



IP PRAGMATICS

# Commercialisation of Animal Health Vaccines

## Background & Objectives:

A leading European government veterinary research institute asked IP Pragmatics to help with negotiations over the development and licensing of a novel vaccine to protect animals from blue tongue virus. The institute wished to collaborate with an overseas vaccine research organisation and to license the joint IP to a major animal health vaccine company as part of a multi-million Euro development project.

## Approach:

The collaboration and commercialisation opportunity represented one of the more complex licensing deals the institute had dealt with because of the multiple parties involved and complications over IP rights and ownership.

In order to overcome the challenges IP Pragmatics worked closely with the client over a three-month period advising on aspects of the commercial collaboration from the structure of term sheets with the two partners through to the final licensing and co-development agreements.

As part of the negotiations this involved helping the institute to benchmark similar deals in the animal health vaccine sector in order to balance the expectations of all parties with respect to value sharing.

The support involved IP Pragmatics staff attending licensing negotiation meetings with the client and its partners in the UK, the Netherlands and South Africa. In this respect, we worked as a fully integrated part of the client's business development team.

## Result:

Parallel development and licensing agreements were successfully negotiated between the research institute and its two partners, bringing together the joint IP assets of the two research partners and framing this within a wider licence to the downstream commercial partner.

IP Pragmatics has since supported the institute with advice, both licence valuation advice and licence negotiation advice, with respect to a number of other licences in the animal health sector for diagnostic and vaccine related technologies.