

Biotechnology Information Institute  
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## **Biopharma Industry-Defining Domain Names and Trademark for Sale**

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

ROCKVILLE, MD (March 24, 2022) - The Biotechnology Information Institute is selling its “BIOPHARMA” intellectual property. This includes the top level industry-defining domain names BIOPHARMA.com and BIOPHARMA.org and the BIOPHARMA® U.S. trademark (plus over 100 other biopharma industry domain names). See [www.biopharma.com](http://www.biopharma.com).

Mr. Rader, President, BII, explained, “In the past decade, “(biopharma)ceutical” 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 “(biopharma)ceutical” 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 >16 years; and “The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe.” With the adoption of “(biopharma)ceutical,” “pharma(ceutical)” and “drug” are increasingly evoking negative perceptions and becoming legacy, deprecated, no longer used (e.g., try to find any use of these terms 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 nearly 2 decades of (pharma)ceutical industry promotion redefining/rebranding its image and public perception as now “(biopharma)ceutical.”

A top-level domain name 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, universally recognized, as “BIOPHARMA.”
- b) Become the leading source for information and promote its 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 marketing, public relations, advertising, lobbying, etc. Such a prominent domain and trademark are their own perpetual advertising/public relations campaign, unlike other ephemeral and transitory marketing, advertising and PR options.

The Biotechnology Information Institute is a developer and publisher of biopharma(ceutical) information resources since 1990. Online databases include *BIOPHARMA®: Biopharmaceutical Products in the U.S. and European Markets*; the *Biosimilars/Biobetters Pipeline Directory* ([www.biosimilarspipeline.com](http://www.biosimilarspipeline.com)) and the *Federal Bio-Technology Transfer Directory*. Other

publications include the *Antiviral Agents Bulletin*, for 15 years (1987-2003; ~5,500 pages) the only newsletter specializing in antiviral (then mostly HIV/AIDS) drug and vaccine development. For further information, visit [www.biopharma.com](http://www.biopharma.com) or contact:

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