

Media Release



Monday 27th October 2008

IP Management Manual launched at Australia's National Biotechnology Conference

Announced by Victorian State Government Minister for Innovation, Minister Gavin Jennings at the Opening of AusBiotech 2008 this morning the Biotechnology Intellectual Property Management Manual provides guidance on the effective management of intellectual property for Australia's biotechnology industry.

The Manual was welcomed by delegates at Australia's largest biotechnology event.

AusBiotech CEO, Dr Anna Lavelle said the revised IP Management Manual, first released back in 2001 would "help small Australian biotechnology companies keep up to date with the necessary regulation information".

"AusBiotech congratulates Spruson and Ferguson for their efforts and thanks the Victorian Government for support" said Dr Lavelle.

"The industry has been waiting for a comprehensive updated IP Manual and feedback from industry and innovators has been overwhelmingly positive – everyone recognises the importance of protecting Australian intellectual property".

"AusBiotech's goal is to successfully assist Australian biotechnology companies to strengthen their presence in the global market, and with initiatives like this one we are providing our member companies with the tools to succeed" she added.

The IP Management Manual is a joint project between AusBiotech Ltd, the Victorian Government and specialist intellectual property lawyers Spruson and Ferguson, who also developed the original edition, released some 7 years ago.

Andrew Blattman, Partner at Spruson and Ferguson said "Spruson & Ferguson are proud to be associated with AusBiotech and the Victorian Government in delivering this comprehensive IP Management Manual for the Australian biotechnology industry".

"An understanding of Intellectual Property Management is fundamental for any biotechnology organisation in building and maintaining a sustainable competitive advantage, said Mr Blattman.

This manual provides an invaluable tool to assist those in the biotechnology industry to better understand issues relating to IP and its role in the commercialisation process.

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“The Victorian Government is committed to supporting innovation and it is imperative for benefits to be captured by protecting knowledge”.

The Management Manual can be downloaded online from the three partners websites and print and CD copies can be obtained by contacting AusBiotech directly on 03 9828 1400.

About AusBiotech: AusBiotech is Australia’s Biotechnology Industry Organisation, which represents over 3,000 members, covering the human health, agricultural, medical device, bioinformatics, environmental and industrial sectors in biotechnology. AusBiotech is dedicated to the development, growth and prosperity of the Australian Biotechnology Industry, by providing initiatives to drive sustainability and growth, outreach and access to markets, and representation and support for members nationally and around the world. AusBiotech is the voice of the biotechnology and medical device industry.

For more information visit www.ausbiotech.org

About Spruson and Ferguson: Spruson & Ferguson is one of the few intellectual property (IP) firms in Australia committed to providing a fully integrated service for the protection, commercialisation and enforcement of IP. With 120 years experience, Spruson & Ferguson are one of the largest specialist IP firms in Australia and are recognised as a market leader in patents, trade marks and intellectual property law. We provide IP solutions to help unlock your commercial potential and to enforce and protect your IP.

For more information visit www.sprusons.com.au

About The Victorian Government: The Victorian Government’s vision is to be recognised as one of the world’s top five biotechnology locations. By 2010, we aim to ensure that Victoria has mature, sustainable and flourishing companies characterised by commercial success, a commitment to skills development, a willingness and capacity to reinvest in the biotechnology sector and strong public support. Victoria is now recognised internationally as a leading location for important areas of biotechnology, including infectious diseases research, stem cell research, neuroscience, cancer research and dairy innovation.

For more information visit www.vic.gov.au