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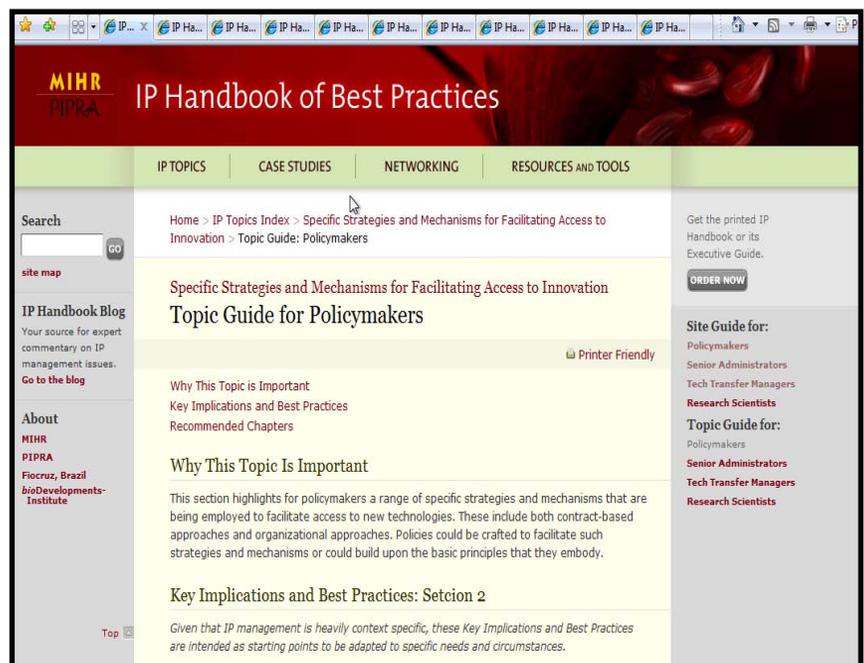Mobile: +1 480 620 6550 * anatole@asu.edu

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Intellectual Property/Innovation Management *Handbook* now Online

BEIJING, CHINA (1 November 2007) – Today, a new and unique resource in intellectual property and innovation management has been launched: the Online version of the *Handbook of Best Practices.* Speaking at the Global Forum for Health Research in Beijing, Anatole Krattiger who led the effort said: "Thanks to the foresight of and support from the Rockefeller Foundation, MIHR and PIPRA [the publishers] were able to capitalize on the Web 2.0. The Online version of the resource gives us the ability to weave new connections and pursue new directions. The global IP revolution, increasingly led by the public sector, is just beginning. It amplifies the important contribution of sound IP management and how the public sector can put intellectual property to work for a better, healthier, and more equitable world."

Carlos Morel of the Oswaldo Cruz Foundation (Fiocruz, Brazil), a veteran in health research who chaired the special launch session at Forum 11, added that "Tapping into a near-inexhaustible source of information about IP management issues is now just a click and a query away for anyone, for free." The resource contains the entire content of the *Handbook* and of the important companion *Executive Guide* which were published recently. All content can be downloaded for free. The Online version also includes, for each chapter and topic, special editorial introductions written in plain language. A list of best practices is included for each chapter that addresses separately the needs of government policymakers, heads of universities and research centers, scientists and licensing executives.

"This practical resource contains the most useful material to manage innovation I've seen in the 15 years of my career" said Silvia Salazar, Legal counsel at the University of Costa Rica earlier last week in Viña del Mar, Chile, when the *Handbook*'s companion *Executive Guide* was released at the

6th Latin American Ag-Biotech Symposium. It "will serve as a concise guide for experts and provide fascinating insight for all citizens of the Brave New World" wrote Dr. Reddy in the *Guide's* Foreword.

A CD-ROM version has also been launched, supported and developed by the Global Forum for Health Research. It broadens the reach of the *Handbook*, particularly for countries and institutions with low internet bandwidth. It can be installed on PCs and accessed anytime.

Already endorsed by many leaders in the fields of global health, biotechnology, agriculture, and IP/innovation management, the global resource has been praised by Nobel Peace Prize Laureate Norman Borlaug for showing "how public sector research institutions and developed countries alike can use [intellectual property] to achieve their humanitarian and socio-economic objectives…".
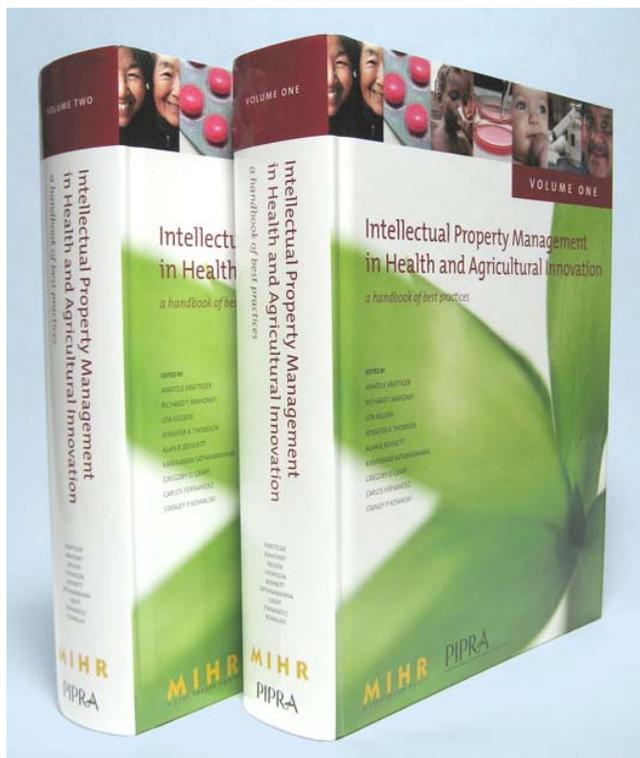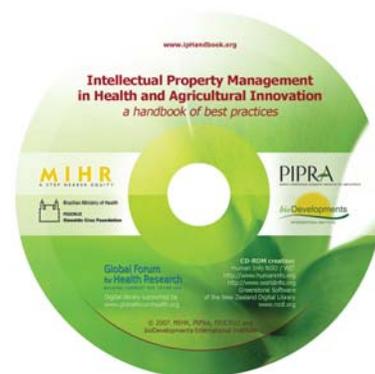
Richard Mahoney of the International Vaccine Institute and co-Editor in Chief (another veteran in the vaccine development area) wrote that "the Online version dramatically contributes to leveling the playing field between the public and private sectors. This will lead to a broader adoption of best practices by the public sector. This, in turn, will allow it to achieve its goals within the evolving IP framework. These new ways can help it better mobilize the resources to take a product through the process of innovation. These include creative licensing practices that ensure global access and affordability, improved institutional IP management capabilities, the formulation of comprehensive national IP policies, and the strengthening of IP court systems and patent offices. These are what best practices in IP management are all about, and what this *Handbook, Executive Guide* and Online version seek to help bring about and promote."

For the moment, the Online resource is static (with the exception of a blog on IP and innovation management). It includes the entire *Handbook/Guide* content but also much, much more, including printer-friendly formats, and easy-to use searches and users' guides. The user guides allow different users (viz. policymakers, heads of universities/research centers, scientists, and licensing executives) to see the most relevant text, chapters and case studies responding to their specific interests. "The Online version amplifies the scope and impact of the *Handbook*'s advancement of sound IP management for commercial and humanitarian ends, offering tools and strategies for utilizing the power of intellectual property and the public domain" said Alan Bennett who heads PIPRA.

The site has been built to be expandable into an interactive resource. video presentations and slides will eventually be mounted for download, and Wikipedia-type features allowing users to add comments and share their own experiences and documents. "We are establishing a virtual global network of IP managers. The Online version is the first step in the development of an interactive Online IP management community allowing people from around the world to interact and build a social IP network" said Stanley Kowalski, member of the editorial Board at the Franklin Pierce Law Center (where the *Handbook* is used as a textbook).

Handbook: 2 volumes, 2000 pages, 153 chapters, case studies, sample agreements, glossary and more.

Executive Guide (not shown): Covers 17 topics in plain English, each followed by key implications and best practices for government policymakers, heads of universities and research centers, scientists and licensing executives. 198 pages plus nearly two-dozen short case studies, and appendices.

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