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**Id** : i.m.5e471737b5ad65f69966fcb753cf50e9  
**CN** : SQ1ED00493563  
**Date** : Tuesday, November 19, 2002 8:00:00 AM GMT  
**From** : OBrien, Shawn P  
**To** : Bradley, Stephen J; Swalley, Jeffrey S  
**Cc** : Beamish, Don G; Birkett, Geoff  
**Subject** : FW: CNS IP Workshop : Slides  
**Custodians** : Beamish, Don

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From:

O'Brien, Shawn P

Sent:

Tuesday, November 19, 2002 8:47 PM

To:

Swalley, Jeffrey S; Bradley, Stephen J

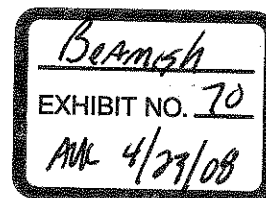
Cc:

Birkett, Geoff; Beamish, Don G

Subject:

FW: CNS IP Workshop : Slides

Jeff



Can you or someone else from the Global Seroquel team confirm with Stephen if you want the Trademarks to continue.

Happy Birthday

Shawn

-----Original Message-----

From:  
Bradley, Stephen J

Sent:  
Wednesday, November 13, 2002 12:21 PM

To:  
O'Brien, Shawn P

Subject:  
RE: CNS IP Workshop : Slides

Dear Shawn,

Are you still interested in the slogans you asked me to file?

IMPROVEMENT WITHOUT IMPAIRMENT

WEIGHT - NEUTRAL

Placebo like EPS

A FIRST LINE FIRST CHOICE ANTIPSYCHOTIC

A FIRST LINE FIRST CHOICE PSYCHOTROPIC

If not, could you please tell me who now would be?

Kind regards,

Stephen

Stephen J Bradley -  
Trade Mark Adviser -  
CNS/Pain/Anaesthesia Therapy Area

AstraZeneca - Global Intellectual Property - Trade Marks

Room 20B4, Mereside, Alderley Park, Macclesfield, Cheshire SK10 4TL, United Kingdom

Telephone - Internal : Alderley Park 23592      Telephone - External : +44 (0) 1625 51 3592

Facsimile: +44 (0) 1625 231237

E-mail: [stephen.bradley@astrazeneca.com](mailto:stephen.bradley@astrazeneca.com)

-----Original Message-----

From:

O'Brien, Shawn P

Sent:

07 February 2001 08:17

To:

Bradley, Stephen J

Cc:

Oldham, Alex

Subject:

RE: CNS IP Workshop : Slides

Stephen

That list seems okay with the addition of ' pharmaceutical advertisements in Journals, magazines news print, the Internet and TV' as an additional class.

Thanks

Shawn

-----  
From:

Bradley, Stephen J

Sent:

Tuesday, February 06, 2001 9:51 AM

To:

O'Brien, Shawn P

Subject:

RE: CNS IP Workshop : Slides

Shawn,

Thank you for your confirmation that 5 slogans are to be filed as trade mark applications at the US Patent & Trade Marks Office. Please confirm your intended use of the slogans, i.e. on which goods will the slogans be printed on?

To assist I print out below a recent specification of goods that was used with a similar application to cover goods of interest:

Class 5 : PHARMACEUTICAL PREPARATIONS AND SUBSTANCES FOR USE IN THE TREATMENT OF DISEASES AND DISORDERS OF THE CENTRAL NERVOUS SYSTEM AND THE PERIPHERAL NERVOUS SYSTEM.

Class 9 : VIDEO AND AUDIO CASSETTE TAPES RELATING TO THE TREATMENT OF DISEASES AND DISORDERS OF THE CENTRAL NERVOUS SYSTEM AND THE PERIPHERAL NERVOUS SYSTEM.

Class 16 : PRINTED EDUCATIONAL MATERIAL, NAMELY NEWSLETTERS, BROCHURES, BOOKLETS, A SERIES OF NON-FICTION BOOKS, AND PERIODICAL PUBLICATIONS, NAMELY, MAGAZINES, BOOKLETS, NEWSLETTERS, AND BROCHURES IN THE FIELD OF TREATMENTS OF DISEASES AND DISORDERS OF THE CENTRAL NERVOUS SYSTEM AND THE PERIPHERAL NERVOUS SYSTEM.

Regards,

Stephen

Stephen J Bradley -  
Trade Mark Adviser  
- CNS and Pain/Anaesthesia Therapy Areas

AstraZeneca - Global Intellectual Property - Trade Marks

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E-mail: [stephen.bradley@astrazeneca.com](mailto:stephen.bradley@astrazeneca.com)

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From:  
O'Brien, Shawn P

Sent:  
06 February 2001 14:06

To:  
Bradley, Stephen J

Cc:  
Oldham, Alex; Denerley, Paul M

Subject:

RE: CNS IP Workshop : Slides

Stephen

The order of priority is as listed below for trademarks.

thanks

Shawn

-----  
From:

Bradley, Stephen J

Sent:

Tuesday, February 06, 2001 4:58 AM

To:

O'Brien, Shawn P

Subject:

FW: CNS IP Workshop : Slides

Shawn,

Thank you for our conversation at the CNS Workshop. You handed me a piece of paper with four possible trade mark filings for the USA:

1) IMPROVEMENT WITHOUT IMPAIRMENT

2) WEIGHT - NEUTRAL

3) Placebo like EPS

4) A FIRST LINE FIRST CHOICE ANTIPSYCHOTIC

5) A FIRST LINE FIRST CHOICE PSYCHOTROPIC

From the slides attached below, only the first two are listed. Please confirm that you wish me to file the first two and see if we can achieve registration.

Regards,

Stephen

Stephen J Bradley -



Trade Mark Adviser  
- CNS and Pain/Anaesthesia Therapy Areas

AstraZeneca - Global Intellectual Property - Trade Marks

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Facsimile: +44 (0) 1625 51 6235

E-mail: stephen.bradley@astrazeneca.com

-----  
From:

Denerley, Paul M

Sent:

02 February 2001 03:03

To:

Oldham, Alex; Buckanavage, Stephen R; Blomberg, Fred; Bowen, Rebecca; Flink, Ola

Cc:

Mitchell, Kenneth F; Person, Richard V; Farquharson, Andrew; Bastain, Bill; Boar, Robin;  
Smith, Steve C (ALDP); Bradley, Stephen J

Subject:

CNS IP Workshop : Slides

Dear All

Thanks again for chairing the breakout sessions and coming up with such a wide range of ideas. I enclose the wording of your transparencies (with some small editorial amendments); if you want your originals please let me know.

I look forward to an increasing and close relationship between the GPTs and Global Intellectual Property and I'm sure that your ideas will lead us to new benefits.

Best regards

Paul Denerley

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File: CNS IP Workshop .doc

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