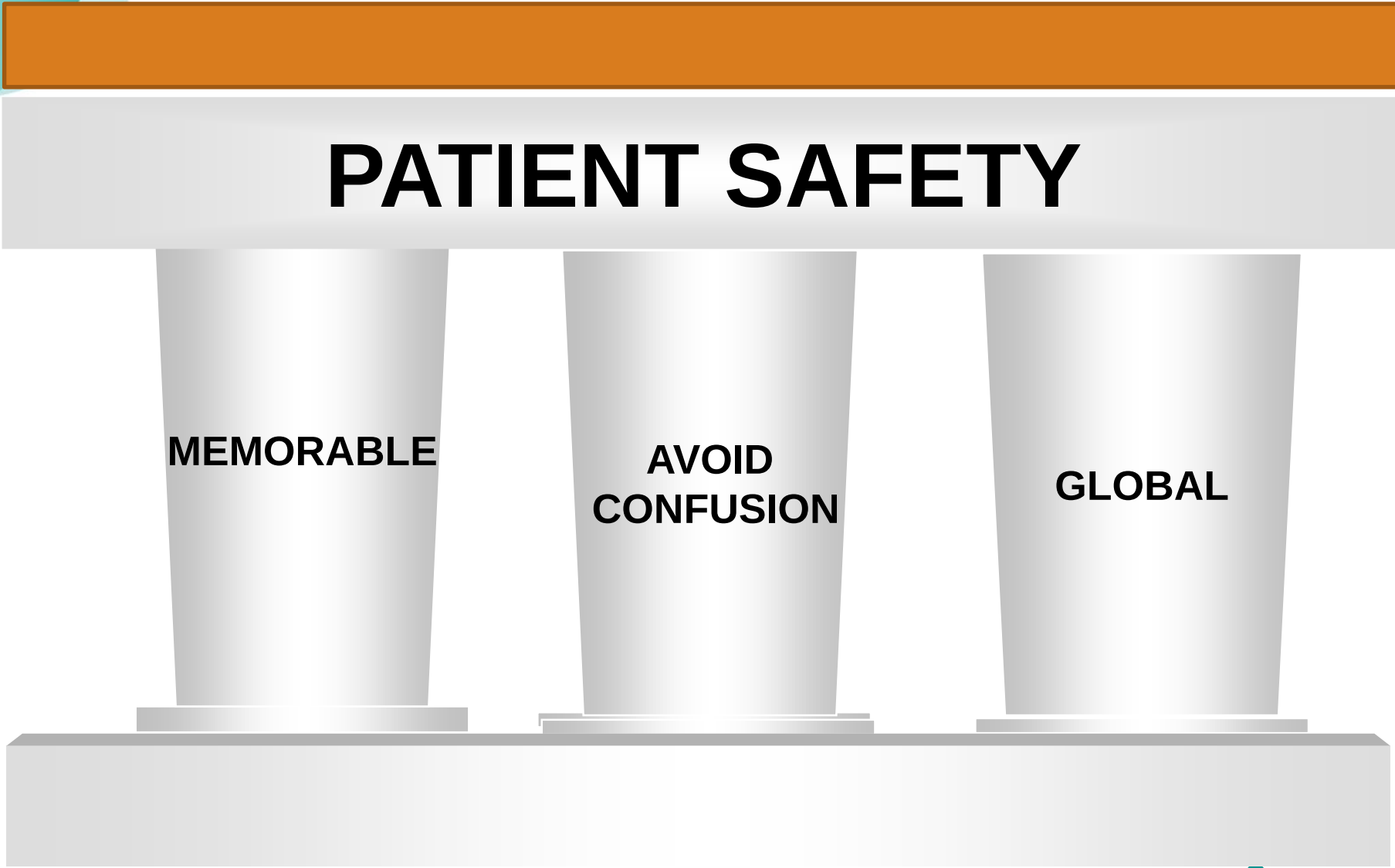


Trademark Development

Bob Przybylko
Associate Director, Global Trademark Development
Merck & Co. Inc.
June 17, 2015



The diagram illustrates the three pillars of Patient Safety. It features a wide orange horizontal bar at the top. Below it is a large, light gray rectangular block containing the text 'PATIENT SAFETY' in bold black capital letters. Underneath this block are three identical, light gray, tapered columns that resemble pillars. Each pillar has a small, light gray rectangular base. The pillars are labeled with the words 'MEMORABLE', 'AVOID CONFUSION', and 'GLOBAL' in bold black capital letters. All three pillars rest on a single, wide, light gray horizontal base at the bottom.

PATIENT SAFETY

MEMORABLE

**AVOID
CONFUSION**

GLOBAL

EZETROL
ezetimibe



GRASTEK
Timothy Grass Pollen Allergen Extract
Tablet for Sublingual Use 2800 BAU

Asmanex
Twisthaler 400 mcg
(mometasone furoate inhalation powder)

VAQTA
(HEPATITIS A VACCINE,
PURIFIED INACTIVATED)
PROTECTION PURE AND SIMPLE

Belsomra
(suvorexant) (IV)

KEYTRUDA
(pembrolizumab) for Injection 50 mg

Liptruzet
(ezetimibe and atorvastatin) tablets
10/10 mg, 10/20 mg, 10/40 mg, 10/80 mg

ZONTIVITY
(vorapaxar)

Januvia
(sitagliptin, MSD)

ARCOXIA
(etoricoxib, MSD)

GARDASIL 9
Human Papillomavirus
9-valent Vaccine, Recombinant



RAGWITEK
Short Ragweed Pollen Allergen Extract
Tablet for Sublingual Use 12 Amb a 1-U

Zetia
(ezetimibe) 10 mg Tablets

ZOSTAVAX
Zoster Vaccine Live

ISENTRESS
raltegravir, MSD

ZERBAXA
ceftolozane/tazobactam
for injection

RotaTeq
(Rotavirus Vaccine,
Live, Oral, Pentavalent)

Zenhale
(mometasone furoate/
formoterol fumarate dihydrate)
Inhalation Aerosol

EMEND
(metoclopramide)

Once-A-Day
CUBICIN
(daptomycin for injection)
A Trusted Way Forward

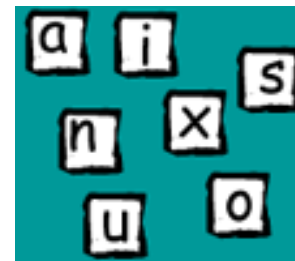
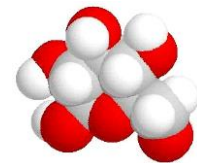


ADJUSTING TO THE PIPELINE



Early Stages of Name Development

- *CLINICAL INFORMATION*
- *COMPETITIVE LANDSCAPE*
- *DISTINCTIVE CHARACTERISTICS*
- *VENDOR INVOLVEMENT*



LOOKING FOR A CREATIVE SOLUTION

- 300 to 1000 “lightly screened” names
 - ✓ Exact or near exact
 - ✓ USAN / INN Stems
 - ✓ Domain Registrations
- Picking a contender! (shortest, easiest to pronounce...)
- Iterative Process



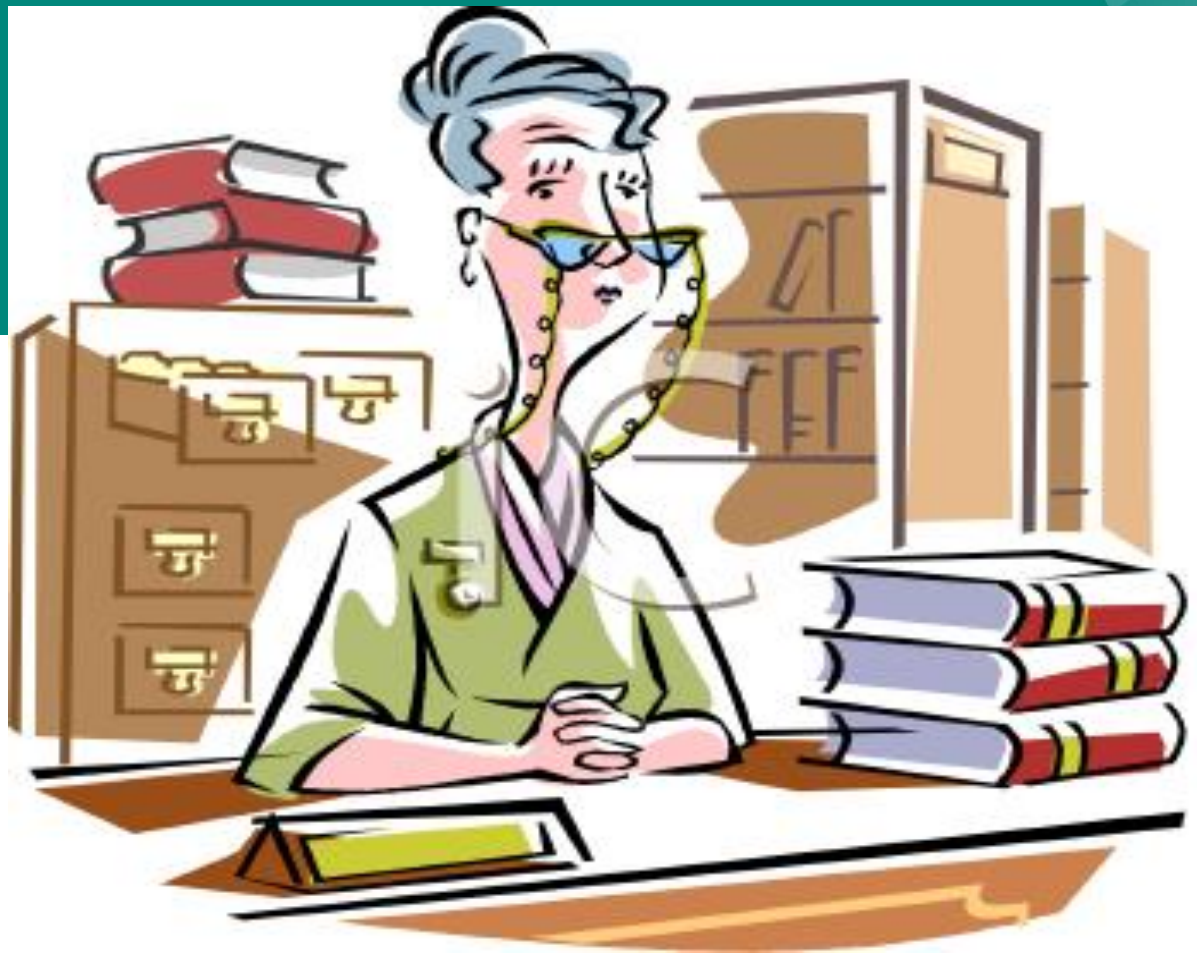
GUIDING PRINCIPLES in TM DEVELOPMENT

- ✓ Love Your Back-Ups!!!
- ✓ Try Not to Cherry Pick!
- ✓ Monitor the Outside World
- ✓ Communication with the Team



OOOHHH
PICK ME!
PICK ME!





BEYOND LEGAL REVIEW!!!

LINGUISTIC CHALLENGES

What does your name mean in German, Spanish, Polish, Russian, Japanese....

DO NOT become the next NOVA!!



Competition in Class 5

	<u>U.S.</u>	<u>GLOBAL</u>
2012 -	16,339	281,465
2013 -	17,316	288,340
2014 -	<u>18,145</u>	<u>268,857</u>
	51,800	838,662



(Currently 7th Busiest Class for Filings)

(**Filing Numbers provided by Corsearch)

Restricted Letter Strings

(USAN/INN stems)

-AFIL -AC -CAINE CEF- -ECTIN -IMOD
-KIN -MYCIN -OREXANT -PAXAR
VIR- (-VIR-, -VIR)

Non – Proprietary Name / Generic Name

Ex. Vora**paxar**

Ex. Suv**orexant**

Potential Trademark???



ZEPTAPAXAR



WRONG!

Name Safety & Regulatory Review

Creative >>>>>>>>>>Regulatory Submission



Look Alike / Sound Alike

Medical Abbreviations (IV, IM, PO)

Misleading.....CUREALL

MERKAMYCIN

MARKET RESEARCH

FIT TO CONCEPT

MEMORABLE



FITS THERAPEUTIC AREA

PERSONAL PREFERENCE

KEY POINTS TO REMEMBER!!

- Always screen your candidates for linguistic issues.
- Trademarks need to be acceptable from both a regulatory and legal perspective.
- Know the limitations of what your trademark can say (Do not overpromise!, USAN/INN stems, medical terms, route of administration)