

Biotechnology Information Institute
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‘Biopharma’ Industry-Defining Domain Names and Trademark for Sale

BIOPHARMA.com, .org and BIOPHARMA® U.S. Trademark Offer Unique Internet Leadership and Branding Opportunities

ROCKVILLE, MD (March 17, 2022) - The Biotechnology Information Institute (BII) is selling its “BIOPHARMA” intellectual property. This includes the industry-defining domain names BIOPHARMA.com and BIOPHARMA.org and the BIOPHARMA® U.S. trademark (plus over 100 other biopharmaceutical industry domain names). This is a unique one-time opportunity. The owners of this intellectual property will have exclusive and invaluable biopharma(ceutical) industry-dominant Internet addresses and branding opportunities.

Mr. Rader, President, BII, explained, “In the past decade, "biopharmaceutical" has become or very soon will be the preferred popular/common term for the global pharmaceutical industry and its products. ‘Biopharma(ceutical)’ has replaced (or is fast replacing) "pharma(ceutical)" and "drug," particularly when seeking to project a positive, high (bio)tech image. For example, there are >600 publicly traded companies in the U.S. (SEC) and >4,000 companies worldwide (D&B) with “biopharma” in their names. 'Biopharma' industry revenue is now >\$1 trillion/year.”

Most of the industry’s leading companies and trade groups have already switched to using 'biopharmaceutical' to refer to and (re)brand themselves, their products and the industry. For example, the Pharmaceutical Research and Manufacturers of America (PhRMA) has been citing its members as and using the tagline "America's Biopharmaceutical Companies" for >15 years; and "The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe." Along with the adoption of 'biopharma(ceutical),' 'pharma(ceutical)' and 'drug' are evoking increasing negative perceptions and becoming legacy, no longer used (e.g., look at the PhRMA.org Web site).

Mr. Rader noted, “BIOPHARMA is simply the top-most and best domain name, brand, trademark, corporate identity, etc. for the world's most important, high tech, profitable and image-conscious industry! Biopharma.com and .org are truly extraordinary industry-defining domain names and branding opportunities - conceptually embodying the modern biopharmaceutical industry and the inestimable good will it has earned. Besides Covid-19 response, this has been assisted by over 15 years of pharmaceutical industry promotion redefining/rebranding its image and public perception as now "biopharmaceutical."

A top-level domain and exact-match trademark, a rare combination, provides its owner with unique opportunities. For example, an organization could:

- a) Brand its Web site, products, technologies, services, information resources, or even the company, a subsidiary or trade association and become known as "BIOPHARMA."
- b) Be the leading source for information and promote your image and views about the Biopharma industry, its products, innovation, technologies, public affairs, etc.; and/or
- c) Greatly improve the impact and cost-effectiveness of public relations, marketing, advertising, lobbying, etc. Such a prominent domain and matching trademark is its own perpetual advertising/public relations campaign.

The Biotechnology Information Institute is a serial developer and publisher of biopharmaceutical information resources since 1990. These include *BIOPHARMA®: Biopharmaceutical Products in the U.S. and European Markets* (www.biopharma.com); the

Biosimilars/Biobetters Pipeline Directory (www.biosimilarpipeline.com) and the *Federal Bio-Technology Transfer Directory*. Other BII publications include the *Antiviral Agents Bulletin*, for 15 years (1987-2003; >5,000 pages) the only newsletter specializing in antiviral (then mostly HIV) drug and vaccine development.

For further information, visit www.biopharma.com or contact:

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