



## School of Pharmacy, Centurion University of Technology and Management, Rayagada

### Impact of Intellectual Property Rights (IPR) on Pharmaceutical Industry

**Date:** 20th April 2024

**Organized by:** School of Pharmacy, Centurion University of Technology and Management, Rayagada

**Resource Person:** Dr. Ravi Sankar Kothamasu, Assistant General Manager, Intellectual Property Rights, NATCO PHARMA Limited

On 20th April 2024, the School of Pharmacy at Centurion University of Technology and Management, Rayagada, conducted an insightful webinar focusing on the impact of Intellectual Property Rights (IPR) on the pharmaceutical industry. The webinar aimed to shed light on the crucial role of IPR in shaping innovation, competition, and regulatory compliance within the pharmaceutical sector. Dr. Ravi Sankar Kothamasu, Assistant General Manager of Intellectual Property Rights at NATCO PHARMA Limited, served as the distinguished resource person for the event.

**Objective of the Webinar:** The primary objective of the webinar was to enhance participants' understanding of the significance and implications of intellectual property rights in the pharmaceutical domain. Dr. Kothamasu elucidated the complex interplay between patents, trademarks, copyrights, and regulatory exclusivities in driving industry research, development, marketing, and commercialization strategies. The session aimed to empower students and professionals with insights into navigating the IPR landscape and leveraging intellectual property for strategic advantage.

**Session Overview:** Dr. Ravi Sankar Kothamasu commenced the webinar by outlining the fundamental concepts of intellectual property rights and their relevance to the pharmaceutical sector. He elucidated the multifaceted nature of IPR, encompassing patents, trademarks, trade secrets, and regulatory exclusivities, and their distinct roles in protecting innovations, brands, and market exclusivities.

The session encompassed the following key discussions:

**Importance of Patents:** Dr. Kothamasu underscored the pivotal role of patents in incentivizing pharmaceutical innovation by granting exclusive rights to inventors for a specified period. He explained the patent lifecycle, from filing and prosecution to expiration and generic entry, and its impact on drug development, market access, and competition.

**Strategic Patenting and Portfolio Management:** The resource person elaborated on the strategic considerations involved in patent drafting, filing, and portfolio management within the pharmaceutical industry. He discussed tactics for maximizing patent protection, minimizing infringement risks, and optimizing the value of intellectual property assets.

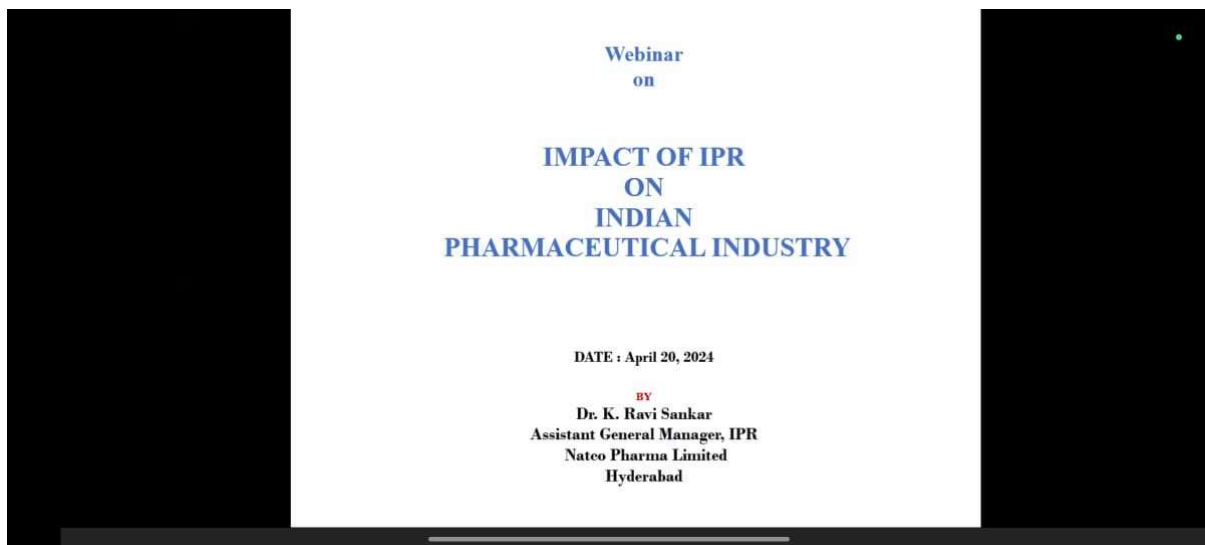
**IPR and Regulatory Compliance:** Dr. Kothamasu highlighted the intersection of intellectual property rights with regulatory requirements and market access strategies in the pharmaceutical sector. He addressed key regulatory frameworks governing drug approval, marketing authorization, data exclusivity, and patent linkage, and their implications for innovation, generic competition, and public health.

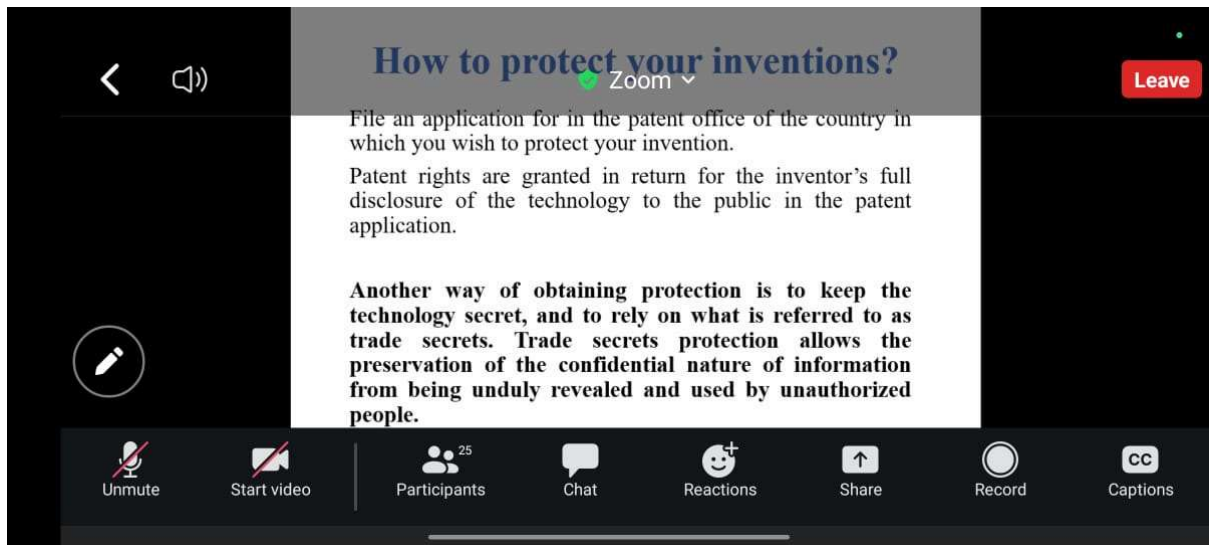
**Emerging Trends and Challenges:** The webinar explored emerging trends and challenges in pharmaceutical IPR, including the rise of biosimilars, the impact of digital technologies on patent strategies, and the evolving landscape of global patent litigation and enforcement.

**Q&A Session:** Following the presentation, a dynamic question-and-answer session allowed participants to seek clarification on specific topics, share insights, and engage in meaningful discussions with Dr. Kothamasu.

**Conclusion:** The webinar concluded with a vote of thanks to Dr. Ravi Sankar Kothamasu for his invaluable contributions and expertise in elucidating the impact of intellectual property rights on the pharmaceutical industry. The event proved to be highly informative, inspiring participants to appreciate the strategic significance of IPR in driving innovation, competitiveness, and compliance within the dynamic landscape of pharmaceuticals.

The School of Pharmacy sincerely appreciates all participants for their active engagement and enthusiastic participation in this enlightening discourse. The webinar has undoubtedly enriched the knowledge and understanding of intellectual property rights among the pharmacy community at Centurion University, empowering future leaders to navigate and leverage IPR for sustainable growth and innovation in the pharmaceutical sector.





### List of participants

