

Book Review: Patently Innovative-How Pharmaceutical Firms Use Emerging Patent Law to Extend Monopolies on Blockbuster Drugs

Ron A. Bouchard

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This book provides review of development in drug approval process and tradition patent law system. The accessibility of generic drugs worldwide is a output of legal developments in traditional patent law and emerging “patent linkage regulations” for pharmaceuticals, which legally tie patent office and drug approval authorities together through legal platform. Together, these systems of intellectual property law work together to figure the market value for branded and generic pharmaceutical products which ultimately determined the costs of expenditures on medicine by individual or by health agency. This book primarily focuses on the aspects how pharmaceutical innovations can be regulated and how government regulation either boosts or inhibits development of inventive breakthrough pharmaceutical products.

It was a treat to read the book ‘Patently Innovative’ written by medical scientist and lawyer in pharmaceutical and biotechnological intellectual property and health law area. Dr. Ron A. Bouchard has provided critical analysis of drug approvals relating to traditional patent laws and emerging patent linkage systems. He has discussed in following aspects related to pharmaceutical research and development, patenting, drug approvals and marketplace of drug in sufficient depth in this book-

- Importance of empirical research and its connection with legal statute and innovation policy of firms
- Impact of government regulations on innovation and market price completion of braded Vs. generic drugs
- Role of government policies in balancing monopoly of private firms and public health
- Timeline for spread of patent linkage worldwide
- Framework for analysis of linkage regime and related policy goals in the different jurisdictions
- Cluster based drug development strategy and future directions

Overall the book helps to understand the data pertaining to: how patent linkage sophisticatedly used for '*ever greening*' pharmaceutical patents by pharmaceutical firms and how research incentives provided by government determines the rate and direction of research by pharmaceutical research and development.

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