



IIA LATIN AMERICA: *Decision support through strategic research.*

Case Study: Pharmaceutical Patent Analysis in Brazil

Background

A multinational pharmaceutical company requested an analysis of registered patents made by a Brazilian governmental research institute specializing in generic medications. The clients intent was to have sufficient intelligence to initiate conversations and negotiate a technology transfer alliance to jointly manufacture and commercialize a high demand medication.

How we helped this client

- Patent database searches establishing a listing of registries and expiration of patents registered by the target organization.
- In-depth interviews with researchers and high level executives in the target organization to gather intelligence on production estimates for the specific medication of interest.
- Strengths and weaknesses analysis on the target organization.

What we delivered

- Topline analysis, conclusions, and recommendations.

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