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UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF CALIFORNIA

██████████ Individually and on Behalf  
of All Others Similarly Situated,

Plaintiff,

vs.

ACADIA PHARMACEUTICALS  
INC., ULI HACKSELL and STEPHEN  
R. DAVIS,

Defendants.

Case No. '15CV0575 BTM DHB

CLASS ACTION

COMPLAINT FOR VIOLATION OF  
THE FEDERAL SECURITIES LAWS

DEMAND FOR JURY TRIAL

1 Plaintiff, individually and on behalf of all others similarly situated, by  
2 plaintiff's undersigned attorneys, for plaintiff's complaint against defendants, alleges  
3 the following based upon personal knowledge as to plaintiff and plaintiff's own acts,  
4 and upon information and belief as to all other matters based on the investigation  
5 conducted by and through plaintiff's attorneys, which included, among other things, a  
6 review of Securities and Exchange Commission ("SEC") filings by ACADIA  
7 Pharmaceuticals Inc. ("ACADIA" or the "Company"), as well as media reports about  
8 the Company. Plaintiff believes that substantial additional evidentiary support will  
9 exist for the allegations set forth herein after a reasonable opportunity for discovery.

### 10 INTRODUCTION AND OVERVIEW

11 1. This is a class action for violations of the anti-fraud provisions of the  
12 federal securities laws on behalf of all persons who purchased ACADIA publicly  
13 traded securities between February 26, 2015 and March 11, 2015, inclusive (the  
14 "Class Period"), and who were damaged thereby.

15 2. ACADIA is a biopharmaceutical company focused on the development  
16 and commercialization of medicines to address unmet medical needs in neurological  
17 and related central nervous system disorders. ACADIA has a pipeline of product  
18 candidates led by NUPLAZID™ (pimavanserin), which is in Phase III development as  
19 a treatment for Parkinson's disease psychosis ("PDP").

20 3. On March 11, 2015, ACADIA issued a press release announcing a  
21 change in the timing of its planned New Drug Application ("NDA") submission to the  
22 U.S. Food and Drug Administration ("FDA") for NUPLAZID. The Company had  
23 previously planned to submit the NDA for NUPLAZID in the first quarter of 2015,  
24 now, however, it planned to submit its NUPLAZID NDA for the treatment of PDP in  
25 the second half of 2015.

26 4. In a separate press release the same day, ACADIA announced the abrupt  
27 retirement of the Company's Chief Executive Officer ("CEO") and director, Uli  
28 Hacksell ("Hacksell").



1           13. The Individual Defendants, because of their positions with the Company,  
2 possessed the power and authority to control the contents of ACADIA's quarterly  
3 reports, press releases and presentations to securities analysts, money and portfolio  
4 managers and institutional investors, *i.e.*, the market. They were provided with copies  
5 of the Company's reports and press releases alleged herein to be misleading prior to or  
6 shortly after their issuance and had the ability and opportunity to prevent their  
7 issuance or cause them to be corrected. Because of their positions with the Company,  
8 and their access to material non-public information available to them but not to the  
9 public, the Individual Defendants knew that the adverse facts specified herein had not  
10 been disclosed to and were being concealed from the public and that the positive  
11 representations being made were then materially false and misleading. The Individual  
12 Defendants are liable for the false and misleading statements pleaded herein.

13                           **FRAUDULENT SCHEME AND COURSE OF BUSINESS**

14           14. Defendants are liable for: (i) making false statements; or (ii) failing to  
15 disclose adverse facts known to them about ACADIA. Defendants' fraudulent  
16 scheme and course of business that operated as a fraud or deceit on purchasers of  
17 ACADIA publicly traded securities was a success, as it: (i) deceived the investing  
18 public regarding ACADIA's prospects and business; (ii) artificially inflated the prices  
19 of ACADIA securities; and (iii) caused plaintiff and other members of the Class to  
20 purchase ACADIA publicly traded securities at artificially inflated prices.

21                           **SCIENTER ALLEGATIONS**

22           15. During the Class Period, the defendants had the motive and opportunity  
23 to commit the alleged fraud. Defendants also had actual knowledge of the misleading  
24 statements they made and/or acted in reckless disregard of the true information known  
25 to them at the time. In doing so, the defendants participated in a scheme to defraud  
26 and committed acts, practices and participated in a course of business that operated as  
27 a fraud or deceit on purchasers of ACADIA publicly traded securities during the Class  
28 Period.

1 **BACKGROUND**

2 16. ACADIA is a biopharmaceutical company focused on the development  
3 and commercialization of innovative medicines to address unmet medical needs in  
4 neurological and related central nervous system disorders. ACADIA has a pipeline of  
5 product candidates led by NUPLAZID (pimavanserin), for which the Company  
6 reported positive Phase III trial results as a treatment for PDP and which has the  
7 potential to be the first drug approved in the United States for this disorder.

8 17. The Company had previously told investors that the NUPLAZID NDA  
9 would be filed with the FDA by the end of 2014. The deadline slipped to the first  
10 quarter of 2015. Investors were keenly focused on the progress of the NDA  
11 submission.

12 **DEFENDANTS' MATERIALLY FALSE AND MISLEADING**  
13 **STATEMENTS DURING THE CLASS PERIOD**

14 18. On February 26, 2015, ACADIA issued a press release announcing its  
15 2014 fourth quarter and year-end financial results (for the year ended December 31,  
16 2014). The Company reported a net loss of \$28.4 million, or (\$0.28) diluted earnings  
17 per share ("EPS") and collaborative revenue of \$47,000 for the fourth quarter of 2014.  
18 Additionally, the Company reported a net loss of \$92.5 million, or (\$0.95) diluted  
19 EPS, and collaborative revenue of \$120,000 for the year ended December 31, 2014.  
20 The release stated in pertinent part as follows:

21 "Our accomplishments in 2014, highlighted by NUPLAZID™  
22 receiving Breakthrough Therapy designation from the FDA, our  
23 strengthened balance sheet, and our commercial preparations, set the  
24 stage for a promising 2015," said Uli Hacksell, Ph.D., Chief Executive  
25 Officer of ACADIA. "Importantly, we continue to advance our  
26 Parkinson's disease psychosis program towards registration and *remain*  
27 *on track to submit our New Drug Application to the FDA in the first*  
28 *quarter of 2015.*"

25 "We have an important year ahead of us as we continue to add to  
26 our commercial capabilities and prepare for the planned launch of  
27 NUPLAZID in the United States. We also plan to initiate studies with  
28 pimavanserin where new therapies are greatly needed, including  
schizophrenia and sleep disturbances in Parkinson's patients, as well as  
continuing our ongoing Phase II study with pimavanserin in Alzheimer's  
disease psychosis. Additionally, we will prepare a Marketing

1 Authorization Application for NUPLAZID for submission in Europe. In  
2 all, 2015 will be a pivotal year for ACADIA as we advance NUPLAZID  
3 towards commercialization in the United States and broaden the program  
4 into additional neurological and psychiatric indications for which there  
5 are large unmet medical needs.”

6 \* \* \*

7 *2014 Highlights*

8 *NUPLAZID (pimavanserin)*

- 9 • FDA granted Breakthrough Therapy designation to NUPLAZID  
10 for the treatment of Parkinson’s disease psychosis (PDP).
- 11 • Conducted successful pre-NDA meetings with the FDA for  
12 NUPLAZID.
- 13 • FDA provisionally accepted the trade name “NUPLAZID”™ for  
14 pimavanserin.
- 15 • Presented caregiver burden data from Phase III PDP program at  
16 the 10th Annual International Congress of Non-Motor  
17 Dysfunctions in Parkinson’s Disease and Related Disorders.
- 18 • Continued to enroll patients in the ongoing Phase II study with  
19 pimavanserin in Alzheimer’s disease psychosis.
- 20 • Advanced commercial preparations for the planned launch of  
21 NUPLAZID, comprising extensive market research, foundational  
22 access and reimbursement research, national and regional  
23 scientific advisory boards, pricing analysis, sales force sizing, and  
24 adding to the leadership of the commercial team.

25 19. After releasing its financial results for its 2014 fourth quarter and year  
26 end, ACADIA hosted a conference call for analysts, media representatives and  
27 investors during which defendant Hacksell represented the following:

28 Thank you Terry. The stage is set for what I believe will be a very  
exciting year at ACADIA and we're off to a strong start in 2015. Our  
priorities are clear. ***We plan to submit our NDA for NUPLAZID during  
the first quarter of 2015, continue to build out our commercial  
capabilities to prepare for the planned launch of NUPLAZID,*** and we  
will pursue the development of pimavanserin for other neurological and  
psychiatric disorders that are underserved by currently available  
antipsychotic drugs. We also will prepare a submission for NUPLAZID  
in Europe.

As far as our organization, ***we are expanding our existing  
infrastructure to support the planned launch*** and commercialization of  
NUPLAZID, including adding to our commercial structure, ***commercial  
level manufacturing,*** medical affairs, quality control and compliance.  
We have brought in highly qualified individuals with extensive

1 experience in their functional domain and in CNS products. I am thrilled  
2 to see the high level of collaboration across functions.

3 20. On March 10, 2015, ACADIA's stock price surged 18% to \$45.88 per  
4 share on speculation that the Company would be acquired. The Company cancelled  
5 two healthcare investor conferences without explanation. This signaled to the market  
6 that a deal to buy ACADIA was about to be announced. The Company did not inform  
7 the market of its problems with the NDA.

8 21. Then, on March 11, 2015, ACADIA issued a press release announcing a  
9 change in the timing of its planned NDA submission to the FDA for NUPLAZID.  
10 The Company had previously planned to submit the NDA for NUPLAZID in the first  
11 quarter of 2015, now, however, it planned to submit its NUPLAZID NDA for the  
12 treatment of PDP in the *second half of 2015*. The release stated in part:

13 "We have concluded that additional time is needed to complete the  
14 readiness of our commercial manufacturing systems," said Steve Davis,  
15 Interim Chief Executive Officer of ACADIA. "While we are very  
16 disappointed with the change in timing, we believe that this is the  
17 prudent course of action to take. We are working expeditiously to ensure  
18 that our systems are robust and ready for FDA review and commercial  
19 launch. Importantly, we remain confident in the safety and efficacy  
20 package supporting the NDA of NUPLAZID, which received  
21 Breakthrough Therapy designation from the FDA last year."

22 22. In a separate press release the same day, ACADIA announced the abrupt  
23 retirement of defendant Hacksell.

24 23. In fact, contrary to the Company's assurances in February 2015,  
25 ACADIA was not on track to submit the NUPLAZID NDA during the first quarter of  
26 2015.

27 24. As a result of this news, ACADIA common stock dropped \$9.94 per  
28 share to close at \$34.82 per share on March 12, 2015, a one-day decline of 22% on  
volume of 15 million shares.

### LOSS CAUSATION/ECONOMIC LOSS

25 25. During the Class Period, defendants made false and misleading  
26 statements regarding the timing of the NDA submission for NUPLAZID and engaged  
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1 in a scheme to deceive the market. Defendants' conduct artificially inflated the prices  
2 of ACADIA securities and operated as a fraud or deceit on the Class (as defined  
3 below). Later, when defendants' prior misrepresentations were disclosed to market  
4 participants, the price of ACADIA stock plummeted as the prior artificial inflation  
5 came out of the stock price. As a result of their purchases of ACADIA publicly traded  
6 securities during the Class Period, plaintiff and members of the Class suffered  
7 economic loss, *i.e.*, damages, under the federal securities laws.

8 **APPLICABILITY OF PRESUMPTION OF RELIANCE**

9 26. Plaintiff and the Class are entitled to a presumption of reliance. During  
10 the Class Period, defendants made material misstatements and omissions that  
11 artificially inflated the prices of ACADIA securities. Plaintiff and other members of  
12 the Class purchased ACADIA publicly traded securities between the time defendants  
13 issued their initial misstatements on February 26, 2015 and the time the true facts  
14 were disclosed on March 11, 2015, without knowledge of the misrepresented and  
15 omitted facts. At all relevant times, the market for ACADIA securities was efficient  
16 and the prices of ACADIA securities were impacted by defendants' misstatements and  
17 omissions.

18 **COUNT I**

19 **For Violation of §10(b) of the 1934 Act and Rule 10b-5**  
20 **Against All Defendants**

21 27. Plaintiff incorporates ¶¶1-26 by reference.

22 28. During the Class Period, defendants disseminated or approved the false  
23 statements specified above, which they knew or recklessly disregarded were  
24 misleading in that they contained misrepresentations and failed to disclose material  
25 facts necessary in order to make the statements made, in light of the circumstances  
26 under which they were made, not misleading.

27 29. Defendants violated §10(b) of the 1934 Act and Rule 10b-5 in that they:

28 (a) Employed devices, schemes, and artifices to defraud;

1 (b) Made untrue statements of material facts or omitted to state  
2 material facts necessary in order to make the statements made, in light of the  
3 circumstances under which they were made, not misleading; or

4 (c) Engaged in acts, practices, and a course of business that operated  
5 as a fraud or deceit upon plaintiff and others similarly situated in connection with their  
6 purchases of ACADIA publicly traded securities during the Class Period.

7 30. Plaintiff and the Class have suffered damages in that, in reliance on the  
8 integrity of the market, they paid artificially inflated prices for ACADIA securities.  
9 Plaintiff and the Class would not have purchased ACADIA securities at the prices  
10 they paid, or at all, if they had been aware that the market prices had been artificially  
11 and falsely inflated by defendants' misleading statements.

12 31. As a direct and proximate result of these defendants' wrongful conduct,  
13 plaintiff and the other members of the Class suffered damages in connection with their  
14 purchases of ACADIA publicly traded securities during the Class Period.

15 **COUNT II**

16 **For Violation of §20(a) of the 1934**  
17 **Act Against All Defendants**

18 32. Plaintiff incorporates ¶¶1-31 by reference.

19 33. During the Class Period, defendants acted as controlling persons of  
20 ACADIA within the meaning of §20(a) of the 1934 Act. By virtue of their positions  
21 and their power to control public statements about ACADIA, the Individual  
22 Defendants had the power and ability to control the actions of ACADIA and its  
23 employees. ACADIA controlled the Individual Defendants and its other officers and  
24 employees. By reason of such conduct, defendants are liable pursuant to §20(a) of the  
25 1934 Act.

26 **CLASS ACTION ALLEGATIONS**

27 34. Plaintiff brings this action as a class action pursuant to Rule 23 of the  
28 Federal Rules of Civil Procedure on behalf of all persons who purchased ACADIA

1 publicly traded securities during the Class Period (the “Class”). Excluded from the  
2 Class are defendants and their immediate families, directors and officers of ACADIA  
3 and their immediate families, and their legal representatives, heirs, successors or  
4 assigns and any entity in which defendants have or had a controlling interest.

5 35. The members of the Class are so numerous that joinder of all members is  
6 impracticable. The disposition of their claims in a class action will provide substantial  
7 benefits to the parties and the Court. During the Class Period, ACADIA had more  
8 than 100 million shares of stock outstanding, owned by hundreds or thousands of  
9 persons.

10 36. There is a well-defined community of interest in the questions of law and  
11 fact involved in this case. Questions of law and fact common to the members of the  
12 Class that predominate over questions that may affect individual Class members  
13 include:

- 14 (a) Whether the 1934 Act was violated by defendants;
- 15 (b) Whether defendants omitted and/or misrepresented material facts;
- 16 (c) Whether defendants’ statements omitted material facts necessary in  
17 order to make the statements made, in light of the circumstances under which they  
18 were made, not misleading;
- 19 (d) Whether defendants knew or recklessly disregarded that their  
20 statements were false and misleading;
- 21 (e) Whether the prices of ACADIA publicly traded securities were  
22 artificially inflated; and
- 23 (f) The extent of damage sustained by Class members and the  
24 appropriate measure of damages.

25 37. Plaintiff’s claims are typical of those of the Class because plaintiff and  
26 the Class sustained damages from defendants’ wrongful conduct.

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