Training Program Form

Program name:
Workshop on Intellectual Property and Innovation in the Pharmaceutical Industry for Media and NGOs

Location: (City, Country)
Mumbai, India

Date: (mm/dd/yyyy – mm/dd/yyyy)
09/9/2009

(marked X) □ Tentative □ Definite

Point of contact information:
Dominic Keating
dominic.keating@mail.doc.gov

Additional sponsors:
Pfizer India

Brief program synopsis:
USPTO, New Delhi in collaboration with Pfizer, India co-hosted interactive discussions entitled "Intellectual Property and Innovation in the Pharmaceutical Industry" on September 9, 2009. Print and electronic media journalists participated in the first half-day discussion while NGOs participated in the second half-day discussion. The discussions focused on the process of drug discovery and the importance of incremental innovation in the pharmaceutical industry. It dispelled misconceptions of "evergreening" and explained the importance of regulatory data protection and patent linkage. Approximately 10 journalists and 15 representatives of NGOs participated in the program. The IP Attaché delivered a presentation on benefits of incremental innovation, regulatory data protection and patent linkage.

Participating countries:
India

Recipient type: (mark X on all that apply)

□ Copyright officials
□ Patent officials
□ Customs officials
□ Administration officials
□ Culture officials
□ Information officials
□ Commerce officials
□ Economic officials
□ Industry officials
□ Other

□ Trade officials
□ Justice officials
□ Health officials
□ Trademark officials
□ Legislators
□ Journalists
□ Prosecutors
□ Police
□ Academics
□ Judges – Criminal courts
□ Judges – civil/administrative
□ Revenue (Tax officials)
□ Other enforcement officials
□ Organized crime task force members
□ Other executive branch officials
□ Legal Professionals
□ Right holder groups
□ Ministry of Public Health officials

FOLLOW-UP: At the program's conclusion email the following to Anggie Reilly and Barbara McCallrey: Final Agenda, Attendee List and Copy of Evaluations.
Project supports: (mark X on all that apply)
☐ Regional Trade Agreement (RTA)  ☐ Free Trade Agreement (FTA)
☐ U.S. Bilateral Trade Agreement  □ Not Applicable

Projected program cost: $3,190.00 towards Mumbai and Delhi programs.
Pfizer is contributing an equal amount.

Source of funds: IP Attaché's budget

FOLLOW-UP: At the program's conclusion email the following to Anggie Reilly and Barbara McCaffrey: Final Agenda, Attendee List and Copy of Evaluations
USPTO-Pfizer Workshop on
Intellectual Property and Innovation in the Pharmaceutical Industry
September 9, 2009

Taj President Hotel, Mumbai

(Media Session)

11:00-11:20 AM  Registration and Coffee
11:20-11:25 AM  Welcoming Remarks
                Mr. Siddhartha Prakash, Pfizer India
11:25-11:30 AM  Opening Remarks
                Mr. Dominic Keating, U.S. Embassy, New Delhi
11:30-11:50 PM  Innovation-Its importance for patients
                Dr. P. Pushpangadan, Scientist, Trivandrum
11:50-12:10 PM  Incremental Innovation and Evergreening
                Mr. Dominic Keating, U.S. Embassy, New Delhi
12:10-12:30 PM  Benefits of Regulatory Data Protection and Patent Linkage
                Mr. Dominic Keating, U.S. Embassy, New Delhi
12:30-12:50 PM  Access to Healthcare – The Arpana Model
                Mrs. Aruna Dayal, Arpana Trust, Karnal
12:50-1:30 PM   Discussion /QnA
1:30-2:00 PM    Lunch
USPTO-Pfizer Workshop on
Intellectual Property and Innovation in the Pharmaceutical Industry
September 9, 2009
Taj President Hotel, Mumbai

(NGO Session)

2:30-2:50 PM  Registration and Coffee

2:50-2:55 PM  Opening Remarks
               Mr. Dominic Keating, U.S. Embassy, New Delhi

2:55-3:00 PM  Welcoming Remarks
               Siddhartha Prakash, Pfizer India

3:00-3:20 PM  Innovation-Its importance for the patients
               Dr. P. Pushpangadan, Scientist, Trivandrum

3:20-3:40 PM  Incremental Innovation and Evergreening
               Mr. Dominic Keating, U.S. Embassy, New Delhi

3:40-4:00 PM  Benefits of Regulatory Data Protection and Patent Linkage
               Mr. Dominic Keating, U.S. Embassy, New Delhi

4:00-4:20 PM  Access to Healthcare – The Arpana Model
               Mrs. Aruna Dayal, Arpana Trust, Karnal

4:20-5:00 PM  Discussion/QnA

5:00-5:30 PM  High Tea