

NEW YORK PHARMA FORUM PROGRAM

TUESDAY, MAY 22, 2001

SPEAKERS: **Mr. Thomas J. Parker, Esq.**
Intellectual Property Group, Coudert Brothers
Mr. Samuel H. Gray
Vice President, Mattson Jack Morris, Inc.

TOPIC: ***Patent Strategies and Product Life Cycle Management***
- The Hatch-Waxman Act Revisited -

The Hatch-Waxman Act, otherwise known as the Drug Price Competition and Patent Term Restoration Act of 1984, was supposed to strike a balance between giving pharmaceutical firms the financial incentive to invest in product development and giving health plans and patients lower drug costs. But, over the 16 years since this Act was passed, changes in the environment have left both sides, brand name and generic makers, dissatisfied with the compromises signed into the law. Pressures to amend the Act have been growing tremendously.

Mr. Parker, an intellectual property attorney, and Mr. Gray, a product life cycle management consultant, will discuss patent strategies -brand versus generic choices- for the U.S. pharmaceutical market from both, legal and marketing points of view, with consideration to the provisions of this law. They will present some case studies, including both defensive (i.e., brand) and offensive (i.e., generics) strategies, which have been effective for different pharmaceutical manufacturers.

Mr. Parker practices exclusively in the areas of patent litigation, prosecution and interferences in biotechnology and pharmaceuticals. He specializes in patent related matters involving FDA filings under the Hatch-Waxman Act including developing patent strategies for marketing branded and generic products. Mr. Parker received his J.D. in 1991. He has a B.S. in Microbiology, 1985 and an M.S. in Microbiology, 1986. Before pursuing a career in law, Mr. Parker worked as a research scientist in the fields of microbiology, human genetics and immunogenetics.

Mr. Gray is Vice President of Mattson Jack Morris, Inc., formerly known as the Morrison Consulting Group, a product life cycle management consulting firm, where he served as CEO for 11 years. He was also CEO and President of Kapipharma, Inc. From 1975 till 1983, Mr. Gray worked for G.D. Searle as Sr. Vice President with responsibilities in marketing, sales, Phase IV clinicals, Canadian operations and Puerto Rican manufacturing operations. Prior to the position, he was Director of Marketing Planning at Eli Lilly and Company.