abusive practices 136–8
accessibility of technology, IP protection 57–8
advanced pharmaceutical industry 76–7
cooperation with academic institutions 33
creation of Special 301 4, 66–7
dominance of 77–81
global distribution of pharmaceutical
capabilities 81–2
importance of IPRs 24, 85–93
monopolistic competition in brand
names 37
objection to compulsory licensing in
crises 144
role in pushing international IP system 4
see also European pharmaceutical
industry
Advisory Committee (EFPIA) 110
Advisory Committee for Trade
Negotiations (ACTN) 4
African Group, TRIPs agreement 139,
158, 160, 163
Ager, Brian 187
agrochemical products
EU/India dispute over lack of patent
protection 176–80
special provisions relating to patent
applications 144–5
AIDs medicines, conflict over patented
216–17
animals, reservations about patents based
on 162–5
anthrax threat, Cipro debate 217–18
anti-competitive practices, TRIPs lack of
efficacy in eliminating 136–8
anti-monopolistic policies 5
applied research 17–18
Argentina, welfare losses and price
increases, patent grants 55
aspirin 39
Association of the British
Pharmaceutical Industry (ABPI) 92,
104–6, 207–8
AstraZeneca 87, 88, 92
auctoning, right to invent 21–2
availability of technology, IP protection
58–9
Bale, Harvey 179–80
Bangladesh, TRIPs agreement 157, 160
basic research 17, 18
Basle Capital Adequacy Accord 3
Berne Convention (1886) 131
‘best endeavour’ provisions 158–9
biological processes, reservations about
patents for 163
biopiracy 162
biotechnology inventions
legal protection 111
see also life patenting
‘blocking’ phenomenon 27
Bolar exemptions, commercial testing
180–86
Bolkestein, Fritz 170
border measures, TRIPs requirement 133
Botswana, reaction to TRIPs 157, 158
brand loyalty 37, 38, 91, 92, 102–3
Brazil
IPRs and technological development 62
use of trade pressures against 67–8
Brittan, Sir Leon 172
built-in agenda, TRIPs 134–5
Business Software Alliance 4
Cameroon, demands on TRIPs 160
Canada
compulsory licences 59
demands on TRIPs agreement 160
EU dispute over scope of patent
protection 180–86
overriding Bayer Cipro patents 218
cartels, anti-competitive practices 136–7
case-study research 11–12
Celera 163
chemicals, relevance of trademarks 39
CibaGeigy 81, 137
Cipro debate 217–18
clinical phases, R&D projects 89
collaboration, regional and national 109–10
collective action
IPRs as incentive for 118, 206–7
organizational structure 104, 108
Colombia
price increases, patent grants 55
reaction and demands, TRIPs 139, 157, 160
commercial testing, Bolar exemptions 180–86
133 Committee 110, 111, 208
Community Patent Convention (CPC) 181
community perspective, on inventions 20, 26
company-level structure, pharmaceutical MNCs 103–4
competition
brand names 37
during introduction of innovative products 89
from generic based companies 80
competitors, trademarks, as entrance barriers for new 38
compulsory licensing 59, 143–4
conditionality, on mandatory use of patents 143–4
consumer groups, lobbying on IPRs 174
consumption, of pharmaceuticals 82
contractual licensing 137–8
Coordinating Body for the Indigenous Organizations of the Amazon Basin (COICA) 162
corporate IP activities 104
cost containment legislation, Germany 106
cost-reducing inventions, patent grants 28–9
costs
implementation of TRIPs 138, 157
innovative drugs 80
see also opportunity costs
Council for TRIPs 134–6
counterfeiting 36, 58, 133
data exclusivity 88–90, 102, 147–8
Department of Legal Affairs (VFA) 106–7
dependent patents, conditionality on compulsory licensing 143–4
developed countries
international IP system
empirical implications 51–6
non-utilized patents 59
pharmaceuticals
consumption and sales 82
innovative potential 82
international trade in 82
TRIPs agreement
bias in favour of 215
implementation dates 132
use of DSU 133
use of trade retaliation 65–9
see also individual countries; strong IP capability
developing countries
international IP system
empirical implications 51–6
technological access and availability 57–60
IP legislation, pressures to change 66–9
pharmaceutical industry in 82
pharmaceuticals
consumption and sales 82
international trade 82
TRIPs agreement
antagonism towards 215
demands concerning public health 218–19
demands during ministerial 1999 meeting 158–65
implementation dates 132
patent ‘protection building measures’ 144–5
reactions during 1996 and 1998 ministerial meetings 156–8
see also individual countries; weak IP capability
development, defined 18
diminishing returns, identical inventions 25
direct to consumer advertising 92
discoveries 18

discretionary problems, rewarding inventors 22, 23

Dispute Settlement Understanding (DSU) 110, 132–3

doctors, brand loyalty 38, 91

Doha ministerial meeting 218

public health
  advanced pharmaceutical industry, IP position 219–20
demands concerning 218–19
negotiating a ministerial declaration and agreement on 220–22
significance of ministerial declaration 222–3

domestic politics, international financial agreements 3

downgrading of TRIPs, efforts to prevent 188–90

drugs, see also essential drugs list; generic products; innovative drugs; NCE-based drugs; out-of-patent products; patented drugs; prescription drugs

Dunkel, Arthur 130
dynamic analysis, IPRs 62–4

EC Approach to Trade-related Aspects of Intellectual Property 191–2
economic growth
  support for IPRs 171
TRIPs agreement as barrier to 160
economic justification, IPRs 1–2, 203–4, 214
  patents 16–34
  trademarks 34–40
electronic commerce, IP protection 135
‘end use’ products 81–2
enforcement provisions, TRIPs 133
epistemic community, pharmaceutical MNCs 104
essential drugs list (WHO), exclusion from patentability 164
essentially biological processes, reservations about patents for 163
European Chemical Industry Council (CEFIC) 115–16, 188

European Commission
  Green Paper on counterfeiting and piracy 58
  retaliation against IP-violating countries 68–9
  role, trade-related IPR policies 110
  views on intellectual property rights 170–71
  TRIPs agreement 172–3

European Federation of Pharmaceutical Industries and Associations (EFPIA) 3, 101, 108–12, 182, 185, 187, 188, 189, 208, 219

European Generic Medicines Association (EGA) 183

European Parliament, IP position, Seattle 193

European pharmaceutical industry 83
dominance of 214–15
innovative capacity 84–5
IP interests
  enforcement of 215
  primary 100–3, 207
IP organizational structure
  inter-industry 115–18, 208–9
  intra-industry 103–15, 207–8
IP rights
  as dominant factor in field of 6
  importance of 5–6
  as incentive for collective action 206–7
mergers 79
production and trade 83–4
R&D expenditure 77
TRIPs agreement
  effect on international agenda (1995–99) 6–7
  pharmaceuticals see pharmaceutical IP agenda
see also European Federation of Pharmaceutical Industries and Associations

European Union
IP policy making 110–11
IP position, Seattle 191–5
views on intellectual property rights 170–72
TRIPs agreement 172–4
see also European Commission; European Parliament
The international political economy of intellectual property rights

examination system, patent grants 32
exclusive marketing rights 145, 176–80
exclusive patent rights 101–2, 142
exclusive trademark rights 36, 146
exemptions, exclusive patent rights 142
expenditure
pharmaceutical R&D projects 77, 84, 86
on promotion of brand names 91
experience goods 35
‘experimental use’ defence 181, 182
‘expression of folklore’ 161
false information, from trademarks 2
financing, centrally administered reward systems 22–3
‘first to file’ system 114, 115
‘first to invent’ system 114, 115
folklore, IP protection 161
foreign direct investment (FDI) 61–2, 63
foreign economic policies, political forces 3
foreign ownership, patents and trademarks 51–2, 53–4
France
foreign ownership, patents and trademarks 51
innovative capacity 84
pharmaceutical exports 84
trade in IP-related products 54
free-riding 19–20, 36

GATT TRIPs and the Pharmaceutical Industry 175
gene patenting see life patenting
General Assembly, INTERPAT 114
General System of Preferences (GSP), threat of denial 66
generic products, trademarks 39, 146
generic-based companies
Bolar exemptions, commercial tests 181–6
competition from 80
effects of data exclusivity on 90
strategic alliances with 81
generic-based units, within pharmaceutical MNCs 80–81
geographical indications, registration system for 135
Germany
coercion on Switzerland to alter patent law 66
cost containment legislation 106
foreign ownership, patents and trademarks 51
innovative capacity 84
pharmaceutical exports 84
support for IPRs 171
views on TRIPs agreement 173–4
see also Verband Forschender Arzneimittelhersteller
Gilmartin, Raymond V. 101
Glaxo Wellcome 79, 101, 105, 117
GlaxoSmithKline 77, 79, 81, 86, 87, 92, 106, 117
higher prices, brand loyalty 92
Human Genome Project 163
human raw data, free use of 163–4
identical inventions 25
implementation of TRIPs
dates 132
EU demands for rapid implementation 175–6
obstacles to 138
proposal to extend 160
income, trade in IP-related products 52–4
India
demands on TRIPs agreement 159
EU dispute over lack of patent protection 176–80
welfare losses and price increases, patent grants 55
indigenous knowledge 161–2
industry, importance attached to patents 24, 171
industry-government interaction scheme 123
information
non-disclosure/non-reliance period 89–90
regarding TRIPs implementation 176
see also data exclusivity; product information; undisclosed information
information disclosure, IP protection 57–60
Informed Patient Initiative 92
innovative capacity, European pharmaceutical industry 84–5
innovative drugs
capability for 79–80
competition between MNCs introducing 89
patents
importance during marketing stage 86–8
role during pre-marketing stage 88–90
potential for introducing 82
institutional political economy
scholarship 103
institutions, internationalization of IPRs 212–14
insurance tools, patents as 88–90
intellectual property, transactions, royalties and licence fees 55
Intellectual Property Committee (ABPI) 105
Intellectual Property Committee (US) 4, 68, 117–18, 175, 188–9
intellectual property legislation
antitrust lawsuits 5
inventors’ need for 19
use of trade retaliation 66–9
Intellectual Property Policy Committee – PPC (EFPIA) 208
intellectual property protection
biotechnology inventions 111
electronic commerce 135
EU views on 170–72
global commitment to 1, 131–2
identification of countries with inadequate 66
plant breeders 141
technological access and availability 57–60
traditional knowledge 161–2
see also patent protection; stronger IP protection; trademark protection
intellectual property rights
advanced pharmaceutical industry
as dominant factor in field of 6
importance of 5–6
as incentive for collective action 118, 206–7
economic analysis of 7–8
inadequate economic justification for 1–2, 203–4, 214
politically constituted term 4–5
see also exclusive marketing rights;
international IP system; patents; trademarks; TRIPs agreement
inter-governmental agencies, progress in technical assistance 139–40
inter-industry IP organisational structure, pharmaceutical MNCs 115–18
interest groups
international systemic outcomes 210–12
internationalization of IPRs, and need for IPE-based approach 2–5, 206–14
use of trade retaliation 65–9
see also individual associations
Internal Market Working Party (EFPIA) 110
International Convention for the Protection of Industrial Property (1883) 47
international economy, effect on political structures and groups 3
international exhaustion principle 148–9
International Federation of Pharmaceutical Manufacturers Association (IFPMA) 101, 102, 112–14, 175, 182, 188, 208
international financial agreements, domestic politics 3
International Generic Pharmaceutical Alliance (IGPA) 183
international inter-industry structure, pharmaceutical MNCs 116–18
international intra-industry structure, pharmaceutical MNCs 112–15
international IP system 47–72
empirical implications 51–6
European pharmaceutical industry interest in 100–103
interest groups, and need for an IPE-based approach 2–5, 206–14
IPE explanation for 214
rival economic and political explanations for 204–6
role of institutions 212–14
technology transfer 56–7
direct effects on 57–60
indirect effects on 60–4
theoretical implications 48–51
use of trade retaliation 65–9
see also individual associations
International Plant Medicine Corporation

international political economy
framework, need for 2–5, 206–14
international systemic outcomes
interest groups 210–12
TRIPs agreement 209–10
international trade, pharmaceuticals 82
International Trade Commission (US) 58
international treaties, in TRIPs
agreement 131
International Undertaking on Plant
Genetic Resources 164
INTERPAT 114–15, 208
intra-industry IP organizational structure,
pharmaceutical MNCs 103–15
‘inventing around’ phenomenon 27
inventions
allocation of, as factors of production
27–9
biotechnology 111, 135
centrally administered reward system
21–3
production and distribution in absence
of patents 19–21
and research 18–19
inventive activities
patents
effects on allocation of resources
25–7
as incentive for 24–5, 33
rhetoric about IPRs’ ability to
stimulate 207
investors, new pharmaceutical products
84
IPRs see intellectual property rights

Kenya, reaction and demands, TRIPs
knowledge
monopolisation 16
see also epistemic community;
scientific knowledge; traditional
knowledge
knowledge-based alliances 79
Korea, pressure to amend IP legislation
67, 68

Landfermann, Hans George 171
Latvia, demands on TRIPs 160
least developed countries (LDCs)
TRIPs agreement
antagonism towards 215
demands concerning public
health 218–19
demands during 1999 ministerial
meeting 158–65
implementation dates 132
obstacles in process of
implementation 138, 139
patent ‘protection building
measures’ 144–5
reactions during 1996 and 1998
ministerial meetings 156–8
technical assistance to 138, 139–40
see also weak IP capability
licensing agreements 61
life patenting 135, 141, 163–4, 191
lobbying, on IPRs 108–12, 174
Losec 87, 88
low IP capability see weak IP capability
mailbox applications, TRIPs agreement
144–5
mailbox procedures, dispute with India
over 176–80
market access, reactions to TRIPs 157
market bias, inventive activities 26–7
market exclusivity 1–2, 89–90, 145
market power, trademarks 37–9
market value, pharmaceutical MNCs 77
marketable products, pharmaceutical
MNCs 79–80
marketing stage, importance of patents
86–8
Médecins Sans Frontières (MSF) 189,

Japan
foreign ownership of trademarks 51
IP position, Seattle 192–3
R&D expenditure, pharmaceutical
industry 77
Japanese Federation of Economic
Organizations 117–18
joint decision making, IP trade-related
negotiations 208
joint ventures
research and development 33
technology transfer 61
Index

279
drugs dispute, 216–17
medicines, access to, and patented 162

dispute over local production of patented 162
Medicines and Related Substances Control Amendment Act 216
Merck 77, 80, 86, 88, 92, 101, 106
mergers and acquisitions 78–9, 88
micro-organisms, reservations about patents for 163
microbiological processes, reservations about patents for 163
minimum protection standards 131
misallocated resources secret inventions 20–21
through reproducing inventions 26
monopolistic competition, brand names 37
monopolistic effects, IPRs, downplaying of 101, 207
monopolistic industries, market bias, inventive activities 25
monopolized trading environments 48, 49
morality, denial of patentability 141
Morocco, demands on TRIPs 160
most-favoured-nation (MFN) treatment 131
multinational companies foreign economic policies 3
see also advanced pharmaceutical industry

national emergencies, compulsory licensing 144
national income, international IP system 49
national level structure, pharmaceutical MNCs 104–7, 119
national share, patents and trademarks 51–2, 53–4
national treatment, principle of 47, 65, 131
NCE-based drugs 81, 84, 85
New Trade Policy Instruments 68
non-disclosure/non-reliance period 89–90
non-discrimination principle 141
non-governmental organizations accusations about restricted access to medicines 189
increased anti-patent activities 217
opposition to life patenting 191
TRIPs agreement, demands concerning public health 218–19
non-utilized patents 59
non-violation disputes 135
TRIPs agreement, demands on 159–60
north-south divide international IP system 4, 48, 49
TRIPs negotiations 129, 209
notifications system, TRIPs 134
Novartis 77, 79, 81, 137

oligopolistic industries, market bias, inventive activities 25
opportunity costs, secret inventions 20
organizational structure, pharmaceutical industry 103–18, 122, 215
origin, trademarks as indicators of 35
out-of-patent products competition from generic-based companies 80
prices 86–7
trademarks, preventing decline in market share 91
over-inventing, patents as a cause of 25
over-investment, inventive activities 24–5
over-the-counter drugs (OTCs) 92, 93
overpricing, patented products 55, 56
ownership, marks designating 35

Pakistan demands on TRIPs 160, 162
dispute over mailbox procedures and EMRs 180
‘paradox of patents’ 23
Paraguay, reaction to TRIPs 157
parallel imports, global policy 148–9
Paris Convention (1883) 131, 146, 147
patent attorneys 104
patent concentration 32–4
patent expiry, profit flow 86–8
The international political economy of intellectual property rights

patent grants
establishing criteria for 31–2
priority conflicts 114
reservations about those based on
plants and animals 162–5
subject matter 141–2
TRIPs agreement 17
welfare losses and price increases
54–6
patent pooling agreements 33
patent protection
applications for, at pre-clinical stage
89
EU views on 171
European pharmaceutical industry
dispute with Canada over scope
of 180–86
dispute with India over lack of
176–80
interest in 101–2
extension of 111
incentive for inventive activities 24–5
pharmaceutical products and processes
141
profit flows 86–7
‘protection building measures’ 144–5
TABD views on 117
use of trade pressures regarding 67
see also patent term of protection;
Supplementary Protection
Certificate
patent system 23–4
external pressures on Switzerland to
adopt 65–6
inventions, allocation of, as factors of
production 27–9
inventive activities
effects on allocation of resources
25–7
as incentive for 24–5
patent concentration 32–4
patentability criteria 31–2
structural trade-off 2
patent term of protection 29–31
increase in 142–3
MNCs’ influence on doctors 91
patentability see patent grants
patented drugs
and access to medicines dispute 218–23
price increases 55–6
welfare losses 54–5
patentees
anti-competitive practices 136–7
rights 17
patents 16–34
alternative reward system for 21–3
exclusive rights 142
foreign and national share 51, 53–4
importance during marketing stage
86–8
inadequate economic justification for
1–2
inventions, production and distribution
in absence of 19–21
market exclusivity 1–2
non-utilized 59
research, development and inventions
17–19
role during pre-marketing stage 88–90
technological access and availability
57
TRIPs pharmaceutical agenda 141–5
peer-group examination 134
personnel, pharmaceutical MNCs 104
Pfizer 4, 77, 86, 92, 117, 189
pharmaceutical capabilities, global
distribution of 81–2
pharmaceutical industry see advanced
pharmaceutical industry
Pharmaceutical Industry
Competitiveness Task Force 105
pharmaceutical IP agenda, TRIPs 140–49
conflicts concerning 215
patented AIDS medicines in
South Africa 216–17
patents, CIPRO and anthrax
217–18
developing countries and LDCs 156–66
demands during 1999 ministerial
meeting 158–65
reactions during ministerial
meetings (1996 and 1998)
156–8
European pharmaceutical industry
demands for rapid
implementation 175–6
dispute with Canada over scope
of patent protection 180–86
dispute with India over lack of patent protection 176–80
efforts for exploiting and preserving 187–95, 215
interest groups and international systemic outcomes 210–12
international exhaustion principle 148–9
patents 141–5
public health
  demands of developing countries and LDCs 218–19
  IP position of advanced pharmaceutical industry 219–20
  negotiating a declaration and agreement on 220–22
  significance of ministerial declaration 222–24
  trademarks 145–7
  undisclosed information 147–8
Pharmaceutical Manufacturers of America (PMA) 4, 67
pharmaceutical MNCs see advanced pharmaceutical industry
Pharmaceutical Price Regulation Scheme (PPRS) 105
pharmaceutical products
  consumption and sales 82
  European exports 83–4
  global sales and patent protection periods 87
  innovative potential 82
  international trade 82
  investors in new, Europe 84
  relevance of trademarks 39
  sale of counterfeit 58
  supplementary protection certificates 111
TRIPs agreement see pharmaceutical IP agenda
  use of trade pressures regarding patent protection 66–8
  world production 77
see also drugs
pipeline drugs, importance of patents 88–90
pipeline protection 145
piracy 36, 58, 133, 162
plant breeders, IP protection 141
plants, reservations about patents based on 162–5
plausibility, in research 11–14
policy committees (EFPIA) 108–9
political forces, and foreign economic policy 3
Pratt, Edmund 4
pre-clinical stage, R&D projects 89
pre-emptive patenting 27, 59
‘pre-expiration testing’ 184
pre-marketing stage, importance of patents 88–90
preferential treatment, US threat of denial 66
prescription drugs
  brand loyalty 91
  brand marketing 92
  leading companies in sales of 78
  reclassification to OTCs 93
  sales (2001 and 2002) 77
price calculations, brand loyalty 38
price increases, and patent grants 54, 55–6
prices
  monopolized trading environments 48, 49
  post-patent generic drugs 86–7
see also higher prices; share prices
Priority Action Teams (EFPIA) 109, 208
priority conflicts, patent grants 114
Priority Foreign Countries 66
Priority Watch List 66
product amalgamation, quality reduction 39–40
product development strategies, patenting 89
product differentiation 37
product information 34, 35–7, 38
profit flows, patent protection 86–7
profit margins, pharmaceutical MNCs 77, 79
Promoting Innovation Through Patents 171
promotional activities, brand loyalty 91, 92
public health, Doha ministerial meeting advanced pharmaceutical industry IP position 219–20
demands of developing countries and LDCs 218–19
negotiating a declaration and agreement 220–22
significance of declaration 222–3
quality, trademarks as indicators of 35, 36
quality reduction, product amalgamation 39–40
regional inter-industry structure, pharmaceutical MNCs 115–16
regional intra-industry structure, pharmaceutical MNCs 108–12
regional policy making, interest groups 3
registered trademarks see trademarks
registration system
patent grants 32
for protecting IPRs of geographical indications 135
‘The Relationship Between the Provisions of the TRIPs Agreement and Access to Medicines’ 185
reproduction of inventions, misallocation of resources 26
reputable trademarks
excessive advertising at the cost of quality 36
market power 37–8
research and development (R&D) 17–18
duplication of, patent protection 25
joint ventures 33
pharmaceutical industry
expenditure 77, 84, 86
knowledge-based alliances 79
projects introducing new drugs 88–9
research-based companies see advanced pharmaceutical industry
restrictions, licensing agreements 61
retroactive protection 145
reward system, for inventions 21–3
rhetoric, European pharmaceutical industry 101, 207
right to invent, auctioning 21–2
Roche Products Inc v. Bolar Pharmaceuticals Co. Inc. 181–6
Rome Convention (1961) 131
sales, pharmaceuticals 82
innovative drugs 86
leading companies 78
patent expiry and decline in 87
prescription drugs (2001) 77
scientific knowledge, advances in 18
Seattle ministerial meeting
demands on TRIPs 158–65
efforts for preserving TRIPs 187–95
secret inventions 20, 26, 27–8
Section 301 (later Special 301) 4, 66–7
Senegal, demands on TRIPs 160
Seretide/Advair 86
share prices, declining 88
Single Community Trademark policy 102, 111
Single European Pharmaceutical Market 83
social burden, trademarks as 39–40
social desirability
IPRs 17, 203
reproducing inventions 26
social progress, creation of inventions 24
social sciences, plausibility in 11–14
social utility, trademarks 2
solidarity, among pharmaceutical MNCs 104
South Africa, conflict over local production of patented medicines 216–17
South Korea
granting of foreign licences 63
use of trade pressures against 67
Special 301 (formerly Section 301) 66–7
standardization, international IP system 47–8
‘starving inventor’ phenomenon 24
static analysis, IPRs 62–4
stockpiling activities 184–5, 186
strategic alliances 79, 81
strong IP capability
benefits of international IP system 49
insufficient assistance to countries with low IP capability 138–40
stronger IP protection
influence on TT calculations 60–64
political use of trade retaliation 64–9
structural trade-off, patent system 2, 40
subject matter, patentable 141–2
Supplementary Protection Certificate 111
Switzerland
external pressures to adopt a patent system 65–6
Index

foreign ownership of patents 51
innovative capacity 84
pharmaceutical exports 84
Sykes, Sir Richard 101
system of notifications 134
talent migration 50
Tariff Act of 1930 (US) 66
technical assistance, to countries with low IP capabilities 138–40, 157, 158
technical inventions 18–19
technology transfer
  international IP system 56–7
  direct effects 57–60
  indirect effects 60–64
TRIPs agreement
  demands concerning 158–9
  requirement to promote 138–9
Teva Pharmaceuticals 80
timing of inventions, patent protection 25
Trade Barriers Regulation 68
trade in IP-related products
  international IP system
    empirical implications 51–6
    theoretical implications 48–51
  trade liberalization, and IP regulation 173
trade retaliation 64–9
trade secrets 90, 102, 147–8
Trade-related Aspects of Intellectual Property Rights see TRIPs agreement
trademark protection, brand loyalty 102–3
trademark term of protection 146
trademarks 34–40
  European pharmaceutical industry
    interest in protection of 102–3
  exclusive rights 36, 146
  foreign and national share 51–2
  importance to pharmaceutical MNCs 90–93
  inadequate economic justification for 1–2
  licensing agreements 61
  market power 37–9
  production and dissemination of product information 35–7
as social burden 39–40
TRIPs agreement 145–7
traditional knowledge, intellectual property protection 161–2
Trans Atlantic Business Dialogue (TABD) 117, 175, 188
Trans Atlantic Consumer Dialogue (TACD) 174
transitional countries, implementation, TRIPs provisions 132
Treaty on intellectual property in respect of integrated circuits 131
TRIPs agreement 128–52
  aims 1
  bias in favour of developed countries 215
  brief history 128–31
  built-in flaws 136–40
  EU views on 172–4
  European pharmaceutical industry, 1995–99 agenda 6–7
  international systemic outcomes 209–10
  lack of harmonization 47
  major elements 131–6
  patent grants 17
  pharmaceuticals see pharmaceutical IP agenda
  UNICE views on 116
  see also international IP system
TRIPsII, EU demands on possible negotiations 190–91
UN Convention on Biological Diversity 164
UNCTAD
  compulsory licensing 59
  dominance of IP in developed countries 51–2
  exclusion rights and exemptions 142
  influence of price calculations in prescribing 38
  LDCs 1988 report 139
  monopolistic competition in brand names 37
  non-utilized patents 59
  price differences, pharmaceutical products 92
  undisclosed information 147–8
Union of Industrial and Employer’s
Confederations of Europe (UNICE)
116, 117–18, 175, 182, 187, 189

United Kingdom
foreign ownership, patents and
trademarks 51
innovative capacity 84
pharmaceutical exports 84
support for IPRs 171
support for TRIPs agreement 173
trade in IP-related products 54

United States
dispute over mailbox procedures 180
foreign ownership, patents and
trademarks 51
importance of IPRs to FDI 63
innovative capacity 84
intellectual property amendments
(Section 301) 4
international IP policy 4
IP position, Seattle 192
losses, pirated products 58
pharmaceutical exports 84
R&D expenditure, pharmaceutical
industry 77
support for Canada over Bolar
exemptions 184
trade in IP-related products 54
trade retaliation during Uruguay
Round 66–9

United States Trade Representative
(USTR) 66

Uruguay Round
establishment of TRIPs agreement
128–9
north-south divide 209
use of trade retaliation during 66–9

value
in centrally administered reward
systems 21–2
reputation of brand-name products
36
Vandoren, Paul 171
Venezuela, demands on TRIPs 159, 160
Verband Forschender
Arzneimittelhersteller (VFA) 83,
106–7, 208
Viagra 86

Watch List 66
weak IP capability
concerns about benefits of TRIPs 157
insufficient assistance to countries
with 138–40
international IP system 49–51, 205
weak IP protection, FDI 63
welfare economics model, international
IP system 49, 204
welfare implications, support for IPRs
171
welfare losses, patent grants 54–5
WHO EDL list, exclusion from
patentability 164
Wieczorek-Zeul, Heidemarie 173–4
World Intellectual Property Organization
(WIPO) 6–7, 161
World Trade Organization (WTO),
inclusion of IPRs under 4

Yage 162
Zeneca 81, 88, 92, 176
Zocor 86