Global Prosecution in a Global Organisation

Graham Stuart, Global Head, NIBR Patents

CIPA Congress, 2 October 2014

NOVARTIS

Global Prosecution in a Global Organisation

Agenda

- Internal Factors
- The External Environment
- Final Thoughts

NOVARTIS

Global Prosecution - Internal Factors

Internal Factors

- Maintaining Quality and Consistency
- Prosecution Strategies
- Budget Management
- Agent Support
- Competitive Angle
- Giving up Protection

NOVARTIS

Global Prosecution – The External Environment

External Factors

- Law Changes
- Practice Changes
- Fees Increases
- Influencing the Debate

NOVARTIS

Global Prosecution – Final Thoughts

Tips/Recommendations

- Don’t be Afraid of Guidelines
- Define Your Strategy Early
- Be Clear on Expectations of Agents
- Give up Protection Carefully
- Lobby for Law and Practice Changes

NOVARTIS