Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech & Diagnostics 2010-2017

Description:

The Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017 report provides comprehensive understanding and unprecedented access to the co-promotion and co-marketing partnering agreements entered into by the worlds leading biopharma companies.

This report provides details of the latest co-promotion and co-marketing agreements announced in the pharmaceutical, biotechnology and diagnostic sectors. Fully revised and updated, the report covers details of co-promotion and co-marketing agreements from 2010 to 2017.

For pharmaceutical and biotechnology professionals, the report supplies a detailed understanding and analysis of how and why companies enter co-promotion and co-marketing deals. The majority of deals are multicomponent whereby the licensor retains either a right or option to co-promote/market the resultant product of the research collaboration. There are also numerous pure co-promotion/marketing deals whereby the products originator takes on a co-promotion/marketing partner in order to maximize a products presence in the marketplace.

Understanding the flexibility of a prospective partner's negotiated deals terms provides critical insight into the negotiation process in terms of what you can expect to achieve during the negotiation of terms. Whilst many smaller companies will be seeking details of the payments clauses, the devil is in the detail in terms of how payments are triggered - contract documents provide this insight where press releases and databases do not.

This report contains a comprehensive listing of all co-promotion and co-marketing deals announced since 2010 as recorded in the Current Agreements deals and alliances database, including financial terms where available, plus links to online copies of actual co-promotion and co-marketing contract documents as submitted to the Securities Exchange Commission by companies and their partners.

Contract documents provide the answers to numerous questions about a prospective partner's flexibility on a wide range of important issues, many of which will have a significant impact on each party's ability to derive value from the deal.

The initial chapters of this report provide an orientation of co-promotion and co-marketing dealmaking and business activities. Chapter 1 provides an introduction to the report, whilst chapter 2 provides an analysis of the trends in co-promotion and co-marketing as well as a discussion on the merits of each type of deal.

Chapters 3 and 4 provide an overview of the structure of co-promotion and co-marketing deals, respectively. Each chapter includes numerous case studies to enable understanding of both pure co-promotion/marketing deals and multicomponent deals where co-promotion/marketing forms a part.

Chapter 5 provides a review of the leading co-promotion and co-marketing deals since 2010. Deals are listed by headline value. Where the deal has an agreement contract published at the SEC a link provides online access to the contract via the Current Agreements deals and alliances database.

Chapter 6 provides a review of the top 50 most active biopharma companies in co-promotion and co-marketing. Where the deal has an agreement contract published at the SEC a link provides online access to the contract via the Current Agreements deals and alliances database.

Chapter 7 provides a comprehensive and detailed review of co-promotion and co-marketing deals signed and announced since 2010 where a contract document is available. Each deal title links via Weblink to an online version of the actual contract document, providing easy access to each contract document on demand.

The report includes deals announced by hundreds of life science companies including big pharma such as Abbott, Abbvie, Actavis, Amgen, Astellas, AstraZeneca, Baxter, Bayer, Biogen Idec, BMS, Celgene, Eisai, Eli...
Lilly, Gilead, GSK, J&J, Kyowa Hakko, Merck, Mitsubishi, Mylan, Novartis, Pfizer, Roche, Sanofi, Shire, Takeda, Teva, and Valeant, amongst many others.

The report also includes numerous table and figures that illustrate the trends and activities in co-promotion and co-marketing deal making since 2010.

In addition, a comprehensive appendix is provided organized by co-promotion and co-marketing company A-Z, stage of development, therapeutic target, technology type and deal type definitions. Each deal title links via Weblink to an online version of the deal record and where available, the contract document, providing easy access to each contract document on demand.

In conclusion, this report provides everything a prospective dealmaker needs to know about co-promotion and co-marketing partnering in the research, development and commercialization of technologies and products.

Key benefits:

Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017 report provides the reader with the following key benefits:

- In-depth understanding of co-promotion and co-marketing deal trends since 2010
- Analysis of the structure of co-promotion and co-marketing agreements with numerous real life case studies
- Comprehensive access to over 700 actual co-promotion and co-marketing deals entered into by the world's biopharma companies
- Insight into the terms included in a co-promotion and co-marketing agreement, together with real world clause examples
- Understand the key deal terms companies have agreed in previous deals
- Undertake due diligence to assess suitability of your proposed deal terms for partner companies

Report scope:

Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017 report is intended to provide the reader with an in-depth understanding of the co-promotion and co-marketing trends and structure of deals entered into by leading biopharma companies worldwide.

Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017 includes:

- Trends in co-promotion and co-marketing dealmaking in the biopharma industry since 2010
- Analysis of co-promotion and co-marketing deal structure
- Case studies of real-life co-promotion and co-marketing deals
- Access to over 700 co-promotion and co-marketing deal records
- Detailed access to actual co-promotion contract documents
- The leading co-promotion and co-marketing deals by value since 2010
- Most active co-promotion and co-marketing dealmakers since 2010
- The leading co-promotion and co-marketing partnering resources

In Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017, the available contracts are listed by:

- Company A-Z
- Headline value
- Stage of development at signing
- Therapeutic area
- Technology area

Each deal title links via Weblink to an online version of deal record as found in the Current Agreements deals and alliances database, providing easy access to each deal record on demand.

The Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech and Diagnostics 2010-2017 report provides comprehensive access to records for over 700 co-promotion and co-marketing deals. Analyzing actual contract agreements allows assessment of the following:
What are the precise co-promotion and co-marketing rights granted or optioned?
What is actually granted by the agreement to the partner company?
What exclusivity is granted?
What is the payment structure for the deal?
How are sales and payments audited?
What is the deal term?
How are the key terms of the agreement defined?
How are IPRs handled and owned?
Who is responsible for commercialization?
Who is responsible for development, supply, and manufacture?
How is confidentiality and publication managed?
How are disputes to be resolved?
Under what conditions can the deal be terminated?
What happens when there is a change of ownership?
What sublicensing and subcontracting provisions have been agreed?
Which boilerplate clauses does the company insist upon?
Which boilerplate clauses appear to differ from partner to partner or deal type to deal type?
Which jurisdiction does the company insist upon for agreement law?

Contents:

Executive Summary

1. Introduction

2. Trends in co-promotion and co-marketing dealmaking
   2.1. Introduction
   2.2. Difference between co-promotion and co-marketing deals
   2.3. Trends in co-promotion deals since 2010
       2.3.1. Co-promotion and co-marketing dealmaking by year, 2010 to 2017
       2.3.2. Co-promotion and co-marketing dealmaking by phase of development, 2010 to 2017
       2.3.3. Co-promotion and co-marketing dealmaking by industry sector, 2010 to 2017
       2.3.4. Co-promotion and co-marketing dealmaking by therapy area, 2010 to 2017
       2.3.5. Co-promotion and co-marketing dealmaking by technology type, 2010 to 2017
       2.3.6. Co-promotion and co-marketing dealmaking by most active company, 2010 to 2017
   2.4. When co-marketing can be useful
   2.5. When co-marketing is the only option
   2.6. Pure deals and multi-component deals
       2.6.1. Attributes of pure co-promotion deals
       2.6.2. Attributes of co-promotion in multi-component deals
   2.7. Reasons for including co-promotion options in a deal
   2.8. Uptake of co-promotion rights
   2.9. Co-promotion rights as bargaining chips
   2.10. Aligning partners to make the co-promote work
   2.11. The future of co-promotion as part of multicomponent deals

3. Overview of co-promotion deal structure
   3.1. Introduction
   3.2. Pure versus multi-component co-promotion deals
   3.3. Pure co-promotion agreement structure
       3.3.1. Example co-promotion agreements
           3.3.1.a. Case study 1: Allergan - MAP Pharmaceuticals
           3.3.1.b. Case study 2: Genzyme - Veracyte
       3.4. Co-promotion rights as part of a wider alliance agreement
           3.4.1. Example co-promotion option clauses
           3.4.1.a. Case study 3: Takeda Pharmaceutical - Orexigen Therapeutics
           3.4.1.b. Case study 4: Celgene - Acceleron Pharma
       3.4.2. Example co-promotion right clauses
           3.4.2.a. Case study 5: Takeda - Orexigen
           3.4.2.b. Case study 6: Abbvie - Receptos
   3.5. Embedded co-promotion rights enabling third party engagement
       3.5.1. Example co-promotion clauses enabling third party engagement
3.5.1.a. Case study 7: Astellas - Ambit Biosciences

4. Overview of co-marketing deal structure
   4.1. Introduction
   4.2. Co-marketing agreement structure
   4.2.1. Example co-marketing agreements
   4.2.1.a. Case study 8: AstraZeneca - Ironwood Pharmaceuticals
   4.3. Co-marketing rights as part of a wider alliance agreement
   4.3.1. Example co-marketing right clauses
   4.3.1.a. Case study 9: Lundbeck - Myriad Genetics

5. Leading co-promotion and co-marketing deals
   5.1. Introduction
   5.2. Top co-promotion and co-marketing deals by value

6. Top 50 most active co-promotion and co-marketing dealmakers
   6.1. Introduction
   6.2. Top 50 most active co-promotion and co-marketing dealmakers

7. Co-promotion and co-marketing agreement contracts directory 2010-2017
   7.1. Introduction
   7.2. Co-promotion and co-marketing deals with contracts 2010 to 2017

Appendices
   Appendix 1 - Co-promotion and co-marketing deals by company A-Z
   Appendix 2 - Co-promotion and co-marketing deals by stage of development
   Appendix 3 - Co-promotion and co-marketing deals by deal type
   Appendix 4 - Co-promotion and co-marketing deals by therapy area
   Appendix 5 - Co-promotion and co-marketing deals by technology type
   Appendix 6 - Deal type definitions

About

Table of Figures:

Figure 1: Definition of co-promotion and co-marketing
Figure 2: Trends in co-promotion and co-marketing deal announcements, 2010 to 2017
Figure 3: Co-promotion and co-marketing deals signed at each phase of development, 2010 to 2017
Figure 4: Co-promotion and co-marketing deals by industry sector, 2010 to 2017
Figure 5: Co-promotion and co-marketing deals by therapy area, 2010 to 2017
Figure 6: Co-promotion and co-marketing deals by technology type, 2010 to 2017
Figure 7: Top 50 most active co-promotion and co-marketing dealmakers, 2010 to 2017
Figure 8: Situations where co-marketing can prove useful
Figure 9: Key components of a pure co-promotion deal
Figure 10: Key components of a multi-component co-promotion deal
Figure 11: Example deals where co-promotion options have been actively exercised, since 2000
Figure 12: Issues in implementing co-promotion agreements
Figure 13: Co-promotion agreements - what should a contract include?
Figure 14: Components of the co-promotion deal structure
Figure 15: Components of the co-marketing deal structure
Figure 16: Top co-promotion and co-marketing deals by value since 2010
Figure 17: Most active co-promotion and co-marketing dealmakers 2010 to 2017

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2136052/
Order by Fax - using the form below
Order by Post - print the order form below and send to Research and Markets,
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Co-promotion and Co-marketing Partnering Terms and Agreements in Pharma, Biotech & Diagnostics 2010-2017
Web Address: http://www.researchandmarkets.com/reports/2136052/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
<td>USD 2995</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td></td>
<td>USD 4495</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site License:</td>
<td></td>
<td>USD 8995</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
<td>USD 14995</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:  You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check:  Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer:  Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code:  

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World