

## **MEDIA RELEASE**

Monday 27th October 2008

### **Biotechnology Intellectual Property Management Manual launched at Australia's National Biotechnology Conference**

Announced by Victorian State Government Minister for Innovation, Minister Gavin Jennings at the Opening of AusBiotech 2008 this morning the Biotechnology Intellectual Property Management Manual provides guidance on the effective management of intellectual property for Australia's biotechnology industry.

The Manual is a joint project between AusBiotech Ltd, the Victorian Government and specialist intellectual property firm Spruson & Ferguson.

The Manual was welcomed by delegates at Australia's largest biotechnology event.

AusBiotech CEO, Dr Anna Lavelle said the Biotechnology Intellectual Property Management Manual would "help small Australian biotechnology companies keep up to date with the necessary regulation information".

"AusBiotech congratulates Spruson & Ferguson for their efforts and thanks the Victorian Government for support" said Dr Lavelle.

"The industry has been waiting for a comprehensive updated IP Manual and feedback from industry and innovators has been overwhelmingly positive –

everyone recognises the importance of protecting Australian intellectual property”.

“AusBiotech’s goal is to successfully assist Australian biotechnology companies to strengthen their presence in the global market, and with initiatives like this one we are providing our member companies with the tools to succeed” she added.

Dr Andrew Blattman, Principal of Spruson & Ferguson said “We are proud to be associated with AusBiotech and the Victorian Government in delivering this comprehensive IP Management Manual for the Australian biotechnology industry”.

“An understanding of Intellectual Property Management is fundamental for any biotechnology organisation in building and maintaining a sustainable competitive advantage:.

“This manual provides an invaluable tool to assist those in the biotechnology industry to better understand issues relating to IP and its role in the commercialisation process” said Dr Blattman.

“The Victorian Government is committed to supporting innovation and it is imperative for benefits to be captured by protecting knowledge” said Minister Jennings.

The Biotechnology Intellectual Property Management Manual can be downloaded online from the three partners websites and print and CD copies can be obtained by contacting AusBiotech directly on 03 9828 1400.