



Current Partnering



BROCHURE: Partnering Agreements with Cephalon 2010

Cephalon company profile
Company – therapy activity, partnering interests and partnering activity matrix
Marketed therapies
Pipeline therapies
Partnering interests
Partnering activities
Partnering contact listings
Key networking events
Cephalon partnering contracts

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Report description

The **Partnering Agreements with Cephalon 2010** provides an in-depth insight into the partnering interests and activities of one of the world's leading biopharma companies.

This report provides all the information you require to better understand **Cephalon** and its partnering interests and activities over the past five years.

One of the key aspects of partnering is finding those companies that are potential partners for the development and commercialization of the next generation of therapies as developed by innovative biopharma R&D companies. A lot of resources are spent on finding partners, identifying their interests and making contact to initiate discussions.

Using this report, dealmakers will effectively and efficiently determine the suitability of **Cephalon** as a prospective partner, their business development objectives, interests and recent partnering activity, key partnering contacts, and partnering contract documents signed with their recent partners.

The report provides a firm basis for initial due diligence into **Cephalon** as a prospective partner company.

The initial chapters of this report provide an orientation of biopharma's dealmaking and business activities.

Chapter 1 provides an introduction to the report, whilst chapter 2 lists the top 50 leading biopharma companies based on 2008 pharmaceutical revenues. Chapter 3 analyses the most active dealmakers between 2005 and 2009 in M&A and partnering deals announced, whilst chapter 4 identifies the top deals of 2005 to 2009 according to reported deal size.

Chapter 5 provides details on how to approach biopharma companies with partnering opportunities whilst chapter 6 lists forthcoming partnering events and conferences where biopharma companies will be present to discuss opportunities face to face.

Chapter 7 provides a series of matrices that summarize the company's activity in terms of marketed and pipeline products, partnering interests and partnering activity by therapeutic area.

The main body of the report is provided in chapter 8. An in-depth profile of the company provides everything required to assess the suitability of a company as a prospective partner. This includes a company overview, detailed analysis of the company's marketed and pipeline disease targets, partnering interests, partnering activity according to deal type, phase of development, therapy area. The profile also includes in-depth contact information for individuals within the business development function.

The company profile is also provided with a comprehensive listing of contract documents available in the public domain. The listing is sorted by deal type – therefore co-promotion deals are listed separately to licensing, M&A and supply deals, and so on.

Each deal title links via Weblink to an online version of the actual contract document, providing easy access to each contract document on demand.

In summary, the report provides the user with the tools to make successful contact with the right biopharma partners effectively and efficiently.

Key benefits

Partnering Agreements with Cephalon 2010 report provides the user with the following key benefits:

- Detailed company profile of the company
- In-depth marketed and pipeline product activity for the company
- Partnering interests and therapy focus revealed
- Partnering activity since 2000 – number of deals per year
- Partnering activity for 2005-2009
 - Activity by deal type
 - Activity by phase of development
 - Activity by therapeutic area
 - List of recent partner companies
- Comprehensive access to actual contracts entered into by the company and its partners*
- Insight into the terms included in a partnering agreement
- Understand the key deal terms the company has agreed in previous deals
- Undertake due diligence to assess suitability of your proposed deal terms for partner companies

*Subject to being published via regulatory requirements of the Securities Exchange Commission.

Report scope

Partnering Agreements with Cephalon 2010 is intended to provide the reader with an in-depth understanding of the partnering activities and interests of the company, enabling the effective assessment and selection of partners of choice, based on the latest knowledge of a company's approach to partnering.

Partnering Agreements with Cephalon 2010 includes:

- Detailed company profile including:
 - Full contact details
 - Business developer contact details including name, title, email and telephone (where available)
 - Marketed indications
 - Pipeline indications
 - Partnering interests and indications
 - Partnering activity since 2000
 - Current partner companies since 2005
 - Partnering activity since 2005 by:
 - Deal type
 - Stage of development
 - Therapy area
- Numerous charts showing the dealmaking activity of the company since 2005
- The tools to enable effective and efficient preparation for partnering negotiation with the company
- Listing of contract documents between the company and its partners
- The leading M&A and partnering deals by value 2005-2009
- Most active M&A and partnering dealmakers 2005-2009

The **Partnering Agreements with Cephalon 2010** report also provides comprehensive access to available contract documents for the company. Analyzing actual company agreements allows assessment of the following:

- What is actually granted by the agreement to the partner company?
- What exclusivity is granted?
- What is the payment structure for the deal?
- How are sales and payments audited?
- What is the deal term?
- How are the key terms of the agreement defined?
- How are IPRs handled and owned?
- Who is responsible for commercialization?
- Who is responsible for development, supply, and manufacture?
- How is confidentiality and publication managed?
- How are disputes to be resolved?
- Under what conditions can the deal be terminated?
- What happens when there is a change of ownership?
- What sublicensing and subcontracting provisions have been agreed?
- Which boilerplate clauses does the company insist upon?
- Which boilerplate clauses appear to differ from partner to partner or deal type to deal type?
- Which jurisdiction does the company insist upon for agreement law?

Number of pages:

The report is comprised of 54 pages.



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