



**NAMING PHARMACEUTICAL DRUG PRODUCTS: TRADEMARK LAW AND REGULATORY ASPECTS**  
**Newark, New Jersey • June 17, 2015**

**AGENDA**

- 5:30-6:00 pm:**      **Registration/ Check-In**
- 6:00 pm:**      **Welcome**  
**David Opderbeck**, *Professor of Law and Director, Gibbons Institute of Law, Science & Technology, Seton Hall University School of Law*  
**Paolo Strino**, *Director, Intellectual Property, Gibbons P.C.*
- 6:05 pm:**      **Trademark Development (Part I)**  
**Bob Przybylko**, *Assoc. Director, Global Trademark Development, Merck & Co., Inc.*
- 6:15 pm:**      **Introduction to Clearance, Prosecution and Enforcement of Pharmaceutical Trademarks**  
**Paolo Strino**, *Director, Intellectual Property, Gibbons P.C.*
- 6:35 pm:**      **Trademark Development (Part II)**  
**Bob Przybylko**, *Assoc. Director, Global Trademark Development, Merck & Co., Inc.*
- 6:45 pm:**      **“Safety” Testing Trademark Candidates**  
**Susan Proulx**, *PharmD, President, Med-ERRS*
- 7:05 pm:**      **Regulatory Aspects of Naming Pharmaceutical Drug Products: FDA’s Review of Proprietary Names**  
**Kellie Taylor**, *Deputy Director, Office of Medication Error Prevention and Analysis, OSE/CDER, U.S. Food & Drug Administration*
- 7:45 pm:**      **Questions & Answers**  
Moderated by Paolo Strino
- 8:00 pm:**      **Networking Reception**