



THURSDAY, NOVEMBER 11, 2010

TOPIC: **Defense of Patent Challenges**

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All successful pharmaceutical products in the U.S. eventually face challenges from generic companies developing bioequivalent products. The current U.S. law encourages generic companies to challenge the patents that brand pharmaceutical companies rely on to protect their innovative products. The law provides the first successful challenger of a brand product patent prior to its natural expiry with the incentive of generic market exclusivity. At this program, Philip Strassburger will explain the regulations in this area and provide some thoughts about different approaches pharmaceutical companies can take for successful patent defense. He will also discuss the challenges of settling with generic challengers, including the current controversy of paying generics to keep their products off the market for a limited period.

Before Philip Strassburger joined Purdue Pharma L.P. in 1999, he served as Senior Patent Counsel at Pfizer, Inc., and as an associate at the law firms of Hedman Gibson and Bryan Cave LLP in New York. Prior to his legal career, Mr. Strassburger practiced as a chemical engineer in The Netherlands.

Mr. Strassburger has worldwide experience in intellectual property prosecution and litigation, and has negotiated numerous acquisitions, licenses and patent settlements throughout the world. In the United States, his expertise includes patent, antitrust, transactional and regulatory legal matters. Mr. Strassburger received his B.S. degree in Chemical Engineering and his B.A. in Philosophy from Tufts University, and a Juris Doctorate degree from the University of Connecticut