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CREATIVE & INNOVATIVE ECONOMY CENTER

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Director

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IP

SUPPLEMENT TO LEGAL TIMES

Green Idea!

**Brazil backs private IP efforts
to harvest the wealth of its
rain forests.**

By Michael P. Ryan

W

hen a man in Brazil injured his knee playing soccer, a local healer urged him to apply the leaf alcohol of the maria milagrosa plant to relieve the swelling. It worked. The soccer player, who was also a founder of the French-Brazilian drug maker Aché, was impressed with the market potential for such a remedy in a country full of soccer players. He recruited a University of Sao Paulo scientist to isolate the active compound.

But that was the easy part. Who would pay to develop the best formulation of a new anti-inflammatory drug? Who would pay for the toxicology studies? Who would pay for the laboratory tests, the animal trials, and the

human trials? If all these investments were made, how could competitors be prevented from analyzing the chemical composition of the final product and selling it under their own brand names?

This story took place in Brazil in the early 1980s, so competitors couldn't be stopped: Two decades ago Brazilian law did not permit the patenting of pharmaceuticals. And that meant the answers to all the "who would pay" questions were just as negative: not Aché and, indeed, no one.

The failure to capitalize on Brazil's rich biodiverse resources to create a medically successful, commercially

Carlos Enrique de Brito Cruz
Scientific Director
São Paulo State Research Support Foundation
The Technology Commercialization Motivator



Dr. Antonio C. M. Camargo
Director
Center for Applied Toxinology
Institute Butantan

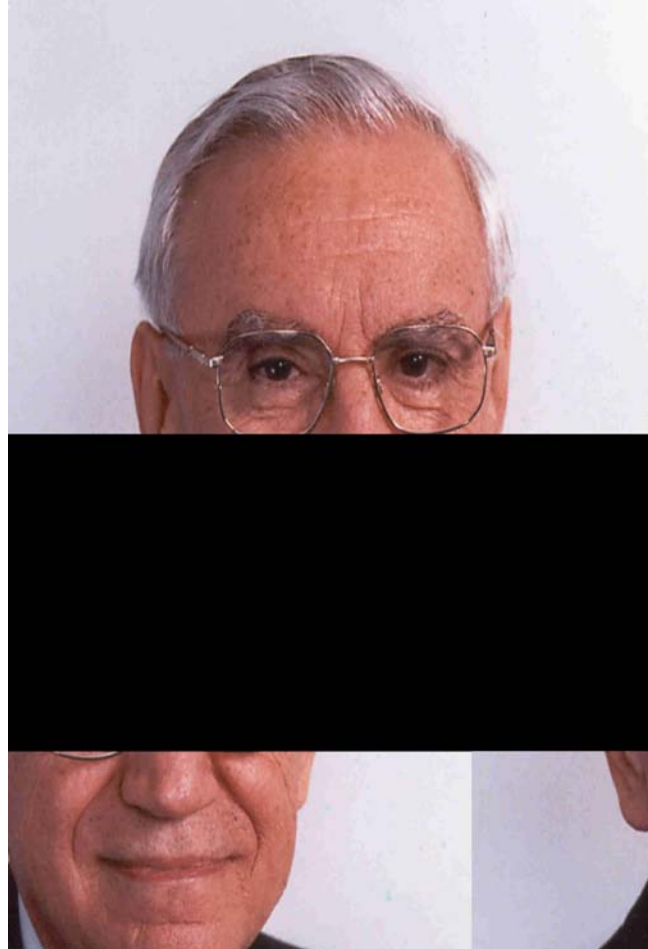
Dr. Marcio Falci
Medical Director
Biolab & Unão Química

The Unhappy Partners for Pain Relief Innovation



Mr. Ozires Silva
President Emeritus, Embraer
Chairman, Pele Nova Biotecnologia S/A

The Brazilian Pioneer Technology Entrepreneur



L.H. Camara Lopes
President & CEO

Katia Ramos Moreira Leite
Vice President & Chief Science Officer

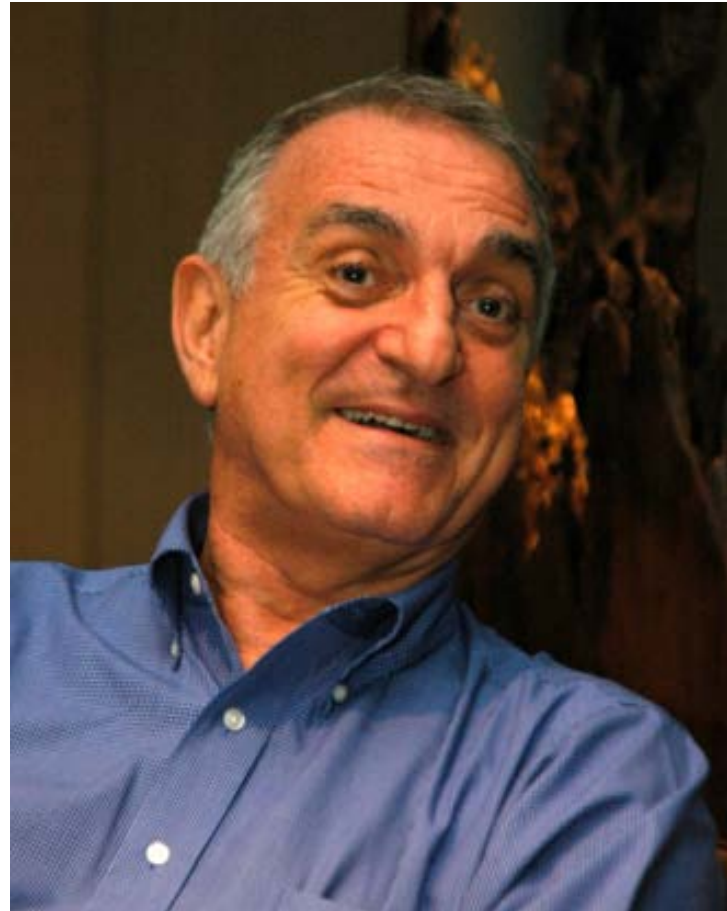
Genoa Biotecnologia
Laboratory of Surgical and Molecular Pathology

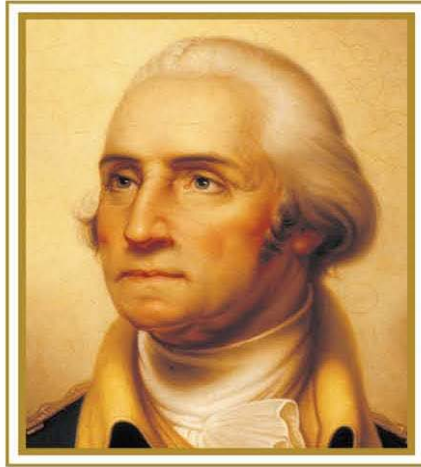
The Biotech Business Partners for
Genetic Vaccine and Bovine Genomics



**Dr. Jose Fernando Perez
Founder and President
Recepta Biopharma**

The Cancer R&D Network Innovator





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