

Co-promotion and Co-marketing in Pharmaceuticals and Biotechnology 2016-2023

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Abstracts

SUMMARY

Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology | Global coverage | Deal financials | Contract documents | Deal trends | Leading dealmakers | Comprehensive deal directory 2016 to 2023 Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology provides a detailed understanding and analysis of how and why companies enter co-promotion and co-marketing deals.

Fully revised and updated, the report provides details of co-promotion and co-marketing deals from 2016 to 2023.

The report provides access to co-promotion and co-marketing deal payment terms as announced between the parties. This data provides useful insight into the payment and other deal terms.

Understanding the flexibility of a prospective partner's negotiated deals terms provides critical insight into the negotiation process in terms of what you can expect to achieve during the negotiation of terms. Whilst many smaller companies will be seeking details of the payments clauses, the devil is in the detail in terms of how payments are triggered and rights transferred – contract documents provide this insight where press releases and databases do not.

This report contains a comprehensive listing of co-promotion and co-marketing deals announced since 2016 as recorded in the Current Agreements deals and alliances database, including financial terms where available, plus links to online copies of actual co-promotion and co-marketing contract documents as submitted to the Securities

Exchange Commission by companies and their partners.

The initial chapters of this report provide an orientation of co-promotion and co-marketing dealmaking and business activities.

Chapter 1 provides an introduction to the report, whilst chapter 2 provides an overview and analysis of the trends in co-promotion and co-marketing as well as a discussion on the merits of the type of deal.

Chapter 3 provides an overview of the structure of co-promotion and co-marketing deals.

Chapter 4 provides a review of the leading co-promotion and co-marketing deals since 2016. Deals are listed by headline value. Where the deal has an agreement contract published at the SEC a link provides online access to the contract via the Current Agreements deals and alliances database.

Chapter 5 provides a comprehensive listing of the top 25 most active co-promotion and co-marketing dealmaker companies. Each deal title links via Current Agreements deals and alliances database to an online version of the full deal record, and where available, the actual contract document, providing easy access to each deal record on demand.

Chapter 6 provides a comprehensive and detailed review of co-promotion and co-marketing deals organized by company A-Z, therapy, technology and industry type signed and announced since 2016 where a contract document is available. Contract documents provide an indepth insight into the actual deal terms agreed between the parties with respect to the co-promotion and co-marketing deal.

The deal directory includes a comprehensive listing of all co-promotion and co-marketing deals announced since 2016. Each listing is organized as a deal directory by company A-Z, therapeutic area and technology type. Each deal title links via hyperlink to an online version of the deal record including, where available, the actual contract document.

The report also includes numerous table and figures that illustrate the trends and activities in co-promotion and co-marketing dealmaking since 2016.

In conclusion, this report provides everything a prospective dealmaker needs to know about co-promotion and co-marketing alliances.

Key benefits

Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology provides the reader with the following key benefits:

Understand deal trends since 2016

Browse co-promotion and co-marketing deals

Benchmark analysis – identify market value of transactions

Financials terms

Directory of deals by company A-Z, therapy focus and technology type

Leading deals by value

Most active dealmakers

Identify assets and deal terms for each transaction

Access contract documents - insights into deal structures

Due diligence - assess suitability of your proposed deal terms for partner companies

Save hundreds of hours of research time

Report scope

Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology is intended to provide the reader with an in-depth understanding of the co-promotion and co-marketing trends and structure of deals entered into by leading biopharma companies worldwide.

Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology includes:

Trends in co-promotion and co-marketing dealmaking in the biopharma industry

Overview of co-promotion and co-marketing deal structure

Directory of co-promotion and co-marketing deal records covering pharmaceutical and biotechnology

The leading co-promotion and co-marketing deals by value

Most active co-promotion and co-marketing dealmakers

The leading co-promotion and co-marketing partnering resources

In Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology, the available deals are listed by:

Company A-Z

Headline value

Therapeutic area

Technology type

Each deal title links via Weblink to an online version of the actual deal record, providing easy access to each contract document where available.

Co-promotion and Co-marketing Deals in Pharmaceuticals and Biotechnology provides comprehensive access to available records for co-promotion and co-marketing deals, including contract documents where available.

Analyzing contract agreements allows due diligence of:

What are the rights granted or optioned?

What rights are granted by the agreement?

What exclusivity is granted?

What is the payment structure for the deal?

How are sales and payments audited?

What is the deal term?

How are the key terms of the agreement defined?

How are intellectual property rights handled and owned?

Who is responsible for commercialization?

Who is responsible for development, supply, and manufacture?

How is confidentiality and publication managed?

How are disputes resolved?

Under what conditions can the deal be terminated?

What happens when there is a change of ownership?

What sublicensing and subcontracting provisions have been agreed?

Which boilerplate clauses does the company insist upon?

Which boilerplate clauses appear to differ from partner to partner or deal type to deal type?

Which jurisdiction does the company insist upon for agreement law?

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