

The Generic Pharmaceutical Patent Academy



“This course will make you love patent issues”

“Great information on all fronts regarding the generic patent environment”

“Very good, very recommendable”

Graduate Feedback

The Generic Pharmaceutical Patent Academy



The ability for generic drug development personnel to **understand and respond to patents** is of increasing importance in today's markets. At no time in the past has the influence of patents been more significant on our industry, **creating confusion and uncertainty** with frightening regularity.

GenericsWeb recognises the **fundamental need** for personnel performing different functions to understand how **pharmaceutical patenting** affects the **generic development process** and to integrate it into the development process by **devising appropriate strategies**.

Using its **knowledge and understanding of patents** in generic drug development GenericsWeb has assembled a **network of associated experts** who, on a regular basis, are involved with the arduous task of understanding patents in the **context of generic drug development**.

This two and a half day course will be limited to groups of 20 participants and will be delivered in a **workshop style** with frequent opportunities for discussion. Content will be enhanced by reference to numerous **real-life examples**.

The Generic Pharmaceutical Patent Academy is a quarterly event held by GenericsWeb (Europe). Places on this workshop-style training course are limited so book early to ensure that you and your company start benefiting from the patent knowledge and experience of GenericsWeb and its expert trainers as soon as possible.

Part I

Understanding Patent Information

- Why patent an invention, ways of doing it and what the requirements are
- Finding your way around a patent, which parts to look for and when
- Implications: who is prevented from doing what and until when
- The patent blind spot – what you can never find out until its too late

Part II

Interpreting in the context of Industry & Legislation

- How patents create and govern the generics industry
- More than one patent: protection of pharmaceutical products
- Alternative IP protection and how patents integrate with it
- Does a patent affect your development, what the options are now
- What's changed recently and what are the future effects

Part III

Strategic Development of Generic Pharmaceuticals

- How to approach strategic development
- Decision-making - what to look at and when
- Popular strategic options – advantages and disadvantages
- How have others succeeded when faced with difficult patent obstacles

For further information on dates, venues and to register, please go to
www.genericsweb.com/patent_academy

Supplementary Pipeline Patent Intelligence Workshop (half day)

Part I

Pipeline Selector

- What to develop
- Regulatory information
- Key patents
- Patent landscape analysis
- Exercises (DIF analysis)
- Discussion

Part II

Pipeline Developer

- Reporting interface
- Comments
- Families & equivalents
- Hyperlinks to further information
- Updates
- Reporting options
- Analysis of own developments
- Exercises (major patent issues to overcome)
- Discussion



Contact us

Asia Pacific

Tel +61 (0)2 9818 6111
Fax +61 (0)2 9818 7786
Email info@genericsweb.com

Europe and USA

Tel +44 (0)870 879 0081
Fax +44 (0)870 879 0082
Email info-eu@genericsweb.com

For further information on dates, venues and to register, please go to

www.genericsweb.com/patent_academy