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# VEPACHEDU EDUCATIONAL FOUNDATION

## The Andhra Journal of Industrial News

### IP and Industry News

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#### **USPTO Cuts Backlog**

For the first time in several years, the Patent and Trademark Office was able to reduce the backlog of unexamined patent applications to below 665,000, a remarkable achievement considering the 5 percent increase in patent applications filings in FY2011. Through improved practices and processes, the USPTO is on track to push the backlog down even further, helping deliver new technologies to the marketplace faster, which in turn spurs job creation and drives economic growth for our country. [http://www.uspto.gov/blog/director/entry/a\\_look\\_back\\_at\\_2011](http://www.uspto.gov/blog/director/entry/a_look_back_at_2011)

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But for biotech, patents may be irrelevant! <http://www.patentdocs.org/2011/12/if-patents-become-irrelevant-in-a-biosimilars-future-what-about-university-patents-and-startups.html>

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#### **Track I - Prioritized Examination for RCEs Now Available**

Effective December 19, 2011, applicants may request Prioritized Examination for applications concurrent with, or subsequent to, the filing of a request for continued examination (RCE). Use the Office's certification and request form PTO/SB/424 form located on the USPTO Forms page: <http://www.uspto.gov/forms/index.jsp>

A request for Prioritized Examination must be filed electronically via EFS-Web, except in a plant application for which the request must be filed in paper. When attaching the certification and request form, please select the document description "**TrackOne Request**", available under the "Track I - Prioritized Examination" category. For more information, see USPTO Press Release: <http://www.uspto.gov/news/pr/2011/11-74.jsp>

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#### **Big Pharma and CRO Business**

In 2011, Pfizer chopped up its R&D empire in pursuit of a major reduction in R&D spending. Sanofi, Eli Lilly and their rivals have been trying to outsource more of their development work, bringing in CROs as strategic partners in long-term deals with the steady shift from west to east. With lower costs and emerging markets waiting for them, China has clearly grabbed the attention of Big Pharma companies. Merck announced plans to create an [R&D hub in Beijing](#) allocating \$1.5 billion over 5 years to establish a regional research complex.

J&J has led the charge for investigators involved in neuroscience to pool their efforts in "precompetitive" arenas. Can companies, academics and government groups learn how to play together so that patients benefit? [http://www.fiercebiotech.com/story/big-pharma-embraces-open-innovation-trend-fix-broken-rd-model/2011-05-24?utm\\_medium=nl&utm\\_source=internal](http://www.fiercebiotech.com/story/big-pharma-embraces-open-innovation-trend-fix-broken-rd-model/2011-05-24?utm_medium=nl&utm_source=internal)

Big Pharma still needs new technology and new products, and they are not very good at growing them without help from biotechs with smart science and an inside track on a novel therapy. However, a whopping 39% of venture groups say they have pulled back on their investments in the U.S. life sciences field over the past three years. And the same proportion say they'll continue to hold back over the next few



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years, according to a new survey out from the National Venture Capital Association. A significant chunk of the VC community [looking outside the U.S. to place its bets](#). Venture capitalists are shifting investment capital away from lifesaving and life-sustaining products and into areas less regulated by the FDA as well as into other countries. It's unlikely 2012 will see any dramatic changes at the FDA that will make life any easier for developers. If that proves to be the case, adds the venture group, the shortfall could starve the industry of \$500 million. [http://www.fiercebiotech.com/story/vcs-blame-fda-bleak-investment-outlook-drugs-and-devices/2011-10-06?utm\\_medium=nl&utm\\_source=internal#ixzz1i3PtsqJ](http://www.fiercebiotech.com/story/vcs-blame-fda-bleak-investment-outlook-drugs-and-devices/2011-10-06?utm_medium=nl&utm_source=internal#ixzz1i3PtsqJ)

Among the ranks of large pharmaceutical companies this year, there was a clear standout: [Bristol-Myers Squibb](#). [Pfizer](#), [Abbott Laboratories](#), and Eli Lilly all managed to notch share price increases of greater than 15%. So did [Amgen](#), which continued to define the border between the biotechnology companies and big pharma, which it looks a bit more like every single year. BMS had been hobbled by a series of drug research failures, patent expirations, and accounting scandals. The response was to sell non-core businesses and brands, most notably the Mead Johnson baby formula business, and focus on building a strong pharmaceutical presence – partly by doing daring deals like its \$2.4 billion purchase of biotechnology firm Medarex in 2009, which gave BMS full rights to Yervoy. Now other companies seem to be following the sell-off-and-focus strategy Bristol pioneered. One reason for the rise in Pfizer shares this year was that the company is openly talking about making divestitures, including one of its baby formula business. Abbott, for its part, announced plans to split in two, creating a large, faster-growing medical devices and products company and an even bigger standalone drug giant. By facing its crises six years ago, BMS became one of the drug industry's trendsetters. Novo Nordisk, the diabetes specialist that has outperformed most other drug makers over the past year but which did not do as well this year, or biotechnology firms like Alexion, focused on rare diseases, or Biogen Idec, focused on multiple sclerosis. Both of those companies saw their stocks increase by about 70% in 2011. <http://www.forbes.com/sites/matthewherper/2011/12/26/the-best-big-drug-company-of-2011/>

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#### **Blood Test for Alzheimer's**

In research published in *PLoS ONE* and at the Alzheimer's Association International Conference on Alzheimer's Disease in Paris, a team from the Texas Alzheimer's Research and Care Consortium (TARCC) took an existing blood test and simplified it, and then cross-checked it with clinical data from an independent group of patients. While this test is still at an early stage, and has not yet been approved, it is simpler than existing tests - detecting biomarkers in the cerebrospinal fluid (CSF) and neuroimaging. It could be much easier for physicians to use in clinics. So far, no blood-based biomarker screening tool has received FDA approval.

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#### **Addictive Oxycodon**

In 2011, Pfizer Inc and Acura Pharmaceuticals Inc received approval of a pain drug designed to combat widespread abuse of opioid-based painkillers. Their tablet, called Oxecta, still contains the abused popular oxycodone, but has safeguards should the pill be crushed or mixed with water. FDA statistics show that more than 33 million Americans age 12 and older misused extended-release and long-acting opioids during 2007—up from 29 million just five years earlier.

[http://www.healthnews.com/en/news/New-Extra-Strength-Painkiller-Concerns-Abuse-Experts/3pl1R\\$exzEt9v0tY06yrrp/](http://www.healthnews.com/en/news/New-Extra-Strength-Painkiller-Concerns-Abuse-Experts/3pl1R$exzEt9v0tY06yrrp/)

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#### **Cloud Storage and Computing**

Internet giants [Google Inc.](#), [Amazon.com Inc.](#) and [Facebook Inc.](#) have relied for years on cloud computing, where information is split up and stored across large networks of remote servers, rather than all in one place. When storing a holiday dinner photo, for instance, Google slices it into many shreds of data that are then duplicated and sent to dozens of data centers all over the world. That way, if one data center melts down or has a long power outage, your family portrait can be reassembled from the pieces still stored in the center's surviving peers. <http://www.latimes.com/business/la-fi-tech-savvy-cloud-20111229,0,5265913.story>

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#### **India's Demography**

The U.S. Census Bureau and the UN Population Division (UNPD) envision India in 2030 as a country with roughly 1.5 billion people, with an intervening rate of population growth averaging about 1.1% per year. India of 2030 will still be a youthful country, with 8%–9% of its population 65 years of age or older and a median age of 31–32 years. About 68% of India 2030's population will comprise men and women of working age (conventionally defined as the 15–64 group), compared with 65% today. This means that



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the working-age manpower is set to grow more rapidly than overall population in the decades immediately ahead, by about 1.3% per annum on average. By 2030, UNPD anticipates India's life expectancy to reach 70 years, and by its projections, the India of 2030 will be about 40% urban, up from an estimated 30% today.

By 2030, current projections envision that China will have entered into an unavoidable long-term depopulation. The country's fertility trends sank below the replacement level two decades ago and are currently estimated to be 30% below replacement. China's working-age population is on track to peak around 2015 and will have been shrinking for a decade and a half by 2030. By contrast, India's steadily growing working-age population will be the world's largest well before 2030. China will be aging very rapidly over the decades immediately ahead. By 2030, the population's median age will likely be about 43 years, up eight years from today, and the 65 years and older share will be approaching 17%, twice as much as today. Accordingly, China will face the burdens that come with an aging population. By 2030 it will be a decidedly "grayer" society than America today—on an income level far below current OECD norms, even assuming rapid material progress. <http://www.nbr.org/research/activity.aspx?id=195>

### **China's GATT Compliance**

The U.S. Trade Representative (USTR) issued a [Report](http://www.ustr.gov/webfm_send/3189) (http://www.ustr.gov/webfm\_send/3189), which characterizes IPR infringement as a serious problem and IPR enforcement has not been achieved in China and cites a USTR study that estimated a total of \$48 billion lost in sales, license fees, and royalties in 2009 stemming from Chinese piracy, noting that this is more than 2/3rds of the total \$69 billion of US goods exported to China in that year. Levels of piracy of copyrighted products are estimated to be 90-95% of all sales, while business software piracy rates were estimated to be 80%. Earlier this year, the USTR's Special 301 Report placed China on the Priority Watch List.

The country that invented the compass, gunpowder and printing is also challenging America in innovation. It is estimated that in 2011 more patents were granted to residents in China than in America.

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The World Economic Forum's "World Competitiveness Report" ranks China 31st out of 142 countries on the quality of its maths and science education, well ahead of America's 51st place. China's external financial clout also beats America's hands down. It has total net foreign assets of \$2 trillion; America has net debts of \$2.5 trillion. [http://www.economist.com/node/21542155?fsrc=nlw/hig|12-28-2011|editors\\_highlights](http://www.economist.com/node/21542155?fsrc=nlw/hig|12-28-2011|editors_highlights)

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### **State and Company**

State controlled/owned company (the extinct East India Company, today's Chinese state-owned companies, or Gazprom) and company owned/controlled State (the US controlled by private industry) both failed and caused war, destruction and brought misery to millions of people. The merchants who ran the East India Company repeatedly emphasized that they had no intention of ruling India. They were men of business who only dabbled in politics out of necessity. Nevertheless, as rival state companies tried to muscle in on their business, they ended up taking huge swathes of the emerging world under their direct control, all in the name of commerce. <http://www.economist.com/node/21541753>

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### **Rich Favor the Same Foreign Cars**

Only 2 percent of households in the US make more than \$250,000, according to the IRS, and only 1 percent earn \$506,000 or more. About 61 percent of people who earn \$250,000 or more aren't buying luxury brands at all. They're buying the same Toyotas, Hondas and Fords as the rest of us. However, for those who buy luxury brands, the list of the 10 most popular cars (for people earning over \$250,000): The Mercedes E-class, Lexus RX 350, BMW 5 Series and 3 Series had the top four spots. But most surprising is the cars that rounded out the top 10: Three Hondas, a Toyota, an Acura and a Volkswagen, not a single domestic vehicle in the bunch. <http://www.forbes.com/sites/joannmuller/2011/12/30/what-the-rich-people-really-drive/>

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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!)**

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