

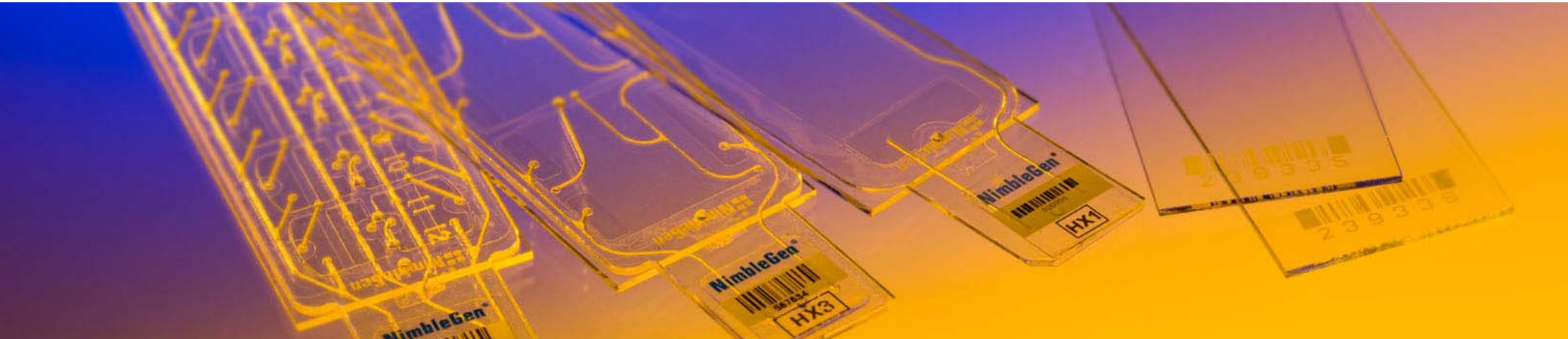
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# Roche's Global IP Strategy

## 10th. JIPA IP Symposium, Tokyo 2011

*Dr. Axel Braun*

*F. Hoffmann – La Roche Ltd.*



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## Roche at a glance – “We innovate healthcare”

1896

- Founded 1896 in Basel, Switzerland  
Founding families still hold majority stake

81,500

- Employing 81,500 people

150

- Active in 150 countries on all continents

49.1

- Sales 2009: 49.1 billion Swiss Francs

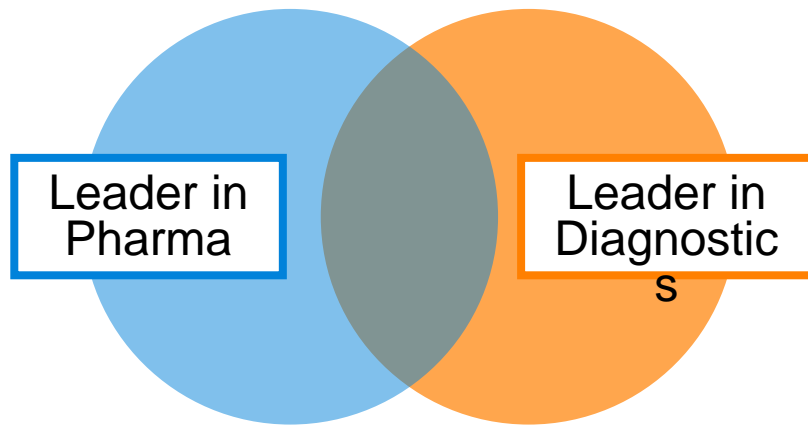
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- Leadership in pharmaceuticals

#1

- Leading supplier of medicines for cancer and market leader in virology
- Leadership in medical biotech and *in vitro* diagnostics

# Roche Group — what makes us distinctive



- Combined strengths of Pharmaceuticals and Diagnostics
- Synergies in research, development and marketing
- Unique global network of alliances
- Pioneering personalized medicine



# Roche Group – Structure

## Pharmaceuticals

Roche  
Pharma



Genentech

**Genentech**

*A Member of the Roche Group*



Chugai



## Diagnostics

Roche  
Applied  
Science



Roche  
Molecular  
Diagnostics



Roche  
Professional  
Diagnostics



Roche  
Tissue  
Diagnostics



*a member of the Roche Group*



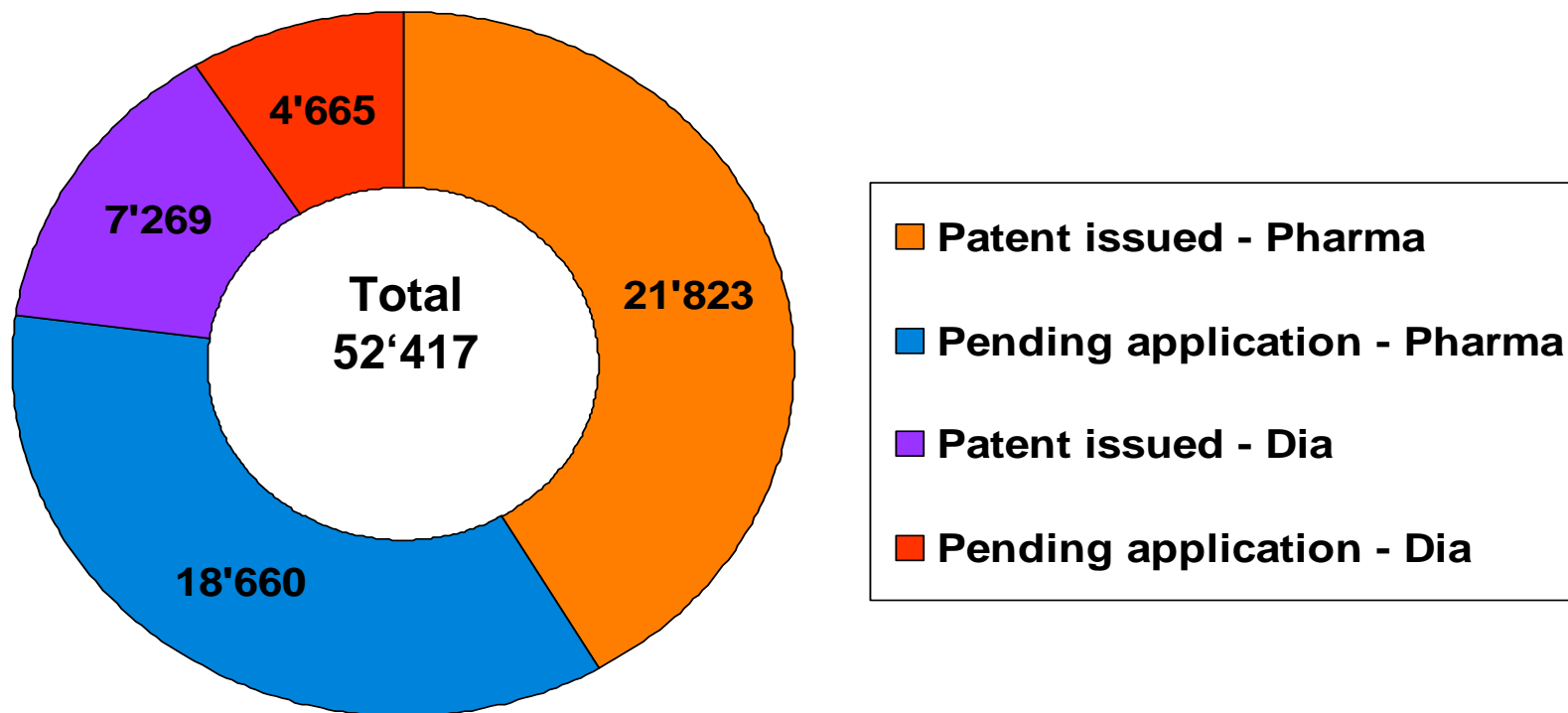
Roche  
Diabetes  
Care



# The IP Department

- IP is handled in the Group Law function via Group Patents and Group Trademarks
- **Group Patents has operational responsibility for all patent / trade secret matters:**
  - obtaining, maintaining, defending and enforcing patents and trade secrets
  - evaluating (FTOs), monitoring and challenging third party patents
  - resolving patent disputes through litigation / settlements / de-blocking licenses
  - taking care of IP rights in transactions and maintaining IP records
  - educating Roche employees in IP matters across all relevant functions
- Local patent departments at all major research sites in Switzerland (Headquarter), USA, Germany, China and India
- Global Disease Therapeutic Area, Technology (Pharma) and Business Area/Business Unit (Diagnostics) Patent Teams
  - strategic responsibility for day-to-day patent matters
  - receive from and provide input to R&D, Business, Life Cycle Teams and Partnering

# Status of Global Patent Filings (2009)



# Roche's Global Sales 2009

(bn Swiss Francs)

• <b>Pharma</b>	<b>39</b>	<b>Diagnostics</b>	<b>10</b>
• USA:	38 %	North America:	26%
• Western Europe:	28 %	Europe, Africa, Near East:	
	53%		
• <b>Japan:</b>	<b>12 %</b>		<b>5 %</b>
• Asia - Pacific:		5 %	
		10%	
• Rest:	17		6% <sup>8</sup>



# Global IP Strategy

- IP strategy is mainly based upon **patents / patent extensions** and trade secrets (regulatory data protection) and less on design patents (Diagnostics), utility models and trademarks
- Global patenting policy (timing – type of protection)
- Global patent filing strategy – no differentiation between regions
  - Pharma: 5 country groups + PCT group (defensive purpose-publication)
    - 1st. group: no internal development but FTO desired
    - 2nd. group: for out-licensing or secondary patents
    - 3rd. group: standard group
    - 4th. group: high possibility to enter or already in the development portfolio
    - 5th. group: high launch probability
  - actual and potential market size, presence of competitors/local industry, economic areas, availability, viability and quality of patent protection, therapeutic indication and costs
  - standardized text for filing and prosecution through local law firms (except US, EP)

# IP Activities in Japan

- Japanese market
  - Pharmaceuticals: 2nd. most interesting market (29% growth of sales in 2009)
  - Diagnostics: important market (5% of total sales in 2009)
- Marketing of Roche pharmaceuticals by Chugai Pharmaceuticals
- Patents (2009)
  - total of granted patents: 2341 (Pharma: 1218; Diagnostics: 1123)
  - applications filed / patents granted: 209 / 139
- Patent extensions (2009): granted / pending applications: 31 / 7
- Design patents (2009): granted / pending applications: 19 / 2
- Regulatory data protection: for products approved since 2007

# Partnering

*150 collaborations - 16 bn Swiss Francs sales*

	CHF m		CHF m
Avastin	6,222	Bonviva/Boniva	1,058
MabThera/Rituxan	6,087	Xolair	620
Herceptin	5,266	Valcyte/Cymevene	564
Tamiflu	3,200	Pulmozyme	501
Pegasys	1,655	Activase/TNKase	455
Cellcept	1,576	Nutropin/Protropin	400
NeoRecorm/Epogin	1,560,	Xenical	397
Tarceva	1,304	Neutrogen	385
Xeloda	1,260	Rocephin	307
Lucentis	1,198	Madopar	286

Partner agreement

In-licensed

2009 sales figures<sup>11</sup>

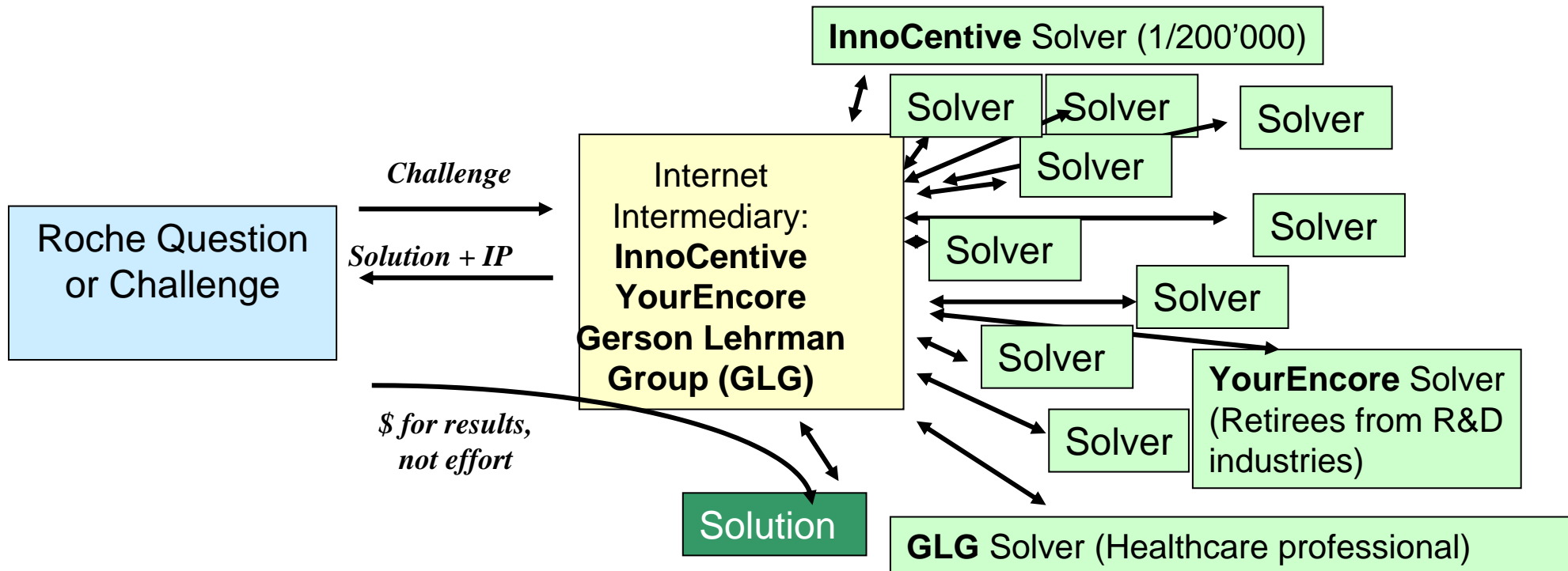
# Roche Venture Fund Selected Investments



# “Open Innovation”

## *Accessing expertise and skills outside of Roche*

The “open innovation” tools tap into the thousands of non-Roche people who have the skills and expertise to facilitate solving scientific, technical, and medical challenges, yet still allow control of IP by Roche.



# Open Innovation - Collaborations with Academia / Government / SMEs ( Innovative Medicines Initiative – [www.imi.europa.eu](http://www.imi.europa.eu) ) ( EFPIA – [www.efpia.eu](http://www.efpia.eu) )



- Currently, the largest public-private partnership in the area of medicine
- Innovative collaboration established between the European Commission and the European Federation of Pharmaceutical Industries and Associations (EFPIA) as a Joint Technology Initiative
- Promotes medical innovation in and out-side Europe and addresses bottlenecks in the R&D process through dissemination of and/or access rights to results
- Public funding goes exclusively to academia, SMEs, patient organisations and regulatory authorities



*We Innovate Healthcare*