

**Intellectual Property**  
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**Lecture - 67**  
**Case Study: AstraZeneca**

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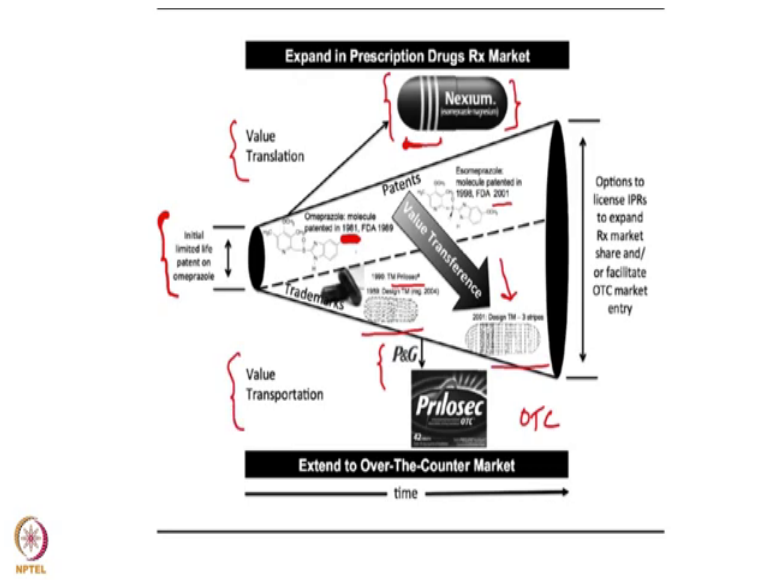
Case Study: AstraZeneca

Value Articulation: A Framework for the Strategic Management of Intellectual Property



In the case study involving AstraZeneca, which is a pharmaceutical company we will see how the company was able to move the value from products that were protected by patents into a use of designs and trademarks.

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Nexium we had seen Nexium the Purple Pill before. Nexium was the product that was used. So, Nexium's journey started off initially as a limited life patent for the drug omeprazole.

Now, omeprazole enjoyed a patent it was patented in 1981, and later on AstraZeneca came up with a variation esomeprazole in 2001. Now, it is a cumulative or an incremental variation, in U.S. they had a patent whereas, in India they did not enjoy a patent right because of certain protections in the Indian law. So, during the term of the patent, they had two broad patents protecting the molecule and a small variation of the molecule, they also tried to create two trademarks around the same time. They came up with Prilosec which was the first trademark which covered the original molecule and later on with Nexium which was the second trademark which protected the variant.

Around this time AstraZeneca was also able to get some design rights; in 1989 they got a design, and again in 2001 they got a design for the three stripes; the three stripes that you see here they got a design right over it. Now this way they were able to translate what was initially protected by a patent and which had a period of protection to an unlimited trademark which continues to protect their product.

They also so, you see value translation from one patent to another, and you can also see that creating a trade dress as they call it for the tablet a purple colour with three yellow stripes on it. And you see value transference the shift from the patent to trademarks and

designs, and you also see that there is value transportation because eventually the over the counter version of this drug was licensed to Procter and Gamble. So, they were able to get into a new market by transferring the value to another product itself. So, the options to licence IPRs to expand the medical prescription market share and to facilitate OTC market entry was achieved by value translation, value transference and by value transportation.