

# **Developing New Treatments and Cures The Role of Innovation and Intellectual Property Rights (IPR)**

February 26, 2008

Mumbai, India

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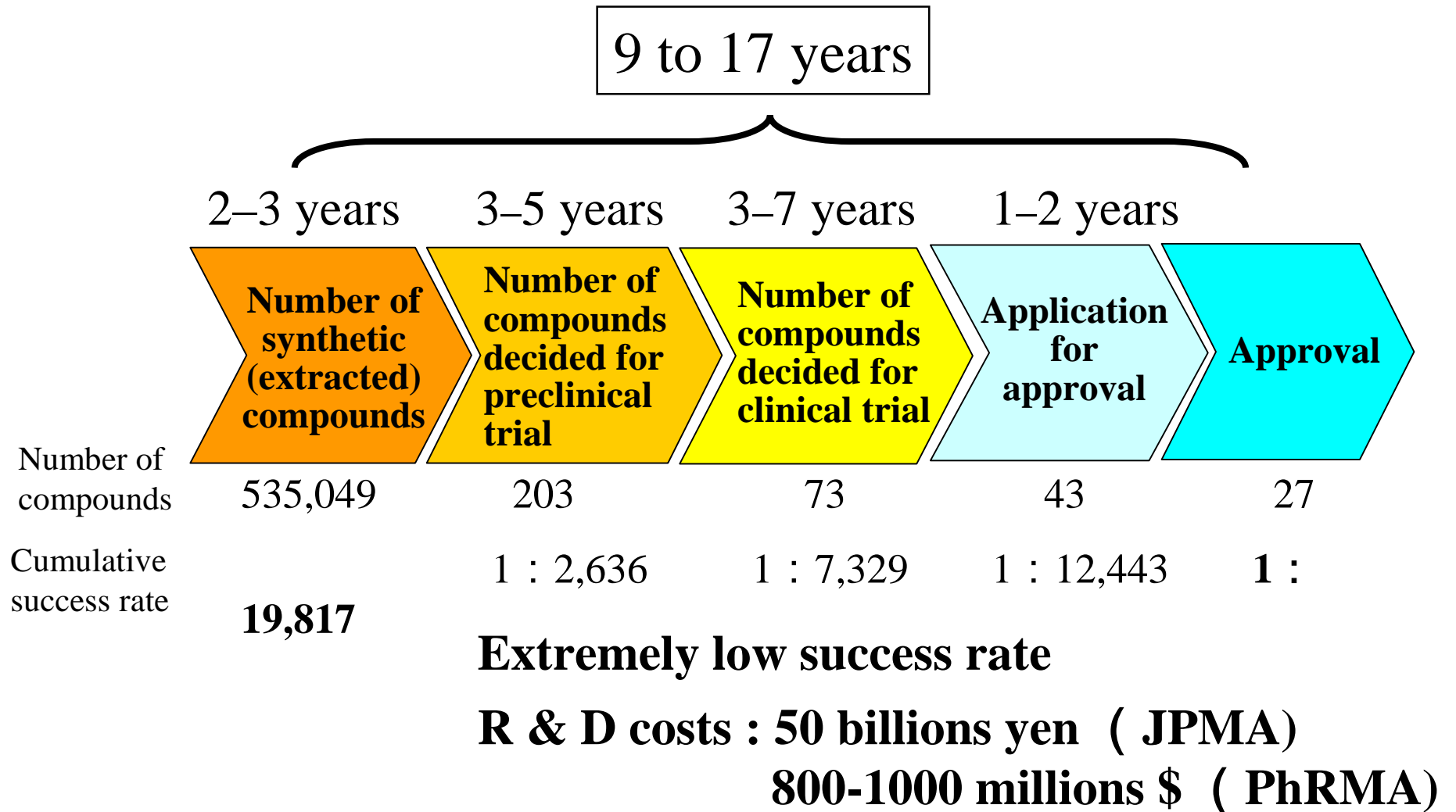
Intellectual Property Committee

Japan Pharmaceutical Manufacturers Association

Director, Intellectual Property

Astellas Pharma Inc.

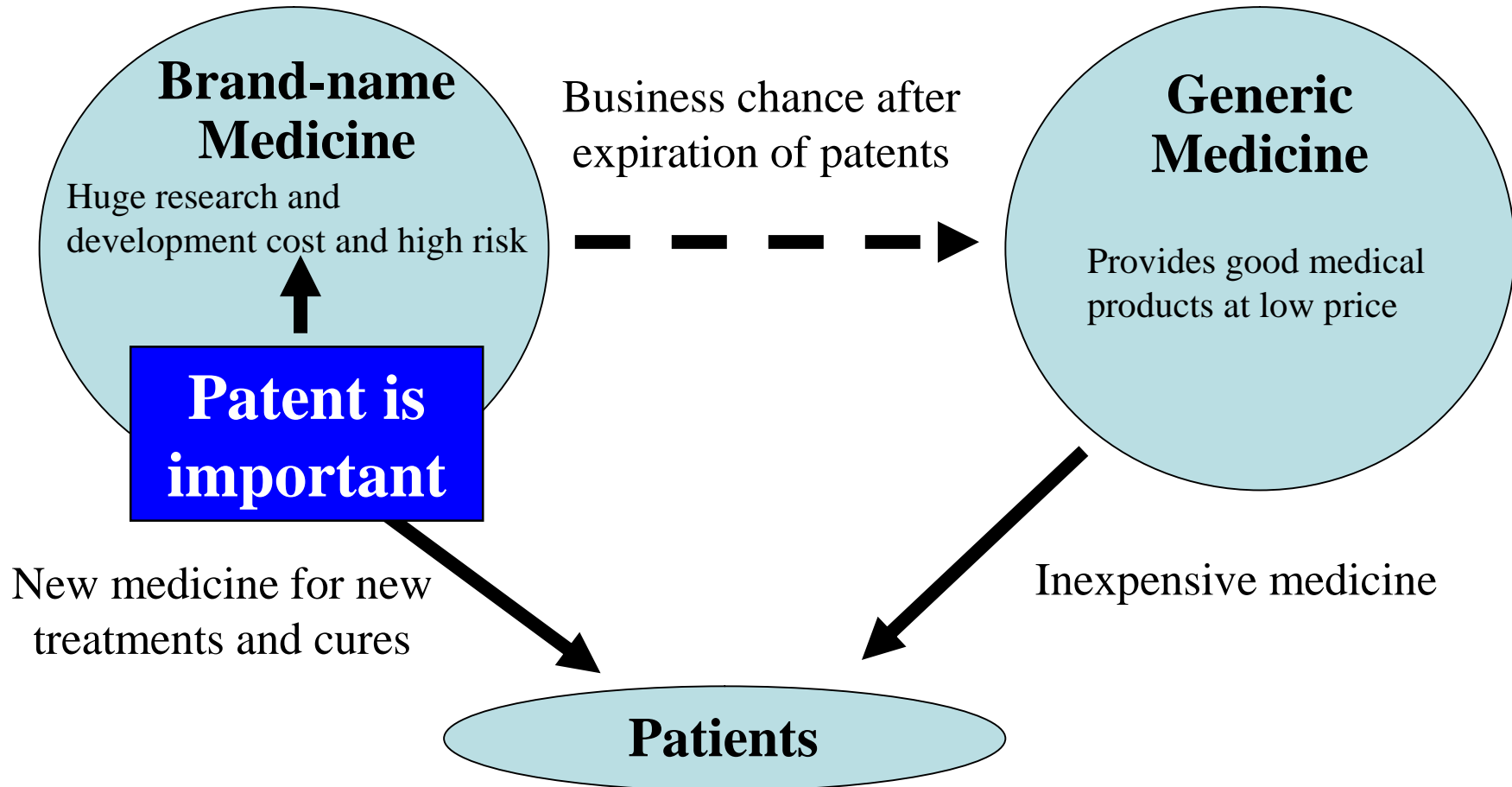
# Long R&D Term and High Risk for Developing New Medicine



2002 to 2006 Survey by JPMA

# The Role of IPR (Patent etc.)

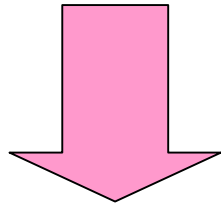
## The Role of Brand-name Medicine and Generic Medicine



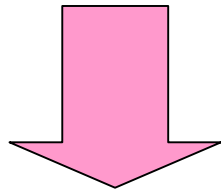
# The Role of IPR (Patent etc.)

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Innovation is essential to develop new medicine for new treatments and cures.



IPR is important incentive for innovation.



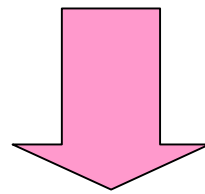
**IPR is important for patients and the pharmaceutical industry.**

# Appropriate Protection of IPR in Japan

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- Product Patent System 1976
- Patent Term Extension 1988
- 8 Years Data Protection 2007  
(8th Year Re-examination System)

etc.



**Promotion of Innovation by IPR in Japan**

# Japan-Originated Worldwide Medicines

## <Japan-originated worldwide new medicines>

### Medicines marketed in more than 20 countries by 1999

Before introduction of product patent system	1960s ; 2 products
	1970s ; 4 products
Introduction of product patent system ;	January 1, 1976
After introduction of product patent system	1980s ; 18 products
	1990s ; 14 products

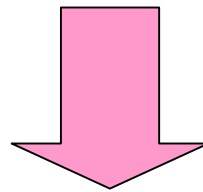
## <World top 47; 8 products in 2006>

13th	Takepron (Takeda, antiulcer agent)	4.2 billion dollars
19th	Actos (Takeda, Type II diabetes)	3.3 billion dollars
26th	Blopress (Takeda, hypotensive agent)	2.8 billion dollars
29th	Cravit (Daiichi-Sankyo, antibiotic agent)	2.7 billion dollars
31st	Pariet (Eisai, antiulcer agent)	2.7 billion dollars
34th	Aricept (Eisai, anti-Alzheimer agent)	2.5 billion dollars
40th	Harnal (Astellas, prostatic hypertrophy)	2.3 billion dollars
42nd	Crestor (Shionogi, antilipidemic agent)	2.2 billion dollars

# Promotion of Innovation by IPR

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Appropriate protection of IPR  
has been promoting innovations by  
the pharmaceutical industry in Japan



**Appropriate protection of IPR  
would promote innovations  
in India!**