



Insights: Publications

Pre-litigation Preparation and Strategy for Pharmaceutical Product Patents and Exclusivity

Lexis Practice Advisor®

March 20, 2019

Market exclusivity from patents and drug approval authorities is essential for the existence of innovative drug companies. This practice note outlines preemptive steps that should be considered by inside and outside counsel for a brand name drug company to maximize a product's exclusivity and the company's chances of success in future patent litigation against generic drug applicants.