



IP PRAGMATICS

Complex contract negotiations - supporting the pharma industry

Background:

The Innovative Medicine's Initiative (IMI) (www.imi.europa.eu) is a pan European, €2 billion initiative funded jointly by the EU and the European Federation of Pharmaceutical Industries and Associations (EFPIA), designed to reduce bottlenecks in drug discovery and development. Annually IMI launches a number of projects each involving ~ 20 partners comprising Universities, SME's and EFPIA.

Objectives:

The business development department of a major pharmaceutical company required contract negotiation support for a number of its strategic collaboration, evaluation and licensing deals. IP Pragmatics has extensive experience in this area and was approached to undertake the negotiation and finalisation of such contracts.

Approach:

IP Pragmatics liaised closely with the company's scientific, legal, patents and compliance groups to ensure alignment with company objectives whilst maintaining an appreciation of the position of the counterparty.

In-depth experience

IP Pragmatics has led contract negotiations on behalf of big pharma clients since the initiative was launched, totalling 20 IMI projects valued at €5-10 million each. Our experience in working with pharma, SME and academic clients means we have an in-depth understanding of the IP and scientific drivers from the perspective of all these organisations, and are therefore able to offer pragmatic solutions with a win-win solution for all involved.

Result:

IP Pragmatics successfully finalised all agreements for the company in a timely manner. These included consortia agreements involving multiple parties from a variety of sectors including biotech, academia and other pharmaceutical companies.

On-going success

Our expertise in this area has been reflected in finalisation of many different consortia IMI agreements, repeat business from our large pharma clients and a large network generated through interaction with the multitude of partners involved in IMI.