

Media Briefing Note

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Stockholm Network ‘5ive Minutes’ DVD – Quick Guide to Pharmaceutical Intellectual Property Rights.

In a bid to demystify the issues surrounding pharmaceutical intellectual property rights (IPRs) the Stockholm Network is launching its first ever DVD: ‘5ive Minutes: Stockholm Network Briefings on Pharmaceutical Intellectual Property Rights’.

‘5ive Minutes’ is a tool to bring to its audience a simple yet focused guide to some of the most important debates surrounding pharmaceutical IPRs and address the misconceptions surrounding it. The DVD is aimed at busy policy makers, journalists and anyone who would like to get a better understanding of the field of intellectual property.

In order to maximise the DVD’s impact, the Stockholm Network has made the 7 topics it covers, into slots of no more than 5 minutes each.

It is hoped this approach will make the often dense and demanding subject of IPR more comprehensible for a whole new audience.

“This DVD is part of a wider drive by the Stockholm Network to promote the message that intellectual property affects everybody’s lives in a myriad of ways - from the availability of AIDS medication in developing countries to what we listen to our iPods”, explains Dr Meir Pugatch, Director of Research for the Stockholm Network.

‘5ive Minutes’ covers the following topics:

1. Data Exclusivity;
2. Evergreening and incremental innovation;
3. The uses and abuses of compulsory licensing;
4. The Trips Agreement and its flexibilities;

5. Counterfeiting of medicines;
6. The debate over patents and access to medicines;
7. Research and Development in the Pharmaceutical Industry.

- To view the '5ive Minute' DVD, please go to:

<http://www.stockholm-network.org/publications/videos.php>

- For further information on the above, please contact:

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Notes to Editors:

The Stockholm Network is the leading pan-European think tank. It offers a unique network of 130 market-oriented think tanks across Europe providing access to the best European policy thinking.

The Stockholm Network has 3 policy programmes: Intellectual Property and Competition, Health and Welfare and Energy and the Environment. Each was developed in order to further the objective of the Network in searching for practical market-oriented solutions to the endemic problems Europeans face today.