



BLA 103705/5343

**SUPPLEMENT BLA APPROVAL**

January 6, 2011

Genentech, Inc.  
Attention: Michelle Rohrer, Ph.D.  
Vice President, Regulatory Affairs  
1 DNA Way MS# 241B  
South San Francisco, CA 94080-4990

Dear Dr. Rohrer:

Please refer to your Supplemental Biologics License Application (sBLA), dated September 28, 2010, received September 29, 2010, submitted under section 351 of the Public Health Service Act for Rituxan (rituximab).

This “Changes Being Effected” labeling supplement to your biologics license application proposes to update the Warnings and Precautions, Hepatitis B Virus Reactivation subsection of the package insert.

We have completed our review of this supplemental application, as amended. It is approved, effective on the date of this letter, for use as recommended in the enclosed, agreed-upon labeling text.

**CONTENT OF LABELING**

As soon as possible, but no later than 14 days from the date of this letter, submit, via the FDA automated drug registration and listing system (eLIST), the content of labeling [21 CFR 601.14(b)] in structured product labeling (SPL) format, as described at <http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm>, that is identical to the enclosed labeling (text for the package insert and Medication Guide) and include the labeling changes proposed in any pending “Changes Being Effected” (CBE) supplements. Information on submitting SPL files using eLIST may be found in the guidance for industry titled “SPL Standard for Content of Labeling Technical Qs and As” at <http://www.fda.gov/downloads/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/UCM072392.pdf>. For administrative purposes, please designate this submission “**Product Correspondence – Final SPL for approved BLA STN 103705/5343.**”

Also within 14 days, amend all pending supplemental applications for this BLA, including pending “Changes Being Effected” (CBE) supplements, for which FDA has not yet issued an action letter, with the content of labeling [21 CFR 601.12(f)] in MS Word format that includes the changes approved in this supplemental application.

The SPL will be accessible via publicly available labeling repositories.

### **PROMOTIONAL MATERIALS**

All promotional materials for your drug product that include representations about your drug product must be promptly revised to make it consistent with the labeling changes approved in this supplement, including any new safety information [21 CFR 601.12(a)(4)]. The revisions to your promotional materials should include prominent disclosure of the important new safety information that appears in the revised package labeling. Within 7 days of receipt of this letter, submit your statement of intent to comply with 21 CFR 601.12(a)(4) to the address above or by fax to 301-847-8444.

### **LETTERS TO HEALTH CARE PROFESSIONALS**

If you decide to issue a letter communicating important safety-related information about this drug product (i.e., a “Dear Health Care Professional” letter), we request that you submit, at least 24 hours prior to issuing the letter, an electronic copy of the letter to this BLA to the following address:

MedWatch Program  
Office of Special Health Issues  
Food and Drug Administration  
10903 New Hampshire Ave  
Building 32, Mail Stop 5353  
Silver Spring, MD 20993

### **REPORTING REQUIREMENTS**

We remind you that you must comply with reporting requirements for an approved BLA (in 21 CFR 600.80 and in 21 CFR 600.81).

If you have any questions, call Gina Davis, Regulatory Project Manager, at (301) 796-0704.

Sincerely,

/Jeffrey Summers, M.D./

Jeffrey Summers, M.D.

Deputy Director of Safety

Division of Biologic Oncology Products

Office of Oncology Drug Products

Center for Drug Evaluation and Research

Center for Drug Evaluation and Research

ENCLOSURE:

Content of Labeling