




6 May 2009

## Now Online:

***Improved and Expanded IP Handbook of Best Practices Website*** launched today thanks to collaboration with Concept Foundation and funding from the Rockefeller Foundation

[www.ipHandbook.org](http://www.ipHandbook.org)

Major improvements and expansions to the website launched today, thanks to a new collaboration with [Concept Foundation](#) and funding by the [Rockefeller Foundation](#):

1. Special [video presentations](#), downloadable with synchronized slides, prepared by the *ipHandbook* community. Includes a unique & growing list of links to other relevant videos.
2. An exclusive list of [distance learning courses](#), including one prepared by and for the *ipHandbook* community in collaboration with [UNIDO's e-Biosafety Training Programme](#)
3. [twitter Follow us on Twitter](#) for regular updates (read our twitter strategy on the homepage) or use the new [RSS Feeds](#) on selected pages.
4. Improved navigation with pull-down menus.
5. [Google Translate](#) Integrated Google translation on each page.
6. Improved [search](#) functions.
7.  The full content now shared under a [Creative Commons license](#).
8. An updated and expanded [Resources](#) section (more updates to follow soon).
9. A vibrant [blog](#) on current IP topics, including a list of over 60 IP related blogs by third parties.
10. Translation by PIPRA of 31 chapters into [Vietnamese](#). Everyone is encouraged to request a royalty-free license to translate individual chapters or the executive guide into other languages.

Over the next 6 months, we will gradually update and expand patent search tools, information resources, publications, sample agreements and much more. Most importantly, however, we are aiming at establishing a virtual global network of IP and innovation managers, policymakers, scientists and R&D leaders. We are in the process of developing interactive tools, allowing people from around the world to interact and build a social IP network. Specific features to become available include:

- Networking features (using LinkedIn), capitalizing on the Web 2.0 possibilities.
- Discussion boards, including the possibility for users to upload references, comments, upcoming events and links, thus allowing the content to be expanded and remain current.
- An index of relevant statutory protection and licensing regulations in selected countries.
- The addition of additional topics and resources, including Wiki-type features on such topics as "knowledge governance" (or what lies beyond IP), "global access strategies" and more.

**Stay tuned and follow-up on [Twitter](#) to be updated in real-time on new features.**

## Ethics and Professionalism in License Negotiations ◆◆◆

Printer Friendly

**watch now (Flash)** | download Flash video (Zip file 411MB) —  
After extracting files, click on launch.htm.



other available formats (RealVideo, Windows Media)

**Presented by:** D. Patrick O'Reilly, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner

**Run Time:** 1 hour, 14 minutes

**Presented at:** 17th Annual Advanced Licensing Institute

**Date:** 8 January 2009

### Description



How do you protect and enhance your professional reputation in a license negotiation? What are the established ethics codes and model rules of professional conduct (such as those from the American Bar Association or the Licensing Executives Society) when it comes to intellectual property licensing negotiations? How do you know what is "legal" and what is "right" under different circumstances? What is the difference between lying and puffing? These and many other questions are reviewed and illustrated through a dozen case studies. The conclusions: Be knowledgeable, be ethical, be professional, and remember that no client or employer is worth sacrificing your professionalism.

### Additional Content

#### Presentation Materials:

- Presentation Slides (PowerPoint, 130KB)

#### Reading:

- ◆◆◆ **IP** Negotiating an Agreement: Skills, Tactics, and Best Practices
- ◆◆◆ **IP** Genomics, Ethics and IP
- ◆◆◆ **IP** Genomics, Ethics and IP, Editor's Summary
- Licensing in a Flat World, by Patrick O'Reilly
- Ethics and Professionalism, by John Kultgen
- OECD Guidelines for the Licensing of Genetic Inventions (PDF)
- Bioethics and Patent Law: The Case of Myriad
- Ethics and Professionalism, from DocStoc

**We urge anyone to send us video presentations & inform us about any video and distance learning resources.**

Contact [editors@ipHandbook.org](mailto:editors@ipHandbook.org)

**The Importance of Video Presentations:** For many people in developing countries, the attendance to seminars, professional meetings and other IP management related events is often constrained due to cost and visa requirements. Further, for the proper understanding of written content, it is well documented that hearing speakers, and seeing them, is a highly effective way to transmit information. This is especially the case with sharing experiences and tricks-of-the-trade.

[Click here to view the sample on the left.](#)

For these reasons, we are offering a series of video presentations of relevant events. These are then categorized into several levels of difficulty:

- ◆◆◆ Introductory
- ◆◆◆ Intermediate
- ◆◆◆ Advanced

Together with the specific material developed for and by the *Handbook*, we also provide an annotated list of presentations offered by third parties. There are currently 30 such videos with the list soon to exceed 100.

We already recorded a series of talks given at the Advanced Licensing Clinic at Franklin Pierce Law Center, IP management classes at Cornell University, at the Sandra Day O'Connor College of Law, and elsewhere.

For anyone who wishes to contribute content, please note that we are seeking a non-exclusive license and will also provide the videos and synchronized slides to be mounted on the author's website or anywhere else the speaker chooses. Users will also be able to download the presentations which is important due to limited internet connectivity in many countries.

**A related new feature includes a unique collection of annotated links to [distance learning courses](#).** One of the most comprehensive of which has been prepared in collaboration with the [UNIDO's e-Biosafety Training Programme](#) and has been made available, for free, by UNIDO, for the *ipHandbook* community.

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## New collaboration with the Concept Foundation

In late 2008, we welcomed the [Concept Foundation](#) as the lead partner in the further development and maintenance of this online resource. This has been made possible thanks to continued support from the [Rockefeller Foundation](#) and continued collaboration with [PIPRA](#), [FIOCRUZ](#) and [bioDevelopments-International Institute](#) (through a team comprised of [Anatole Krattiger](#), [Stanley Kowalski](#), [Gregory Graff](#) and [Shashwat Purohit](#), an avid and able blogger, and student, at [Pierce Law's International Technology Transfer Institute](#)), [Dynamic Diagrams, Inc.](#), and [Frederick Toth and Associates](#). For complete acknowledgements, please [click here](#).



**"For almost twenty years, Concept Foundation has developed and practiced innovative and original approaches to the management for intellectual property of health products in order to close the medicines access gap that the poor regularly experience in developing countries. It has a wealth of knowledge and expertise in access to markets, something that is only now being explored by some of the newer PDPs working on medicines and diagnostics for neglected diseases"** said Peter Hall, Concept Foundation's Interim CEO.

[Concept Foundation](#) is an international not-for-profit organization based in Bangkok. It is one of the oldest Product Development Partnerships (PDPs), having been established under a collaborative agreement with WHO in 1989. It has extensive experience in the development to partnerships with pharmaceutical manufacturers in developing countries and in ensuring access of products of assured quality to lower and middle income countries. These companies are selected through a rigorous assessment of their technological capabilities, their capability to meet current Good Manufacturing Practices (cGMP) and their willingness to provide product at a preferential public sector price in countries throughout the world. Concept focuses on products for sexual and reproductive health as a means of contributing to the [intergovernmental Millennium Development Goal](#) (MDG) 5: "To improve maternal health", in particular its Targets: "Reduce by three quarters the maternal mortality ratio"; and "Achieve universal access to reproductive health". It aims to ensure that women, in particular, in developing countries have equi-

table access to essential, affordable healthcare products of assured quality.

A target of MDG 8: "Develop a global partnership for development" is to work "In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries." This is the basis of Concept Foundation's business model, whereby it licenses intellectual property to pharmaceutical companies for the manufacturing and marketing of selected products.

**"The new and improved online version of the resource amplifies the scope and impact of the Handbook's advancement of sound IP management for commercial and humanitarian ends, offering tools and strategies for utilizing the power of intellectual property and the public domain"** said Alan Bennett who heads PIPRA.

## PIPRA translates 31 chapters into Vietnamese

In a unique effort, PIPRA just completed the translation of 31 Handbook chapters into Vietnamese. These correspond to over 400 pages of the Handbook. Click on the image below to visit the translated chapters or on the hyperlinked names to get directly to the relevant chapter. Chapters include those authored by [ANDERSON and KEEVEY-KOTHARI](#), [Bennett et al.](#), [Bennett, Blakeney](#), [Bobrowicz](#), [Cahoon](#), [Costanza et al.](#), [Dodds et al.](#), [Fernandez](#), [Freeman](#), [Gold & Bubela](#), [Jones et al.](#), [Karjala](#), [Kesan](#), [Kowalski & Krattiger](#), [Lesser](#), [Mahoney & Krattiger](#), [Mahoney](#), [Nelsen & Krattiger](#), [Nilsson](#), [Nottenburg](#), [Pardee](#), [Pefile & Krattiger](#), [Pitkethly](#), [Potter](#), [Shotwell](#), [Steinock](#), [Thornström](#), [Viksinis & McCrackin](#), [Watal & Kampf](#), and [Young](#).

A screenshot of the PIPRA website. The header features the PIPRA logo and the text "Cơ QUAN SỞ HỮU TRÍ TUỆ NÔNG NGHIỆP CÔNG CỘNG". Below the header is a navigation menu with links: "Trang chủ", "2007 Hội thảo", "2008 Hội thảo", "Sách tra cứu PIPRA SHTT", "Tra cứu đối tượng SHTT Hoa Kỳ", and "Quy chế sở hữu trí tuệ". The main content area is titled "Sách tra cứu PIPRA SHTT" and contains a list of search results with arrows pointing to the right. The results include: "Công cụ của luật pháp: Thực vật", "Bảo hộ của các loại thực vật mới qua PVP: Đề nghị thực tế từ một người gây giống thực vật cho những người gây giống thực vật", "Giao dịch triển vọng sinh vật", "Định giá công nghệ: Lời giới thiệu", and "Bản liên kế để giao dịch hiệp định bằng cấp phép". On the right side, there is a section titled "Chuyển hướng" with a list of links: "Sách tra cứu PIPRA SHTT", "PIPRA BÀN GHI NHỚ", "2007 Hội thảo", "2008 Hội thảo", and "Cơ sở dữ liệu SHTT PIPRA".



**About the Handbook and Executive Guide:**

- ✓ The comprehensive [Handbook](#) and [Executive Guide](#) provide substantive discussions and analysis of the opportunities awaiting anyone in the field who wants to put intellectual property to work. The [printed version](#) includes 153 chapters on a full range of IP topics and over 50 case studies, composed by over 200 authors from North, South, East, and West.
- ✓ It is available in print form, sold to high-income countries ([click here to purchase](#) your copy now) and distributed for free to low- and middle-income countries ([see if you qualify](#)), subject to availability of funding for distribution support.
- ✓ Each of the chapters can be downloaded in PDF. Photocopying and distribution through the Internet for non-commercial purposes is permitted and encouraged, providing all such copies include complete citation and copyright notices as given on the first page of each chapter. Thanks to support from the [Global Forum for Health Research](#), a CD-ROM is also available and can be downloaded. Click on the CD-ROM image to download the IVO file and burn your own CD-ROM.



- ✓ All this has been made possible thanks to [financial support](#) from the Rockefeller Foundation (New York, USA) with [distribution support](#) from the Kauffman Foundation (Kansas City, USA), and from ABSP-II (Ithaca, USA); the African Agricultural Technology Foundation (AATF, Nairobi, Kenya); the American BioIndustry Association (Washington DC, USA); Burrill & Co. (San Francisco, USA); Cornell University (Ithaca, USA); Dodds & Associates (Washington DC, USA); Innova (Chile); the Developing Countries Vaccine Manufacturers Network (dcvmn, India); the Franklin Pierce Law Center and Gerow D Brill Esq. (Concord, NH, USA); the

**“Pragmatic IP management is building bridges between the world’s islands, be they economic, institutional, or geographic. The choice of this metaphor is not accidental. It affirms a key claim that reverberates within the resource: the global IP system and innovation management are not about changing islands. Rather, it is about building bridges between them”**  
 noted Anatole Krattiger, the Handbook’s Editor-in-Chief.

Global Forum for Health Research (Geneva, Switzerland); the Consultative Group on International Agricultural Research (Washington DC, USA); the Innovation Fund (South Africa); the International Policy Network (IPN, London, UK); the International Rice Research Institute (IRRI, the Philippines); the International Service for the Acquisition of Agri-biotech Applications (ISAAA); the Kirkhouse Trust (London, UK); Monsanto Company (St. Louis, USA); SARIMA (South Africa); RiceTec Inc (Alvin, Texas, USA); the Rockefeller Foundation (New York, USA); Sathguru Management Consultants (India); the University of California System (Davis, USA); the World Intellectual Property Organization (WIPO, Geneva, Switzerland); and in-kind support from AUTM, Dynamic Diagrams with Frederick Toth & Associates Inc.; the National Institute of Allergy and Infectious Diseases of NIH (USA); the Public Interest Intellectual Property Advisors, Inc. (PIIPA, Washington DC) and Venables LLC (Washington, DC).

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