

HANDOUT
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OUTLINE

- I. Intellectual Property as Business Asset
 - A. Contrasting Theories
 - 1. Incentive-reward theory
 - 2. Prospecting theory
 - B. Transactional benefits of intellectual property
 - 1. Human capital
 - 2. Finance (asset partitioning)
 - 3. Team production
 - C. Focus on pharmacogenics and individualized medicine
 - 1. Race specific patents
 - 2. Venture capital, patenting, and market success
- II. Case Study of Nitromed and BiDiL
 - A. Time Line
 - (a) Development of BiDiL
 - 1. 1980-1985: Veteran Administration study
 - 2. 1986-1997: Patenting and failed FDA approval
 - 3. 1999-2002: Patenting of race specific pharmaceutical
 - 4. 2002-2005: FDA approval for race specific uses
 - (b) Business Development of Nitromed
 - 1. 1992: Incorporation
 - 2. 1999-2002: Venture Capital and work on patenting
 - 3. 2003-present: IPO, FDA approval, and marketing ups and downs
 - B. Points of Emphasis
 - (a) Definition of product
 - (b) Venture capital and control
 - (c) Third Stage of Biotechnology Revolution?
- III. Analysis
 - A. Risk, integration, and learning
 - B. Complexities of Patent Boundaries and Monetization of Intellectual Property
 - C. IPO and marketing woes
- IV. Lessons
 - A. Basic Science and Commercialization
 - B. Patenting and venture capital story
 - C. Intellectual property as business asset

REFERENCES

(The following are some background articles for my presentation on October 9. For those who become interested by some of my arguments, the readings below may be useful in continuing to explore the issues I discuss.)

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