



**AdamsonJones**

Taking care of your IP




# IP Toolkit for Research & Development

## ► PHARMACEUTICALS

Strong IP rights, particularly strong patent protection, are crucial to the pharmaceutical industry. The costs and investment of time associated with bringing a new medicine to the market are huge. Revenue generated from the sales of patented medicines is essential for driving the discovery and development of new pharmaceutical products.

Our attorneys can help ensure the best possible protection for the results of your research and can help you build a patent portfolio around your products. Working together, we can help you maximise the duration of your exclusivity by advising on ongoing opportunities for protection and the potential for patent term extensions.

Look inside for details of the services we offer to assist you.

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REVIEW OF THERAPEUTIC TARGET	GENERAL CONCEPTS	SELECTION INVENTIONS	PROCESS DEVELOPMENT
Searches for competitor IP	Broad protection for new compound classes	Patent protection for lead compounds / development candidates	Identification of potential further patent protection
<p>Analysis of competitive patent position. Advice to help you understand where genuine threats/risks lie.</p> <p>Practical advice on possible legal outcomes and measures to mitigate IP risks. Feeds commercial strategy and decision-making.</p>	Generic patent protection for the compound class of interest	Identification of opportunities to prolong effective patent lifetime for promising compounds	Advice and action to protect optimised synthetic processes and generate further defensive IP

			
FORMULATION DEVELOPMENT / DRUG DELIVERY DEVICES	BRANDING	PRODUCT LIFECYCLE MANAGEMENT	ONGOING
Building patent protection around your product	Trade mark clearance and registration	Ancillary patent protection to extend effective patent lifetime	<p>Patent and trade mark watching services</p> <p>Administration of IP renewals</p>
Advice and action to protect the form in which a new drug is marketed. Extend effective patent lifetime	<p>Ensure freedom to use your chosen trade name.</p> <p>Build the value of your brand</p>	Identification of further patentable inventions: enantiomers; polymorphs; dosage regimens; new indications	<p>Ongoing awareness of development trends and early warning of competitor product developments.</p> <p>Ensure your IP protection remains in force for as long as it is commercially valuable</p>



We understand your technology  
and how to protect it



Medical  
Devices



Engineering  
& Design



Pharma &  
Healthcare



Electronics



Software



Biotechnology



Trade Mark

contact@adamson-jones.co.uk | Nottingham +44 (0)115 947 7977 | Leicester +44 (0)116 478 7100

[www.adamson-jones.co.uk](http://www.adamson-jones.co.uk)

@AdamsonJones | adamson-jones

Nottingham Leicester London

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Registered Office: BioCity Nottingham, Pennyfoot Street, Nottingham NG1 1GF United Kingdom