

PRESS RELEASE

JACK M. SHAPIRO:

**Biotech: U.S. Leads
The Race for Patents**

**CONTACT: jack@jackshapiro.com
TOLL-FREE PHONE: 888-331-3113**

July 20, 2004

“The U.S. continues to lead the race for biotechnology patents,” notes Jack M. Shapiro, internationally-known healthcare marketing consultant, author, broadcaster and futurist. “Of 84,000 biotechnology patents granted by the U.S. Patent Office from January 1977 to December 2003, 54,000 have been of American origin.

“Last year, of 7,000 biotech patents granted here, 4,000 were of U.S. origin, suggesting that foreign sources are beginning to catch up.

“Exactly one-half of all foreign patents since 1977 have originated from just three countries,” Shapiro points out, “Japan, Germany and the United Kingdom.”

Shapiro adds, “Overall, four organizations hold the greatest number of U.S.-granted biotechnology patents: University of California (1400); the U.S. Government (1,000); and the pharmaceutical companies, Genentech (800) and Merck (800).”

This category includes all biotechnology patents and ranges from drugs to plants and any form of organic compound or living organism. Excluded from these numbers are patents approved by foreign governments.

Shapiro has been informed by the patent office that a good rule-of-thumb is to assume an average of 27 months for a patent to be granted. This can be somewhat time consuming so that, of the 7,000 biotechnology patents granted in the U.S. last year, only 31 were actually applied for during that year.

Contact Jack Shapiro for more information concerning trends in pharmaceutical and biotechnology research, development and related subjects.

Jack Shapiro to Host Global Pharmaceutical R&D Summit

Jack M. Shapiro, internationally-known healthcare marketing consultant, author, broadcaster and futurist, will host The Global Pharma R&D Summit which presents a unique occasion in which world-leading experts in Research and Development and Drug

Discovery can come together to openly discuss today's key issues and address evolving paradigms brought about in today's post-genomic, proteomic era. The summit is presented by The World Trade Group and will be held September 13 – 15 2004 at the Scottsdale Marriott, Scottsdale, Arizona.

For more information, visit: <http://www.rdna.worldtradeco.com/gopdf.asp> or contact Jack Shapiro.

Confirmed Keynote Speakers Include:

In addition to Jack Shapiro, other confirmed speakers include:

Dr. Marvin Bayne, Vice-President, Discovery Technology from the Schering-Plough Research Institute will deliver the Keynote opening presentation. Dr. Bayne will be speaking about reduced attrition and efficient development in the R&D pipeline.

On Day Two, Dr. Lee Babiss, Vice-President, Preclinical Research and Development from Hoffman-LaRoche, Inc., explains the impact of Genomics on the quality of the R&D pipeline.

Furthermore, the evolving business models for Pharmaceutical and Biotechnology Companies will be discussed in detail at this summit.

In addition to the plenary presentations and streamed sessions there will be one-to-one business meetings, luncheon briefings plus networking and leisure activities.

THIS MAN KNOWS ABOUT THE FUTURE OF HEALTHCARE

Jack M. Shapiro, an internationally-known healthcare marketing consultant, futurist, broadcast journalist and public speaker is available for interviews.

Jack includes among his clients major pharmaceutical and insurance companies, advertising agencies, hospitals and manufacturers of medical equipment supplies and devices. Often quoted in the healthcare industry, general business, and lay publications, Jack has been a frequent guest on national television (ABC, NBC, MSNBC, CNBC, FOX, PBS and abroad on BBC and ITN) and radio as a commentator on healthcare trends and politics in the United States and overseas.

From 1997-1999, he was the host of "MEDI-POLITICS," a nationally-syndicated radio show focusing on the politics and future of healthcare as well as key legal and ethical issues. The show reached more than 40 markets in 26 states and an audience of 31 million people.

Jack has spent more than 35 years in the healthcare field, both in the U.S. and abroad. Before forming his successful research and consulting company, he held high-level

management positions in marketing and market research with healthcare giants such as Wyeth and Pfizer.

He is currently writing a book about the future of American healthcare based on his long experience in the healthcare industry, in-depth interviews with leading experts who appeared on his radio show as well as on-going poll results generated by his market research company.

ARRANGE AN INTERVIEW, SPEAKING APPEARANCE, OR AN ARTICLE FROM JACK SHAPIRO ON THESE TOPICS:

- . What's the future of American healthcare?
- . What are the latest clinical trial trends?
- . Who are the uninsured and the underinsured?
- . What's driving up the cost of healthcare?
- . What can people do to save on healthcare costs?
- . How important is healthcare as an issue in the next election?
- . Why is ours the "Healthcare Economy?"
- . What's the future for employer provided healthcare?
- . Tomorrow's breakthroughs in biotechnology and surgery: will we be able to afford them?
- . Why are so many people turning to "alternative" healthcare?

See Other Press Releases from Jack Shapiro on NewsRelease Wire.com:

7/20/04: "Biotech: U.S. Leads the Race for Patents"
7/13/04: "Pharma R&D: Plunge in New Drug Applications"
7/06/04: "Election Year Magic: New Rx Drug Approvals Suddenly Up 54%!"
6/29/04: "Jack Shapiro to Host Global Pharma R&D Summit"
6/22/04: "Clinical Trials: What's Going On?"
6/15/04: "Learn or Die! Higher Education May Mean Lower Death Rates"
6/08/04: "Internationally-known Healthcare Expert Available for Interviews"
6/01/04: "Major Healthcare Trends You Didn't Realize"
5/25/04: "Cut Black Male Death Rates: Consider Marriage"
5/04/04: "Important Broadcast: American Healthcare Trends"

4/27/04: "Future of American Healthcare"
4/20/04: "Healthcare Shocker: Slowdown in Life Expectancy"
4/13/04: "Stunning Differences in Rx Retail Prices"
4/07/04: "Healthcare: Crisis of the Underinsured"
3/30/04: "Are You Underinsured?"
3/23/04: "Save on Pharmaceutical Costs"
5/20/03: "The Importance of Healthcare Issues in the Next Presidential Election"

Jack Shapiro's 2004 Radio Appearances:

6/29/04: "The George Woods Show" Topic: "Future of Health Insurance"	710 KCMO	Kansas City, MO
6/23/04: "The Todd Ortloff Show" Topic: "Slower Gains in Life Expectancy"	KONP	Port Angeles, WA
6/16/04: "The Ruth Koscielak Show" Topic: "Clinical Trials"	950 AM	Minneapolis, MN
5/08/04: "Coping with Caregiving"* Topic: "Future of Healthcare"	wradio	Internet
4/07/04: "CBS Marketwatch – Moneylife" Topic: "The Underinsured"	WBIX	Boston, MA

*Hear this show archived on <http://www.wradio.com/copingwithcaregiving/050804.htm>