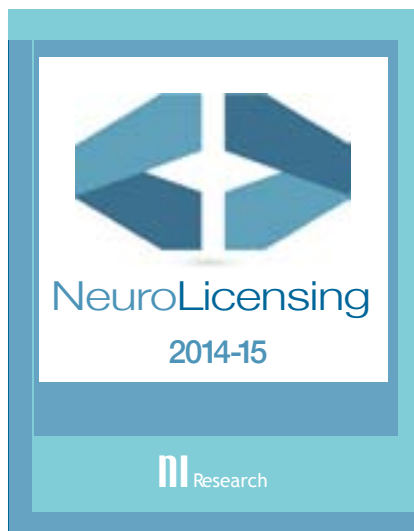


# NeuroLicensing 2014-15



**NeuroLicensing 2014-15** is NIR's completely revised and updated review of current trends in CNS deal parameters and our candid assessments of the major and midsize companies involved in CNS licensing. Licensing agendas and performance are appraised. NL 2014-15 provides a vital targeting resource for licensing efforts on both sides of the transaction, both potential licensors and licensees.

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The Watch List: *Depomed, Actavis*

Therapeutic Areas and Selected Licensing Candidates

see sample comments on next page

A sampling of comments from *NeuroLicensing's* uniquely candid assessments of large and midsize pharmas as potential partners.

Can you match the comments to the companies?

...they assume that they execute that kind of science better than any small company can. Hence their focus upon early stage collaborations where they control the process. That may be a good fit for some small companies, but their presumption of superiority may rankle others....

...smaller companies whose entrepreneurial bent does not end with the outlicensing itself may find this a very appealing alternative avenue to drug development....

...it remains to be seen if they can effectively pivot from a company almost solely reliant upon internal R&D to one that can offer genuine and equal opportunity to inlicensed programs...

...A prudent small company will keep their distance until the smoke clears...

...appears to be very pragmatic and nondogmatic in how they view the delegation of power based on specific areas of expertise owned by the licensor...

....shifting to a more collaborative emphasis on open engagement, with a variety of external resources, which is all to the good...

...now highlighting opportunism as their new watchword, and they claim to be open to opportunities of all stripes from psychiatry, neurology, and pain, albeit with a continued predilection for validated targets/pathways, and emphasizing disorders with a clear genetic basis. Those two caveats narrow the range considerably....

...This is the poster-child for the academic-industry research model taken about as far as anyone has tried to take it, and its productivity will be watched carefully, particularly given the potential conflict between this new model and (their) historical emphasis upon inhouse R&D...

...the style has become more entrenched; affable and approachable pharma veterans who have entered the system become transformed into guarded and seemingly suspicious drones within a matter of months..... Overall, small companies looking for a collaborative, collegial partner should look elsewhere...