

## ACC-SFBA Patent Law Committee Meeting Sponsored by Sheppard Mullin LLP

### Market Exclusivity – FDA Considerations in Patent Product Protection Strategies

Garden Court Hotel, Palo Alto

10.10.2019

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#### Overview

Protecting a company's substantial investment in drug and biologic discovery is key to a product's commercial success. Market exclusivity has the potential to drive innovation for large and small molecules, and also orphan drugs and other niche drugs with a limited market. In this session, we will explore strategies for maximizing exclusivity from both a patent and FDA regulatory perspective. We also will discuss the opportunities and challenges of attaining market exclusivity from in-house attorneys at both large and small molecule companies.

#### Panelists:

- Allison Fulton, *Partner*, Sheppard Mullin
- Lauren Stevens, *Consultant*, Global Patent Group, LLC
- Leslie Robbins, *Senior VP Intellectual Property*, CytomX Therapeutics
- Lorna Tanner, *Partner*, Sheppard Mullin

#### Schedule

11:30 a.m. - 12:00 p.m. Registration

12:00 p.m. - 1:00 p.m. Program

1:00 p.m. - 1:30 p.m. Networking

#### CLE

Credits: 1 Hour

State: CA

Category: General

#### Location

Garden Court Hotel

520 Cowper Street

Palo Alto, CA

**Cost**

Members: Free

Non-members: \$50

**Questions?** Please contact Belinda Ashong via email or 415.774.3171

**Practice Areas**

Intellectual Property