



One Firm WorldwideSM



EUROPEAN LIFE SCIENCES PRACTICE

The pharmaceutical industry remains a remarkably dynamic business sector. Emerging breakthroughs in health products and highly innovative therapies are countered by serious setbacks in the market and ever-increasing patient expectations. At the same time, in view of growing pressure on public health spending, the industry is faced with the need to cut costs and forge new forms of cooperation with the public health insurance system.

Jones Day is well prepared for the legal challenges confronting this industry. Our Life Sciences team has long-standing and pertinent industry experience in the pharmaceutical and biotechnology field. Our lawyers have an excellent reputation in connection with the acquisition, strategic use and protection of intellectual property rights such as patents and trademarks, which play an extremely important role in the pharmaceutical and biotechnology sector. International cooperation in research and develop-

ment, manufacturing and distribution is as important to biotech start-ups as it is to well-established “Big Pharma” companies. Jones Day’s lawyers, drawing on their extensive experience in this area, also provide advice with regard to corporate and tax structure.

Few industries are subject to more extensive regulation than the pharmaceutical industry. Accordingly, we advise on regulatory issues ranging from clinical trials and marketing authorizations to manufacturing, quality control and distribution. We assist in product-marketing issues, reviewing general marketing concepts and advising on disputes pertaining to individual marketing activities. We also resolve problems relating to the public health system, such as reimbursability of products and cooperation with the public health insurance bodies.

Our integrated patent prosecution team in Munich prosecutes and litigates patents and trademarks for

national and international pharmaceutical and biotech clients, helping them to protect their core assets. Jones Day's global set-up—34 locations in business and industry centers around the world—enables us to provide our services on a multijurisdictional level to large pharmaceutical companies and biotech start-ups, as well as the venture capital and private equity firms focusing on this growing industry.

STRUCTURING AND FINANCING OF EMERGING COMPANIES

- Tax structure of cooperations and investments
- Financing, including venture capital funding
- Protection of intellectual property rights (patents, utility models, know-how and trademarks)
- Governmental support of research and development projects

ASSISTANCE IN THE DAY-TO-DAY BUSINESS OF ESTABLISHED COMPANIES

- Protection of R&D (registration of patents and utility models, confidentiality and material transfer agreements and employee inventions)
- Legal issues regarding product approval and marketing, including product status matters
- Licensing
- Cooperation in research and development
- Toll manufacturing agreements
- Distribution and supply contracts
- Co-marketing agreements
- Product marketing (regulation in health-care advertising)
- Issues of reimbursability and cooperation with public health insurance bodies

MANAGING THE FUTURE AND ADAPTING TO CHANGE

- Mergers and acquisitions
- Joint ventures
- Spinoff of partial activities
- Analysis of, and providing advice in, distressed situations
- Stock options and other models of employee share participation
- Initial public offerings (IPOs)

RISK MANAGEMENT AND LITIGATION

- Enforcement of intellectual property rights
- Unfair-competition disputes, particularly in relation to product marketing
- Risk management under civil and criminal law
- Discovery pursuant to U.S. law
- Product liability

ADDITIONAL INFORMATION

For additional information regarding our Life Sciences Practice, please contact your principal Firm representative or the lawyer listed in this publication. General email messages may be sent using our "Contact Us" form, which can be found at www.jonesday.com.

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