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# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

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#### Issue 110 Contents:

Cooperative Patent Classification (CPC)  
Grapefruit Nanoparticles  
Misanthropists and Philanthropists  
Big Pharma's Ugly Secret  
Big Waste  
Upward Mobility in the US

#### Cooperative Patent Classification (CPC)

A new chapter has been opened in global classification of patent documents. A collaborative internationally compatible classification system—Cooperative Patent Classification (CPC)—has now been established between the United States Patent Office (USPTO) and the European Patent Office (EPO) for cataloging technical and patent documents used in the patent-granting process. Planned phase out of the current United States Patent Classification (USPC) system is scheduled for January 2015. During this transition, the Office will begin classifying in CPC while continuing to classify and route applications using the USPC system.

Placing a classification symbol on an application means an examiner has determined the proper technical field to place the invention. As the Office progresses through its two-year transitional period to full implementation of CPC, examiners will receive extensive training enabling them to effectively search in

**Issue 110**

5114 Kali Era, Vijaya Year, Vaisakha Month  
2070 Vikramarka Era, Vijaya Year, Vaisakha Month  
1934 Salivahana Era, Vijaya Year, Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

CPC and place CPC symbols on published patent applications and granted patents.

With over 8 million U.S. patent documents already containing CPC symbols, patent applicants and owners may be wondering what immediate impact CPC will have on patent searches and classification. It will mean a more comprehensive search of prior art. Existing search tools have been modified to provide all users the ability to search documents classified in CPC, USPC, and International Patent Classification (IPC) systems. These tools are available on the USPTO's classification website (<http://www.uspto.gov/patents/resources/classification/index.jsp>). Once fully implemented, the examiners will classify and search exclusively in CPC.

Transitioning to CPC is a gradual process. All parties working with CPC should be patient with the process and proactive in learning how to use the new classification scheme and tools.

CPC is the future of classification for the USPTO and the EPO. Together, we are engaging other IP offices to expand the usage of CPC and explore future enhancements to the CPC system. By joining together and sharing resources with the EPO, CPC will provide far-reaching benefits to our employees, stakeholders, and the international patent classification community.

More information about CPC is available on the jointly maintained CPC website at [cpcinfo.org](http://cpcinfo.org) where training materials and information about our transition are routinely updated. The USPTO welcomes your thoughts throughout this transition. Please send any questions or comments to the CPC mailbox at [CPC@uspto.gov](mailto:CPC@uspto.gov).

#### Grapefruit Nanoparticles

Grapefruits have long been known for their health benefits, and the subtropical fruit may be used in therapies like anti-cancer drugs delivered to specific tumor cells. Researchers have uncovered how to create nanoparticles using natural lipids derived from grapefruit, and have discovered how to use them as drug delivery vehicles. The therapeutic potential of grapefruit derived nanoparticles was further validated through a Phase 1 clinical trial for treatment of colon cancer patients. So far, researchers have observed no toxicity in the patients who orally took the anti-inflammatory agent curcumin encapsulated in grapefruit nanoparticles. Curcumin is derived from turmeric, an Indian medicinal and food ingredient.

<http://www.sciencedaily.com/releases/2013/05/130521132217.htm>

**Issue 110**

5114 Kali Era, VijayaYear, Vaisakha Month  
2070 Vikramarka Era, Vijaya Year, Vaisakha Month  
1934 Salivahana Era, VijayaYear, Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

#### Misanthropists and Philanthropists

Men with more upper-body strength would be hoarders and less open to supporting society. From an evolutionary biology perspective, the idea is that physical strength would enable a man to hold and protect property, making him less likely to support sharing with the society. Socioeconomic status also showed a correlation with economic views. Rich men were generally opposed to redistribution because it is not acquisition and poor men generally in favor of it because for them it is acquisition. Men with stronger upper bodies tended to have stronger views--rich, strong men were very much opposed to giving, while less strong but still rich men were less opposed. On the side of those that support redistribution, the trend was reversed: poorer but strong men were strongly in favor of redistribution, while weaker poor men were not as committed. One common theme is stronger men both rich and poor want to grab or acquire property and power because they can – might is right. If you don't believe it, here is a study: <http://www.scienceworldreport.com/articles/6963/20130520/link-between-big-biceps-fiscal-conservatism.htm>

#### Big Pharma's Ugly Secret

Germany's *Der Spiegel* recently published a [string of articles](#) indicating that, until the fall of the Berlin Wall, major pharmaceutical companies conducted hundreds of drug trials in East Germany. In all, the reports suggest, more than 50,000 East German patients served as guinea pigs—many without their knowledge or consent. That's according to documents acquired from the private archives of physicians and from files of the former East German Health Ministry, the Ministry for State Security (Stasi), and Germany's Institute for Drug Regulatory Affairs. Drugmakers, mostly from West Germany, Switzerland, and the U.S., tested more than 600 drugs on East German patients, including prematurely born infants, alcoholics, and depressives. "The trials resulted in several fatalities, which the participating hospitals were slow to investigate," writes *Spiegel International*. "Some studies had to be discontinued because of serious side effects that had suddenly occurred." Companies involved include some that are now subsidiaries of drug giants Pfizer ([PFE](#)), Bayer ([BAY](#)), and Roche ([ROG](#)).

**Issue 110**

5114 [Kali Era](#), [Vijaya Year](#), Vaisakha Month  
2070 [Vikramarka Era](#), [Vijaya Year](#), Vaisakha Month  
1934 [Salivahana Era](#), [Vijaya Year](#), Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

IP and Industry News

<http://www.businessweek.com/articles/2013-05-24/germans-find-new-evidence-of-shady-soviet-era-drug-trials>

The 11 largest global pharmaceutical companies made an astonishing [\\$711 billion](#) in profits over the last decade. Here's another measure of the industry's greed: the same companies paid their chief executive officers a combined [\\$1.57 billion](#) in that period. Not bad work if you can get it. They achieved this thanks in part to their systematic exploitation of Medicare and an epidemic of illegal marketing activity.

According to corporate filings analyzed by Health Care for America Now (HCAN), in 2012 the drug companies' CEOs drew total compensation of \$199.2 million, two and a half times the total in 2003. In 2006, the first year of the Medicare prescription drug law, the pay of the CEOs jumped by \$58.9 million from the previous year, the largest one-year increase in the decade HCAN reviewed.

Over the 10-year period, the \$1.57 billion in total compensation was split among 27 executives. The top earners in 2012 were Johnson & Johnson's William Weldon, who took in \$29.8 million, and Pfizer's Ian Read, who received \$25.6 million. By comparison, the median household income in the U.S. last year was \$50,054, while half of all Medicare beneficiaries had less than [\\$22,500](#) in annual income. Click [here](#) for details on Big Pharma's annual CEO compensation expenditures. In April, HCAN compiled data showing that the 11 drug companies reported [\\$711.4 billion](#) in profits over the same 10-year span.

These huge spikes in pay coincided with eye-popping profits bolstered by a provision the pharmaceutical lobby inserted into the law to prohibit Medicare from using its unparalleled purchasing power to obtain discounts or negotiate prices with drug companies. By prohibiting Medicare to get better drug prices, the federal government is effectively subsidizing the greed of the drug makers and their CEOs. As a result, [Americans pay vastly higher prices](#) than people in other countries for identical drugs.

[http://www.huffingtonpost.com/ethan-rome/big-pharma-ceo-pay\\_b\\_3236641.html](http://www.huffingtonpost.com/ethan-rome/big-pharma-ceo-pay_b_3236641.html)

However, this industry plays a major role in the discovery and development of new medicines. Furthermore, [in annual surveys of the most generous companies in America, pharma companies routinely dominate the list](#). Yet, even this generosity gets challenged, as shown in a recent article in *The Guardian* entitled "[Drug Donations Are Great, But Should Big Pharma Be Setting The Agenda?](#)" The concern raised in this essay is that, by giving out free medicines in Africa, pharmaceutical companies are

**Issue 110**

5114 [Kali Era](#), [Vijaya](#)Year, Vaisakha Month  
2070 [Vikramarka Era](#), [Vijaya](#) Year, Vaisakha Month  
1934 [Salivahana Era](#), [Vijaya](#)Year, Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

**Total CEO Compensation At  
Top 11 Global Pharmaceutical  
Companies, 2003-2012**  
*In USD Millions*

Johnson & Johnson	\$233.4
Abbott Laboratories	\$207.8
Pfizer	\$192.2
Novartis	\$179.1
Eli Lilly	\$160.2
Roche	\$146.7
Merck	\$135.4
Bristol-Myers Squibb	\$130.0
Sanofi	\$70.0
GlaxoSmithKline	\$58.4
AstraZeneca	\$54.5

**Total: \$1,568 MILLION**

Source: Corporate Filings

essentially shaping the public health agenda in developing countries. The major example cited revolves around an HPV vaccination program for cervical cancer in Rwanda, which was made possible by [Merck Merck](#) which agreed to donate its vaccine for three years. The concern of health care providers in Africa was twofold. First, they believe that Merck is simply priming the market in Rwanda for future vaccine use, although Merck has promised to provide discounted prices for vaccines after the three year period. Second, critics feel that such a concentrated focus on HPV (95% of 11 year old girls) was misplaced as cervical cancer lags way behind other vaccine preventable diseases in the developing world.

[AstraZeneca AstraZeneca](#), [GlaxoSmithKline GlaxoSmithKline](#) (GSK), Merck and [Novartis Novartis](#) all have R&D centers established solely for work on cures for neglected diseases. Pharma companies are devoting resources to find treatments for malaria, trypanosomiasis (sleeping sickness), Dengue fever, and Chagas Disease that plague the developing world. If Pharma's efforts are successful, they will come up with new medicines that will benefit millions of people – medicines that will have a negligible effect on the bottom line for these companies.

### Big Waste

Drugmakers including Bristol-Myers Squibb Co., Pfizer Inc. ([PFE](#)) and Eli Lilly & Co. ([LLY](#)) have spent billions of dollars on ineffective therapies in a so-far fruitless effort to come up with a treatment for dementia and Alzheimer's.

In the latest of a steady drumbeat of research that suggests diet, exercise and socializing remain patients' best hope, a study published today in the Proceedings of the National Academy of Sciences shows that vitamins B6 and B12 combined with folic acid slowed atrophy of gray matter in brain areas affected by

**Issue 110**

5114 [Kali Era](#), [Vijaya Year](#), Vaisakha Month  
2070 [Vikramarka Era](#), [Vijaya Year](#), Vaisakha Month  
1934 [Salivahana Era](#), [Vijaya Year](#), Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

IP and Industry News

Alzheimer's disease.

Alzheimer's disease and dementia mostly affect older people. As people live longer, the number afflicted by the conditions is growing. Delaying dementia with an inexpensive vitamin regimen may help stem the surge in cases, which the World Health Organization predicted would more than triple from 36 million worldwide in 2010 to 115 million in 2050, as well as the cost, estimated at \$604 billion in 2010 by Alzheimer's Disease International.

The Nutrition Business Journal estimates the global market for vitamins, minerals and supplements was \$30 billion in 2012 and forecasts sales will grow 3.6 percent by 2017. A cheap regimen of vitamins in use for decades is seen by scientists as a way to delay the start of Alzheimer's disease and dementia, a goal that prescription drugs have failed to achieve. It may be even cheaper to eat a balanced diet, moderate exercise, socializing and a little bit of will power, to keep Alzheimer's at bay.

<http://www.businessweek.com/news/2013-05-20/vitamins-that-cost-pennies-a-day-seen-delaying-dementia-health>

Upward Mobility in the US

The economists examined U.S. [Census Bureau data](#) from 1960 through 2000 looking at age at first marriage, completed education, occupational wages, and earnings. They also used the 1979 National Longitudinal Survey of Youth to measure [cognitive skills](#) and the National Longitudinal Survey of [Adolescent Health](#) (Add Health) to gauge [physical attractiveness](#). Their findings largely reflect the different networks that lower or higher ability individuals belong to. Those attending four-year colleges interact more with people of about the same age. After graduation, they and their peers often enter careers with upward mobility at a time when people tend to marry. By contrast, those who attend [community colleges](#) or work in low-skilled jobs with little chance of advancement are more likely to interact with more widely diverse age groups, increasing their chances of marrying someone significantly younger or older, the study said. The study also found that men married to younger or older spouses made less money than those married to women of a similar age. In the 1980 Census, for example, men married to women eight or more years younger or older earned on average \$3,495 less per year than men married to women no more than a year older or younger. At the same time, women married to differently-aged spouses made more money than their mates but that was due to working more hours, not earning higher wages. <http://phys.org/news/2013-05-so-called-cougars-sugar-daddies-myth.html#jCp>

**Issue 110**

5114 [Kali Era](#), [Vijaya](#)Year, Vaisakha Month  
2070 [Vikramarka Era](#), [Vijaya](#) Year, Vaisakha Month  
1934 [Salivahana Era](#), [Vijaya](#)Year, Vaisakha Month  
2013 AD, May



శ్రీ వేపచేదు విద్యా పీఠము

# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

IP and Industry News

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Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shantih, Shantih, Shantih!

(Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!)

**Issue 110**

5114 Kali Era, Vijaya Year, Vaisakha Month  
2070 Vikramarka Era, Vijaya Year, Vaisakha Month  
1934 Salivahana Era, Vijaya Year, Vaisakha Month  
2013 AD, May

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