

Beyond Silos: Transforming Pharmaceutical IP Management for Greater Profitability



YOUR CHALLENGE

Navigating the Pharmaceutical IP Landscape Is a Complex and High-Stakes Endeavor

Pharmaceutical companies must proactively plan for the inevitable loss of market exclusivity—often years before a drug receives regulatory approval. Maximizing patent protection—and profits—across the globe means coordinating overlapping exclusivity types, shifting timelines, and aligning prosecution with regulatory milestones in each jurisdiction.

With intense competition driving the industry, these complexities only multiply, making it even more difficult to secure and extend valuable market exclusivity.



"The period between 2025 and 2030 is projected to be one of the most significant patent cliffs in history, putting an estimated \$200 billion to \$300 billion in annual global revenue at risk."

Source:
What is a patent cliff, and how does it impact companies?

THE STAKES

Every Day Counts and Every Decision Matters

Managing all the dates and deadlines and determining the optimal scenario for a drug's market exclusivity is challenging and prone to errors or overlooked opportunities—with potentially disastrous revenue consequences.

Missing a deadline for a Patent Term Extension or failing to comply with a Patent Listing Filing can result in the loss of market exclusivity.

On the positive side, finding just a single extra day of exclusivity for a successful drug patent can mean millions of dollars of additional revenue.



TODAY'S PROBLEM

Isolated IP Tracking Tools Results in Costly Inefficiencies and Risk

Today many pharmaceutical IP teams often rely on spreadsheets or disconnected tools to manage critical IP and regulatory deadlines. And IP decisions are sometimes made without the full context of the drug lifecycle.

This fragmented approach leads to inefficiencies and increased risk of missed exclusivity opportunities or even failing to renew crucial patents.

With so much at stake, a more integrated solution is essential.

"There are many forces at play in the pharmaceutical industry, but company executives believe technological advancements and disruption will have the most significant impact on their revenue management strategy in 2025."

Source:
New Research Highlights the Impact of Data and Technology on Revenue Management.

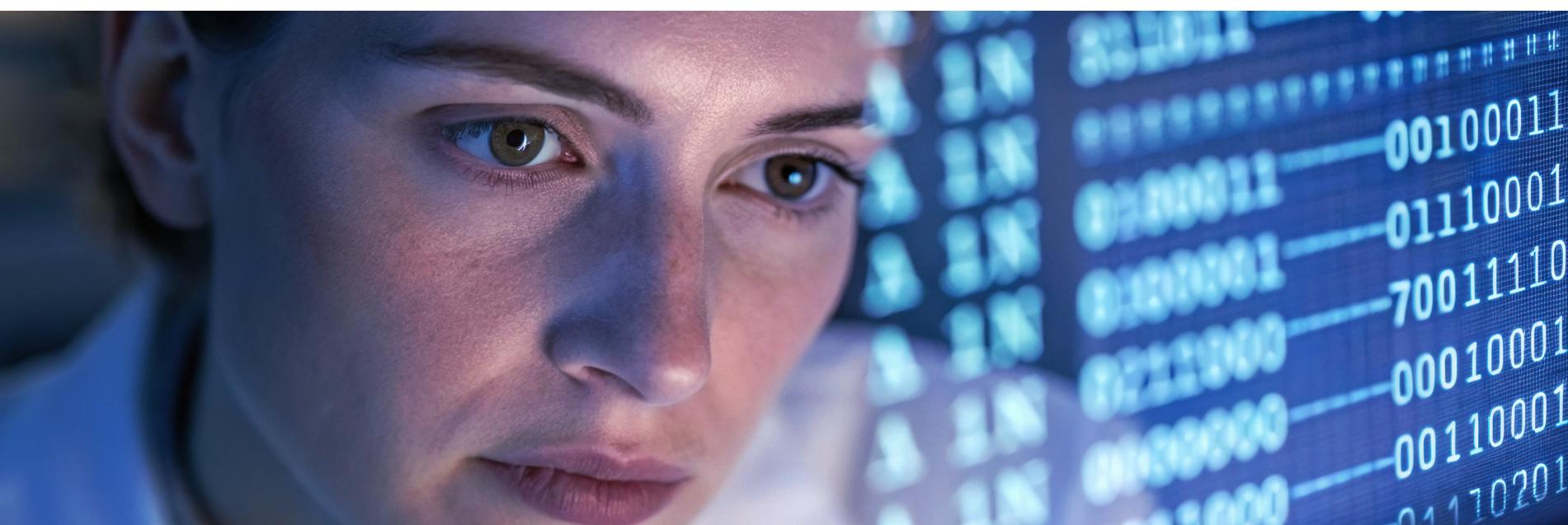


TOMORROW'S PROMISE

Gain More Control With Integrated Drug-IP Data

What if your IP team had an IP management platform that enabled them to:

- **Track market exclusivity by drug, patent, and country** as well as manage Patent Term Extensions (PTEs), Supplemental Protection Certificates (SPCs), and US FDA Orange Book listings in a single IP platform
- **Determine potential market exclusivity more efficiently** by easily evaluating scenarios for various patent and regulatory dates related to a specific drug and jurisdiction—all completely integrated with your IP docket
- **Worry less about data errors** with a system that cascades new dates and deadlines across all IP and product records they relate to



NEW BENEFITS

Unlock Greater Profitability

By adopting an integrated IP-drug management platform, your team gains the strategic clarity and operational control needed to make high-impact decisions with confidence. Imagine having every critical patent, regulatory deadline, and product milestone unified in a single, intelligent system—empowering your organization to:

- **Reveal market exclusivity and revenue contribution** by product and by country, making it easier to manage every possible opportunity across global jurisdictions
- **Accelerate strategic decision-making** with full visibility into the relationships between IP assets, drug products, and licensing agreements
- **Make more informed patent renewal choices** with insight into revenue contribution across multiple products
- **Drive down costs** by eliminating inefficiencies and manual errors that threaten profitability



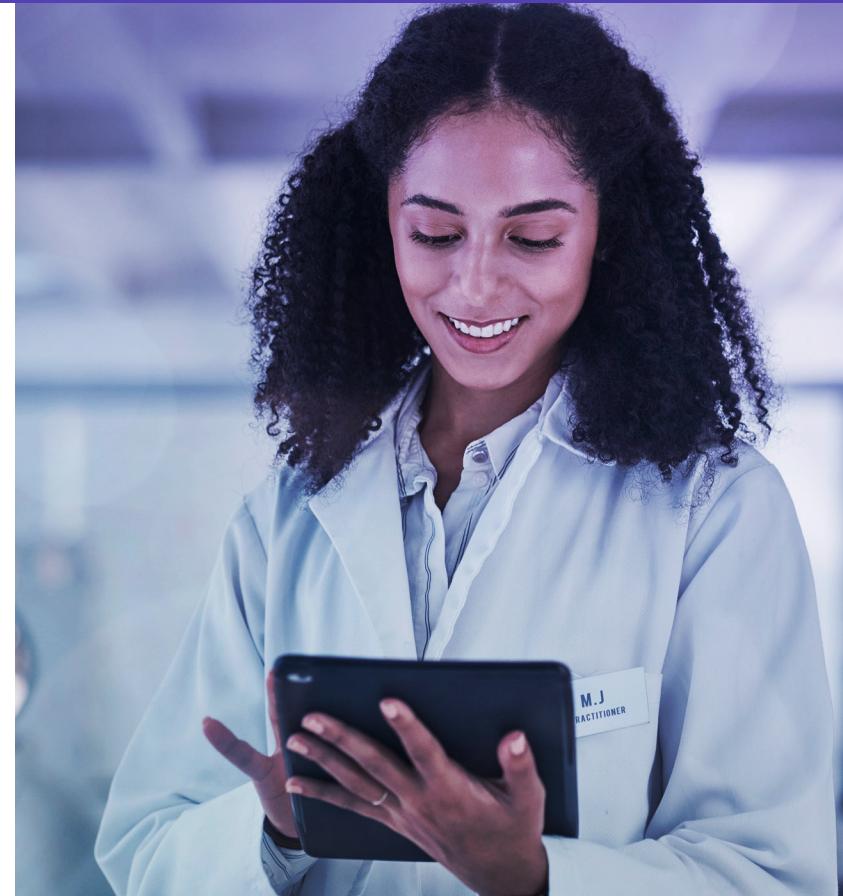
The New Standard For Pharma IP Success

In today's highly competitive pharmaceutical environment, the stakes are simply too high for companies to rely on outdated, fragmented approaches to intellectual property.

Integrated IP-drug management is not just an upgrade—it's a strategic imperative for maximizing shareholder value, sustaining competitive advantage, and ensuring regulatory compliance.



8 of the top 12 pharmaceutical companies in the world rely on Anaqua for IP and innovation software.



About Anaqua

Today, nearly half of the top 100 U.S. patent filers and global brands, as well as a growing number of law firms worldwide use Anaqua's solutions. Anaqua's global operations are headquartered in Boston, Massachusetts, with other key offices across the U.S., Europe, and Asia.

For additional information on Anaqua's pharmaceutical-centric IP management platform, [click here](#).