Elysium is a former customer of ChromaDex; (f) Elysium currently obtains NR from an unknown source; (g) Tru Niagen is sold directly to consumers; and (h) ChromaDex and Elysium are currently competitors. ChromaDex denies the allegations of ¶ 42 in all other respects.

43. ChromaDex admits that (a) ChromaDex markets Tru Niagen nationwide; (b) ChromaDex sells Tru Niagen via an interactive website, which has the URL www.truniagen.com; (c) the Tru Niagen website contains links which graphically display the words “Buy Now”; (d) consumers can purchase individual bottles or bottle packs of Tru Niagen, or they can purchase a subscription; and (e) ChromaDex has sold Tru Niagen to clients in New York. ChromaDex denies the allegations of ¶ 43 in all other respects.

44. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 44.

45. Paragraph 45 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 45.

46. Paragraph 46 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 46, including the manner and context in which Elysium characterizes ChromaDex's statements, except refers the Court to the October 24, 2018 press release referenced therein.

47. Paragraph 47 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 47 and refers the Court to the Tru Niagen website.

48. Paragraph 48 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 48, including the manner and context in which Elysium characterizes ChromaDex's statements, except admits that Dr. Brenner co-authored an article titled "Nicotinamide riboside is uniquely and orally bioavailable in mice and humans" and published in *Nature Communications*.

49. ChromaDex refers the Court to its response to the allegations of ¶12. ChromaDex denies the allegations of ¶ 49 in all other respects, including the manner and context in which Elysium characterizes ChromaDex's statements.

50. ChromaDex denies the allegations in ¶ 50.

51. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 51.

52. Paragraph 52 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 52.

53. Paragraph 53 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 53.

54. Paragraph 54 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 54 except admits that ChromaDex was a collaborator in a study titled "A Study Investigating the Effects of Niagen™ in Healthy Adults" and completed in March 2017.

55. Paragraph 55 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 55.

56. Paragraph 56 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 56.

57. ChromaDex denies the allegations of ¶ 57, including the manner and context in which Elysium characterizes ChromaDex's statements, except admits that a statement on the Tru Niagen website indicates, "TRU NIAGEN® helps your cells generate the energy they need to perform optimally, be resilient to stress, and maintain health whether you're playing in the big

game, finding your one-rep max, or it's active recovery day." ChromaDex refers the Court to the Tru Niagen website for its complete and accurate contents as well as the article titled "Chronic nicotinamide riboside supplementation is well-tolerated and elevates NAD⁺ in healthy middle-aged and older adults," published in *Nature Communications* on March 29, 2018.

58. ChromaDex refers the Court to its response to the allegations of ¶12. ChromaDex denies the allegations of ¶ 58 in all other respects, including the manner and context in which Elysium characterizes ChromaDex's statements.

59. ChromaDex refers the Court to its response to the allegations of ¶12. ChromaDex denies the allegations of ¶ 59 in all other respects, including the manner and context in which Elysium characterizes ChromaDex's statements.

60. ChromaDex admits that the daily recommended intake of Niagen is 300 mg. ChromaDex denies the allegations in ¶ 60 in all other respects.

61. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 61, as they relate to a review on Amazon.com. ChromaDex denies the allegations of ¶ 61, in all other respects.

62. Paragraph 62 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 62.

63. Paragraph 63 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 63.

64. Paragraph 64 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 64.

65. ChromaDex admits that (a) the “FAQ” page of the Tru Niagen website states that “[i]n 2004, Charles Dr. Brenner PhD discovered a unique and overlooked form of vitamin B3 (nicotinamide riboside) that is a natural precursor to NAD;” (b) the molecule NR was first described as a growth factor for bacterial in the 1940s; and (c) Dr. Brenner discovered the vitamin activity of NR in 2004 and the use of NR to increase NAD+. ChromaDex denies the allegations of ¶ 65 in all other respects, including the manner and context in which Elysium characterizes ChromaDex’s statements.

66. ChromaDex refers the Court to its responses to the allegations of ¶ 65 and admits that the “Our Product” section of the Tru Niagen website previously stated that “Tru Niagen is a specialized form of vitamin B3 discovered by our Chief Scientific Advisor Charles Dr. Brenner, PhD and developed specifically to increase NAD more effectively than any other B3 before it.” ChromaDex denies the allegations of ¶ 66 in all other respects, including the manner and context in which Elysium characterizes ChromaDex’s statements.

67. ChromaDex refers the Court to its responses to the allegations of ¶ 65, and otherwise denies the allegations of ¶ 67.

68. ChromaDex refers the Court to its responses to the allegations of ¶ 65, and otherwise denies the allegations of ¶ 68.

69. ChromaDex refers the Court to its responses to the allegations of ¶ 65, and otherwise denies the allegations of ¶ 69.

70. ChromaDex denies the allegations of ¶ 70.

71. ChromaDex denies the allegations of ¶ 71, except admits that the molecule NR was first described as a growth factor for bacterial in the 1940s.

72. Paragraph 72 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 72.

73. Paragraph 73 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 73.

74. ChromaDex denies the allegations of ¶ 74, and refers the Court to the Tru Niagen website, for its complete and accurate contents.

75. ChromaDex admits that the Tru Niagen website states that (a) “NR is a patented ingredient, only sold as NIAGEN®. ChromaDex holds the patent rights to NR, and sells the ingredient to consumers as TRU NIAGEN®”; and (b) “If you are taking or plan to purchase an NR supplement, look at your label to ensure ‘NIAGEN®’ appears under the ‘Supplement Facts.’” ChromaDex denies the allegations of ¶ 75 in all other respects, including the manner and context in which Elysium characterizes ChromaDex’s statements, and refers the Court to the Tru Niagen website, for its complete and accurate contents.

76. ChromaDex denies the allegations of ¶ 76, and refers the Court to the Tru Niagen website, for its complete and accurate contents.

77. Paragraph 77 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 77.

78. ChromaDex denies the allegations of ¶ 78, except admits that (a) Basis contains NR and other ingredients; and (b) ChromaDex and Elysium are currently competitors.

79. ChromaDex denies the allegations of ¶ 79, except admits that (a) Elysium sells a product called Basis, which contains NR and other ingredients; and (b) ChromaDex has tested Elysium's product on occasion.

80. Paragraph 80 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 80.

81. ChromaDex denies the allegations of ¶ 81, including the manner and context in which Elysium characterizes ChromaDex's statements, except admits that the Tru Niagen website displays (a) a full color image of a bottle of Tru Niagen; (b) an unlabeled, generic, white container; and (c) the text "IS YOUR NICOTINAMIDE RIBOSIDE AUTHENTIC, SAFE, & EFFECT?"

82. Paragraph 82 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 82.

83. Paragraph 83 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 83.

84. ChromaDex denies the allegations of ¶ 84.

85. ChromaDex denies the allegations of ¶ 85, except admits that ChromaDex sent two NDI notifications and a GRAS finding to the FDA, related to Niagen, and refers the Court to the Tru Niagen website, for its complete and accurate contents.

86. ChromaDex denies the allegations of ¶ 86.

87. ChromaDex denies the allegations of ¶ 87, except is without sufficient knowledge or information to form a belief as to what the FDA considered in its review process.

88. ChromaDex denies the allegations of ¶ 88.

89. ChromaDex admits the allegations of ¶ 89.

90. ChromaDex refers the Court to its responses to the allegations of ¶¶ 75 and 85.

ChromaDex denies the allegations of ¶ 90 in all other respects, including the manner and context in which Elysium characterizes ChromaDex's statements.

91. ChromaDex denies the allegations of ¶ 91.

92. Paragraph 92 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 92.

93. ChromaDex admits that it submitted an NDI notification on or about August 24, 2015, and supplemented its notification on or about October 13, 2015 and October 30, 2015. ChromaDex denies the allegations of ¶ 93 in all other respects, and refers the Court to the documents referenced therein, for their complete and accurate contents.

94. ChromaDex admits that it received correspondence from the FDA on or about November 3, 2015, which stated in part: "Please note that acceptance of this notification for filing is a procedural matter, and thus, does not constitute a finding by FDA that the new dietary ingredient or supplement that contains the new dietary ingredient is safe or is not adulterated under 21 U.S.C. 342." ChromaDex denies the allegations of ¶ 94 in all other respects, including the manner and context in which Elysium characterizes the FDA's written statements, and refers the Court to the document referenced therein, for its complete and accurate contents.

95. ChromaDex admits that (a) it submitted an NDI notification on or about December 27, 2017; and (b) it received correspondence from the FDA on or about March 7, 2018, which stated in part: “Please note that acceptance of this notification for filing is a procedural matter, and thus, does not constitute a finding by FDA that the new dietary ingredient or supplement that contains the new dietary ingredient is safe or is not adulterated under 21 U.S.C. § 342.” ChromaDex denies the allegations of ¶ 95 in all other respects, including the manner and context in which Elysium characterizes the FDA’s written statements, and refers the Court to the document referenced therein, for its complete and accurate contents.

96. ChromaDex admits that (a) it operates a regulatory consulting business, called Spherix Consulting, Inc.; and (b) Spherix Consulting, Inc. offers services related to NDI notifications. ChromaDex denies the allegations of ¶ 96 in all other respects.

97. Paragraph 97 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 97.

98. ChromaDex admits that it submitted on March 8, 2016, through Spherix Consulting, Inc., a correspondence stating that a panel of expert toxicologists found Niagen to be “Generally Recognized As Safe.” ChromaDex denies the allegations of ¶ 98 in all other respects, and refers the Court to this correspondence, for its complete and accurate contents.

99. ChromaDex admits that, on or about August 3, 2016, the FDA sent a correspondence to ChromaDex, which stated in part that: “Based on the information provided by ChromaDex, as well as other information available to FDA, the agency has no questions at this time regarding ChromaDex’s conclusion that NR is GRAS under the intended conditions of use.”

ChromaDex denies the allegations of ¶ 99 in all other respects, and refers the Court to this correspondence, for its complete and accurate contents.

100. ChromaDex admits that, on or about August 3, 2016, the FDA sent a correspondence to ChromaDex, which stated in part that: (a) “In its review of ChromaDex’s notice that NR is GRAS for the intended uses, FDA did not consider whether section 301(l) or any of its exemptions apply to foods containing NR. Accordingly, this response should not be construed to be a statement that foods that contain NR, if introduced or delivered for introduction into interstate commerce, would not violate section 301(l)”; and (b) “The agency has not, however, made its own determination regarding the GRAS status of the subject use of NR. As always, it is the continuing responsibility of ChromaDex to ensure that food ingredients that the firm markets are safe, and are otherwise in compliance with all applicable legal and regulatory requirements.” ChromaDex denies the allegations of ¶ 100 in all other respects, and refers the Court to this correspondence, for its complete and accurate contents

101. ChromaDex denies the allegations of ¶ 101.

102. ChromaDex admits that (a) it operates a regulatory consulting business, called Spherix Consulting, Inc.; and (b) Spherix Consulting, Inc. offers services related to GRAS notices. ChromaDex denies the allegations of ¶ 102 in all other respects.

103. Paragraph 103 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 103.

104. ChromaDex denies the allegations of ¶ 104.

105. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 105.

106. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 106.

107. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 107.

108. Paragraph 108 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 108.

109. ChromaDex admits that (a) NDIN 882 recommended that daily intake of Niagen not exceed 180 mg; (b) NDIN 1062 recommended that daily intake of Niagen not exceed 300 mg; and (c) at all times in which ChromaDex sold its consumer Niagen product, Tru Niagen, Niagen was also "Generally Recognized As Safe." ChromaDex denies the allegations of ¶ 109 in all other respects.

110. ChromaDex denies the allegations of ¶ 110.

111. ChromaDex admits that, in general, the NDI and GRAS processes are not intended to test or review efficacy of an ingredient or food. ChromaDex denies the allegations of ¶ 111 in all other respects.

112. Paragraph 112 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 112.

113. Paragraph 113 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 113.

114. Paragraph 114 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 114.

115. Paragraph 115 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 115.

116. Paragraph 116 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations of ¶ 116, except admits that at the bottom of the pages of the Tru Niagen website, it states "[t]hese statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."

117. Paragraph 117 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 117.

118. ChromaDex admits (a) it is aware of the blog called "Right of Assembly"; (b) its personnel have met the individual who, upon information and belief, controls the "Right of Assembly" blog, on one occasion. ChromaDex denies the allegations in ¶ 118 in all other respects.

119. ChromaDex denies the allegations in ¶ 1119.

120. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of the allegations of ¶ 120.

121. ChromaDex denies the allegations in ¶ 121.

122. Paragraph 122 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 122.

123. ChromaDex denies the allegations of ¶ 123, except denies sufficient knowledge or information to form a belief as to the truth of Elysium’s assertions regarding the text of the blog posts described therein.

124. ChromaDex admits that AboutNAD.com is a website maintained by ChromaDex. ChromaDex denies the allegations in ¶ 124 in all other respects.

125. ChromaDex denies the allegations of ¶ 125.

126. ChromaDex denies the allegations of ¶ 126, except denies sufficient knowledge or information to form a belief as to the truth of Elysium’s assertions regarding the text of the reviews described therein.

127. Paragraph 127 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 127.

128. Paragraph 128 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 128, including the manner and context in which Elysium characterizes ChromaDex’s statements, except admits that (a) a press release stated that “ChromaDex has pioneered NAD research by investing millions of dollars in safety and human clinical trials on its patent-protected NR (commercially known as Niagen). ChromaDex has supplied Niagen at no cost to more than 160 leading institutions for research;” and (b) on a November 10, 2016 earnings call, a ChromaDex representative stated “It’s also important to note

that ChromaDex is not paying for these studies, and we believe that collectively, these collaborative studies should result in somewhere in the range of \$40 million to \$50 million in research dollars spent on nicotinamide riboside.”

129. Paragraph 129 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 129.

130. Paragraph 130 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 130.

131. Paragraph 131 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 131.

132. Paragraph 132 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 132.

133. Paragraph 133 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 133, except admits that the Tru Niagen website previously displayed a video titled “Awaken Your Cells with Tru Niagen.”

134. Paragraph 134 contains Elysium’s characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 134.

135. ChromaDex denies sufficient knowledge or information to form a belief as to the truth of Elysium's assertion that it owns U.S. copyright registration number PA 2-055-434.

136. Paragraph 136 contains Elysium's characterizations of its claims, legal assertions, and conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations of ¶ 136, except admits that an image of a lightbulb was previously displayed in an advertisement for Tru Niagen. ChromaDex is without sufficient knowledge or information to form a belief as to Elysium's assertions regarding its advertisements for Basis.

FIRST COUNTERCLAIM FOR RELIEF

(FALSE ADVERTISING UNDER 15 U.S.C. § 1125(a))

137. ChromaDex incorporates its responses to each and every allegation, as set forth above.

138. Paragraph 138 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 138.

139. Paragraph 139 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 139.

140. Paragraph 140 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 140.

141. Paragraph 141 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 141.

SECOND COUNTERCLAIM FOR RELIEF

(FEDERAL UNFAIR COMPETITION UNDER 15 U.S.C. § 1125(a))

142. ChromaDex incorporates its responses to each and every allegation, as set forth above.

143. Paragraph 143 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 143.

144. Paragraph 144 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 144.

145. Paragraph 145 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 145.

THIRD COUNTERCLAIM FOR RELIEF

(DECEPTIVE PRACTICES UNDER NEW YORK GENERAL BUSINESS LAW § 349)

146. ChromaDex incorporates its responses to each and every allegation, as set forth above.

147. Paragraph 147 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 147.

148. Paragraph 148 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 148.

149. Paragraph 149 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 149.

FOURTH COUNTERCLAIM FOR RELIEF

(COPYRIGHT INFRINGEMENT UNDER COPYRIGHT ACT §§ 106 & 501)

150. ChromaDex incorporates its responses to each and every allegation, as set forth above.

151. Paragraph 151 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 151.

152. Paragraph 152 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 152.

153. Paragraph 153 asserts argument and legal conclusions to which no response is required. To the extent a response is required, ChromaDex denies the allegations in ¶ 153.

PRAYER FOR RELIEF

The Prayer for Relief describes the relief sought by Elysium and does not require a responsive pleading. To the extent a response is required, ChromaDex hereby denies that Elysium is entitled to any relief whatsoever.

DEFENSES AND AFFIRMATIVE DEFENSES

Unless otherwise specified, all defenses and affirmative defenses are asserted as to all counterclaims. Assertion by ChromaDex of any affirmative defense or any other defense shall not be deemed a concession that ChromaDex has the burden of proof with respect to any of them.

FIRST AFFIRMATIVE DEFENSE

The Counterclaims fails to state a claim upon which relief can be granted.

SECOND AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because Elysium lacks standing to assert them.

THIRD AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's conduct and statements did not misrepresent the nature, characteristics or qualities of its goods, services and/or commercial activities.

FOURTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's conduct and statements have not resulted in any injuries, damages, or harm, and have not deceived the public.

FIFTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, by the First Amendment to the Constitution of the United States.

SIXTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's statements, as alleged by Elysium, were not false or misleading statements of fact.

SEVENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's statements, as alleged by Elysium, were not directed at consumers.

EIGHTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in part, because any purported violations did not occur in New York.

NINTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's statements, as alleged by Elysium, were not commercial advertising or promotion.

TENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex's statements did not injure the public at large.

ELEVENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, by the equitable doctrines of waiver, laches, estoppel, acquiescence, or unclean hands.

TWELEFTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because Elysium's injuries or damages, if any, were directly and proximately caused and contributed to by Elysium's own

conduct, acts, omissions, activities, carelessness, recklessness, negligence, and/or intentional misconduct.

THIRTEENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because ChromaDex is not liable for the acts of others over whom it has no control.

FOURTEENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because any representations which may have been made by ChromaDex were based on information supplied to ChromaDex by other sources, which information ChromaDex believed to be true, and/or were otherwise made in good faith and with genuine belief that they had a reasonable factual and historical basis.

FIFTEENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because the statements upon which Elysium bases its claims are puffery that cannot serve as a basis to establish liability against ChromaDex.

SIXTEENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, by the applicable statutes of limitations.

SEVENTEENTH AFFIRMATIVE DEFENSE

The Counterclaims are barred, in whole or in part, because they are duplicative.

RESERVATION OF RIGHTS

ChromaDex reserves the right to assert additional defenses that may present themselves during these proceedings and hereby reserves the right to amend its Answer to assert any such defenses.

PRAYER FOR RELIEF

WHEREFORE, ChromaDex prays for judgment as follows:

1. For judgment in favor of ChromaDex on the Counterclaims;
2. For attorneys' fees and costs incurred to the extent permitted by law; and
3. For such other and further relief as this Court may deem just and proper.

Dated: New York, New York
July 24, 2019

COOLEY LLP

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