



Pharmaceutical Branding & Advertising



Complex Mission-Critical Terrain



Failure to secure the requisite approvals for drug names and launch campaigns can disrupt a timely commercial launch. Companies must navigate an intricate dual-track legal process across trademark agencies (e.g., US Patent & Trademark Office) and regulatory agencies (e.g., US Food & Drug Administration) in order to bring a branded drug to market. Our highly experienced attorneys guide clients through each step of the process to help them avoid pitfalls and successfully commercialize their drugs or biologics.

// AREAS OF FOCUS

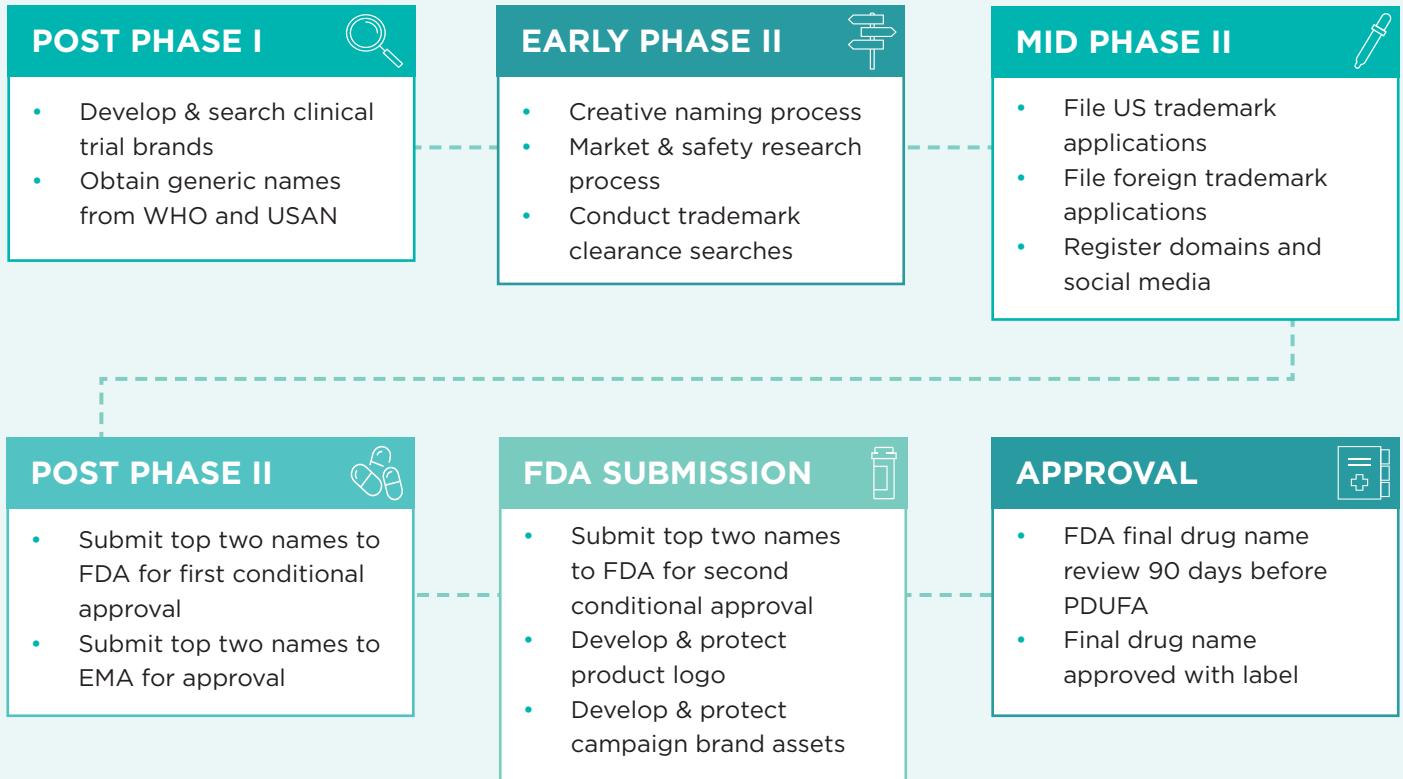
- Clinical trial branding
- Drug name trademark clearance and filings
- FDA proprietary name approvals
- Global brand strategy counseling
- International Nonproprietary Name & US Adopted Name approvals
- Pharmaceutical trademark policing & enforcement
- Brand licensing & marketing agreements
- Advertising & promotional materials review
- FDA/FTC enforcement & warning letters
- FDA submissions & strategic communications

// DON'T JEOPARDIZE YOUR COMMERCIAL LAUNCH

From clinical trial brands and drug names to launch campaigns, life sciences clients face unique branding and advertising issues — many of which directly impact their ability to bring products to market. In particular, the multitrack drug name approval processes in key countries are a constantly evolving and complex maze of crisscrossing requirements, timelines, priorities, and procedures (with no reciprocity). Success requires early planning and sophisticated strategies coordinated across multiple countries and government agencies.

Our pharmaceutical branding and advertising team has guided many clients to successful commercialization. Whether you are just starting the naming process for a generic or branded drug, facing agency rejections, disputing with competitors, or preparing promotional campaigns, make sure you receive critical guidance in order to launch, enhance, and protect your pharmaceutical product in the marketplace.

Start the **drug naming process** by the earlier of:
 (i) 2 years before FDA submission or (ii) 3 years before commercialization.



// TEAM

Mintz's pharmaceutical branding and advertising attorneys combine deep legal capabilities and industry knowledge to advise on immediate legal issues as well as long-term business objectives. They are an integral part of the firm's nationally ranked cross-disciplinary team of 150+ attorneys and professionals focused on life sciences clients.



KAREN K. WON

Member / New York
 KWon@mintz.com
 212.692.6704



JOANNE S. HAWANA

Member / Washington, DC
 JSHawana@mintz.com
 202.434.7349