

# In-house, In Focus: a local industry perspective

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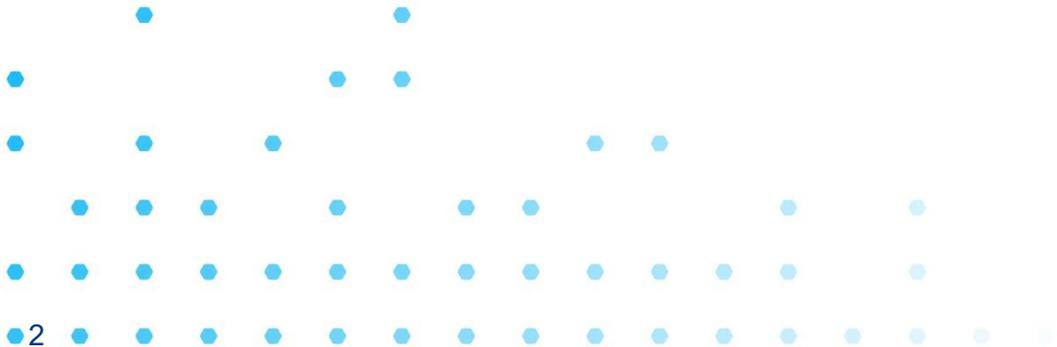
*Orsolya Szentesi*

*Head of Trademark Department*

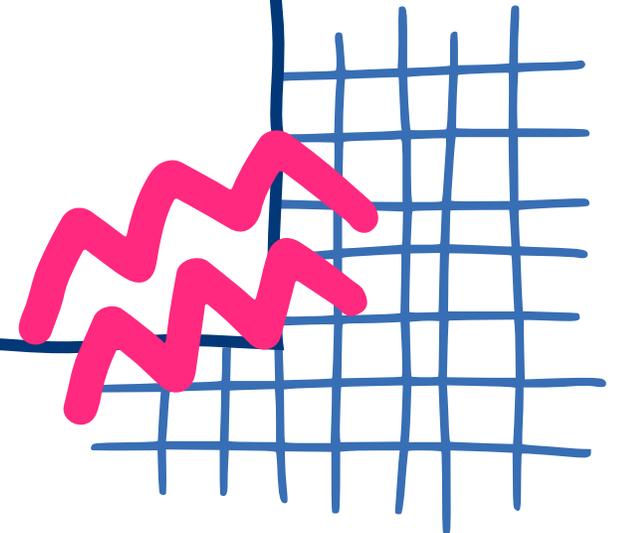
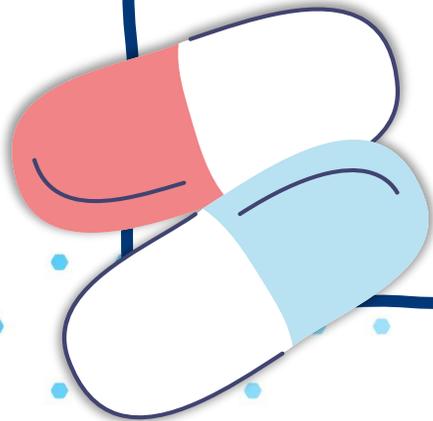
Egis Pharmaceuticals PLC

# Insights

- to pharmaceutical & IP landscape in Hungary
- to regulatory brand name challenges in the region
- to the in-house pharma trademark lawyer role



# WARM UP QUIZ



# Which of the below is a Hungarian invention? (more than 1 correct answer)



a) Ballpoint pen

b) Vitamin C

c) Needle-free high-pressure automatic injection device e.g. for insulin

d) Rubik's cube



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Image generated by ChatGPT

# Which of the below is a Hungarian invention? (more than 1 correct answer)



a) Ballpoint pen



László Bíró

b) Vitamin C



Albert Szent-Györgyi

c) Needle-free high-pressure  
automatic injection device e.g. for  
insulin



István Lindmayer

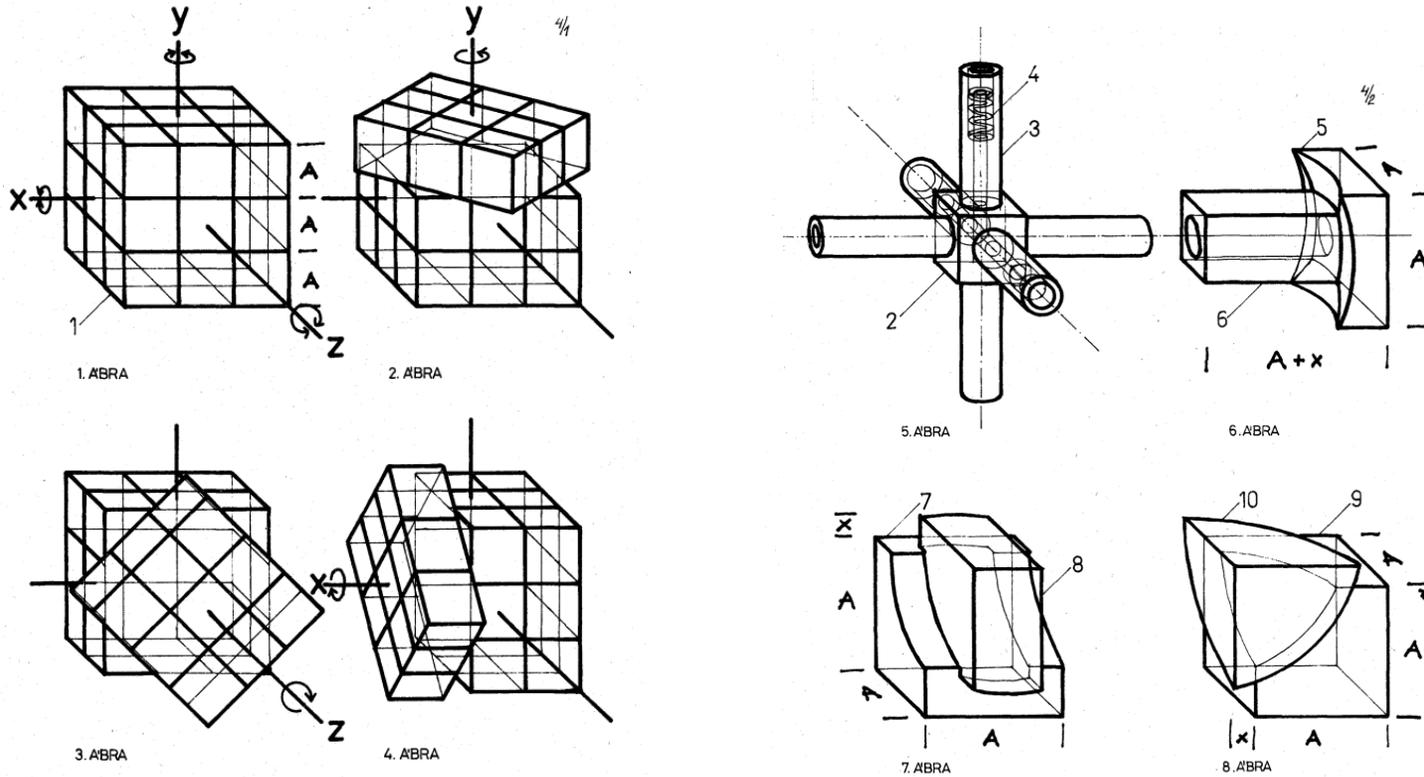
d) Rubik's cube



Ernő Rubik



# When was the Rubik's cube's patent filed?

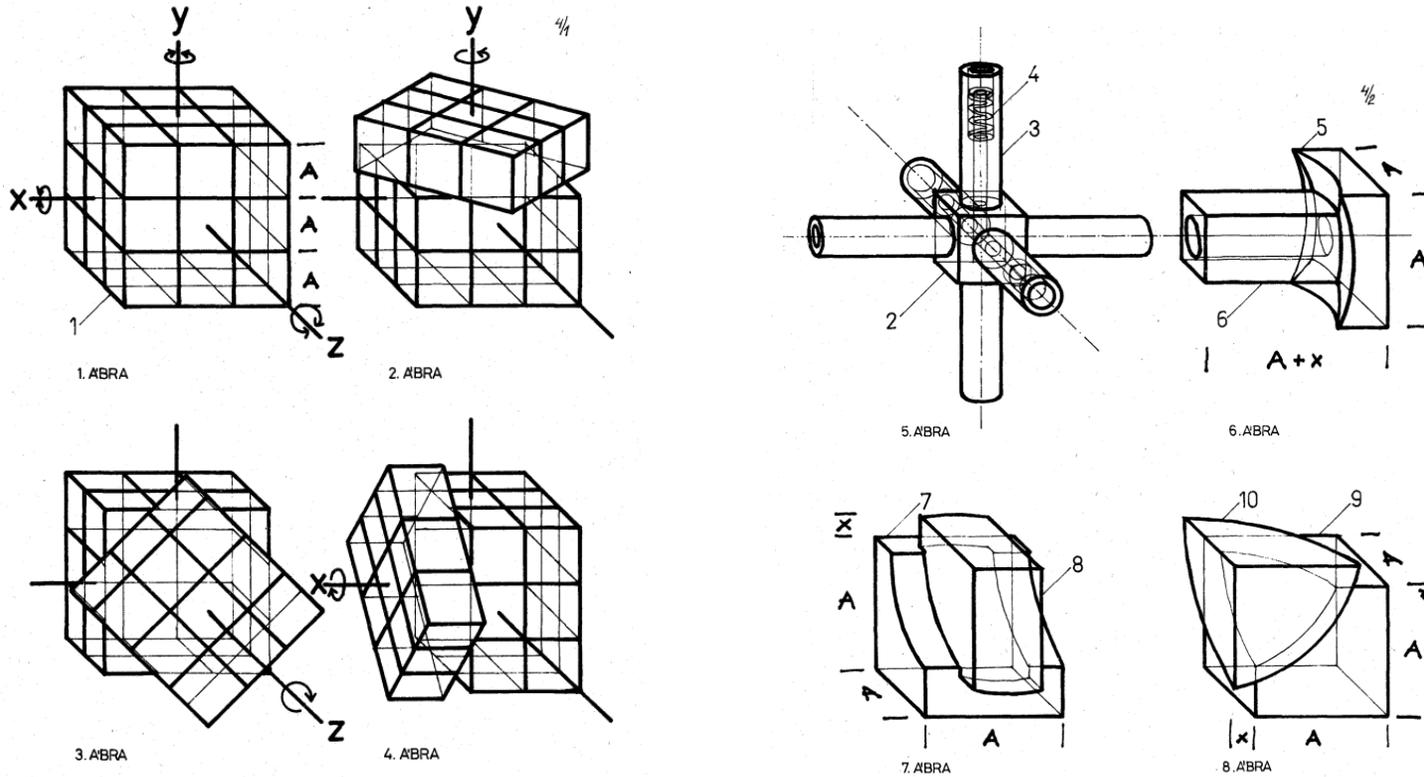


a) 60 years ago

b) 50 years ago

c) 40 years ago

# When was the Rubik's cube's patent filed?



**b) 50 years ago  
30<sup>th</sup> January 1975**

# What do we call **pharmaceutical trademark** in Hungarian?



a) marque pharmaceutique

b) znak towarowy leku

c) gyógyszervédjegy



# What do we call pharmaceutical trademark in Hungarian?



c) gyógyszervédjegy

# 1. The Hungarian pharmaceutical & IP landscape



# It all began...

Emil Wolf & György Kereszty - ALKA Chemical Factory /  
Chinoin / Sanofi

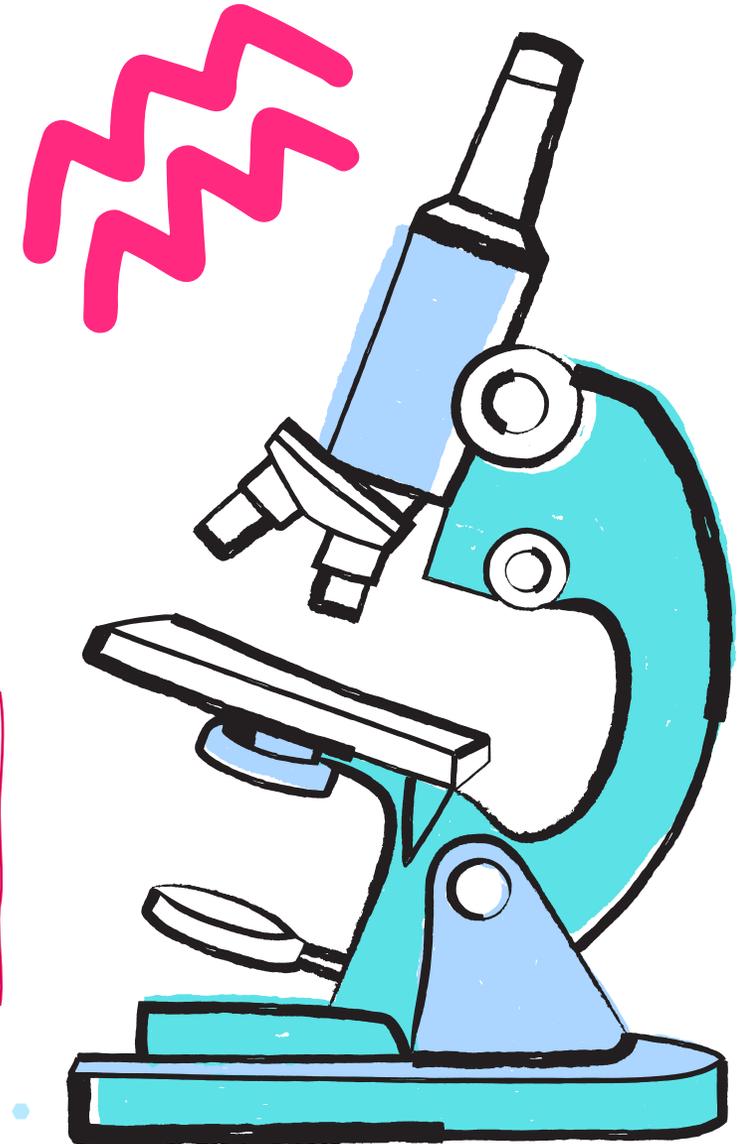
1910

1901

Gedeon Richter - Eagle Pharmacy

1913

Sándor Balla & dr. Albert Wander  
- Dr. Wander / EGYT / **Egis**



# Historical pharma trademarks

## ◆ TONOGEN (Gedeon Richter, 1902)

~70  
100+ years old  
trade marks

The national trade mark register contains 70 trade marks that are more than 100 years old. The oldest trade mark is the "ODOL" sign, filed by Panadol GmbH with the filing date of 26 July 1895. Other holders of trade marks over 100 years old include for example the signs of GRUPA MASPEX Sp.z.o.o. Sp.k. 'APENTA' in 1899, Bayer 'ASPIRIN' in 1899, Aesculap AG. 'AESCULAP' in 1900, Valvoline LLC 'VALVOLINE' in 1902 and Johnson & Johnson 'LISTERINE' in 1903.

The Hungarian trade mark holder with the oldest trade mark is Richter Gedeon, whose sign „TONOGEN” was entered in the register with the filing date of 19 November 1902., i.e. it is 122 years old in 2024.

## ◆ SULFOTIN (Egis, 1914)

Source:  
2024 Annual Report of the HIPO [sztnh\\_eves\\_jelentes\\_digitalis\\_2024\\_tomoritett.pdf](#)

# Hungarian pharmaceutical IP today

## TOP2 National TM holders & applicants

### TOP5

Right holders of national trade marks

- Richter Gedeon Nyrt. 1199
- Egis Gyógyszergyár Zrt. 1017
- Médiaszolgáltatás-támogató és Vagyonkezelő Alap 274
- TV2 Média Csoport Zrt. 234
- Mediaworks Hungary Zrt. 223

### TOP5

Applicants with the most national trade mark applications



Source: HIPO Annual Report 2024

[https://sztnh.gov.hu/sw/static/file/sztnh\\_annual\\_report\\_2024\\_en\\_digital\\_publishing\\_compressed\\_0819.pdf](https://sztnh.gov.hu/sw/static/file/sztnh_annual_report_2024_en_digital_publishing_compressed_0819.pdf)



# Some facts about Egis



# Evolution of the house mark



**1913**

Foundation of  
**Dr. Wander  
Pharmaceuticals and  
Nutriments Ltd.**



**1948**

Establishment of the  
**United Pharmaceuticals and  
Nutriments Production National  
Company (EGYT)** with the  
nationalization of Wander and five  
other smaller companies



**1985**

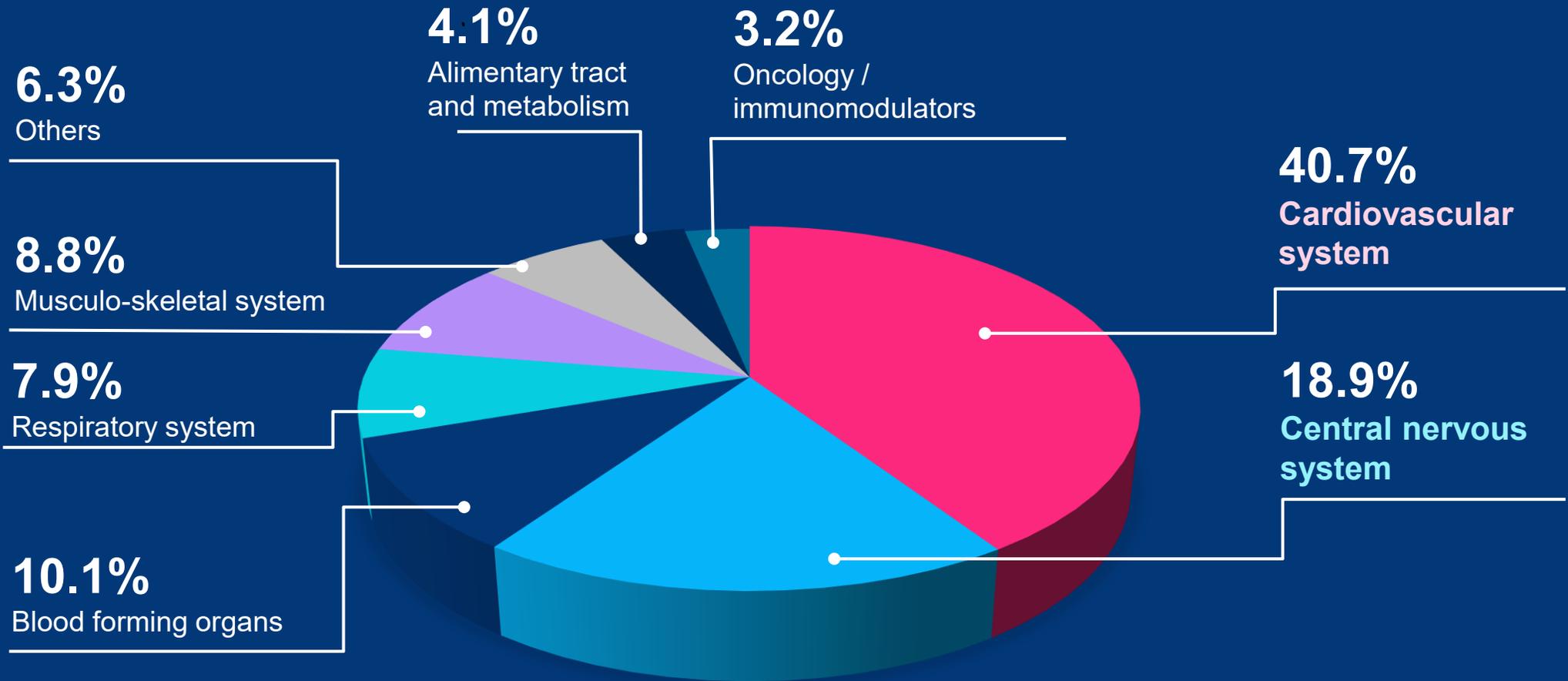
Dynamically growing export, the  
**company changes its name to  
Egis**



# Egis in numbers



# Main therapeutic areas

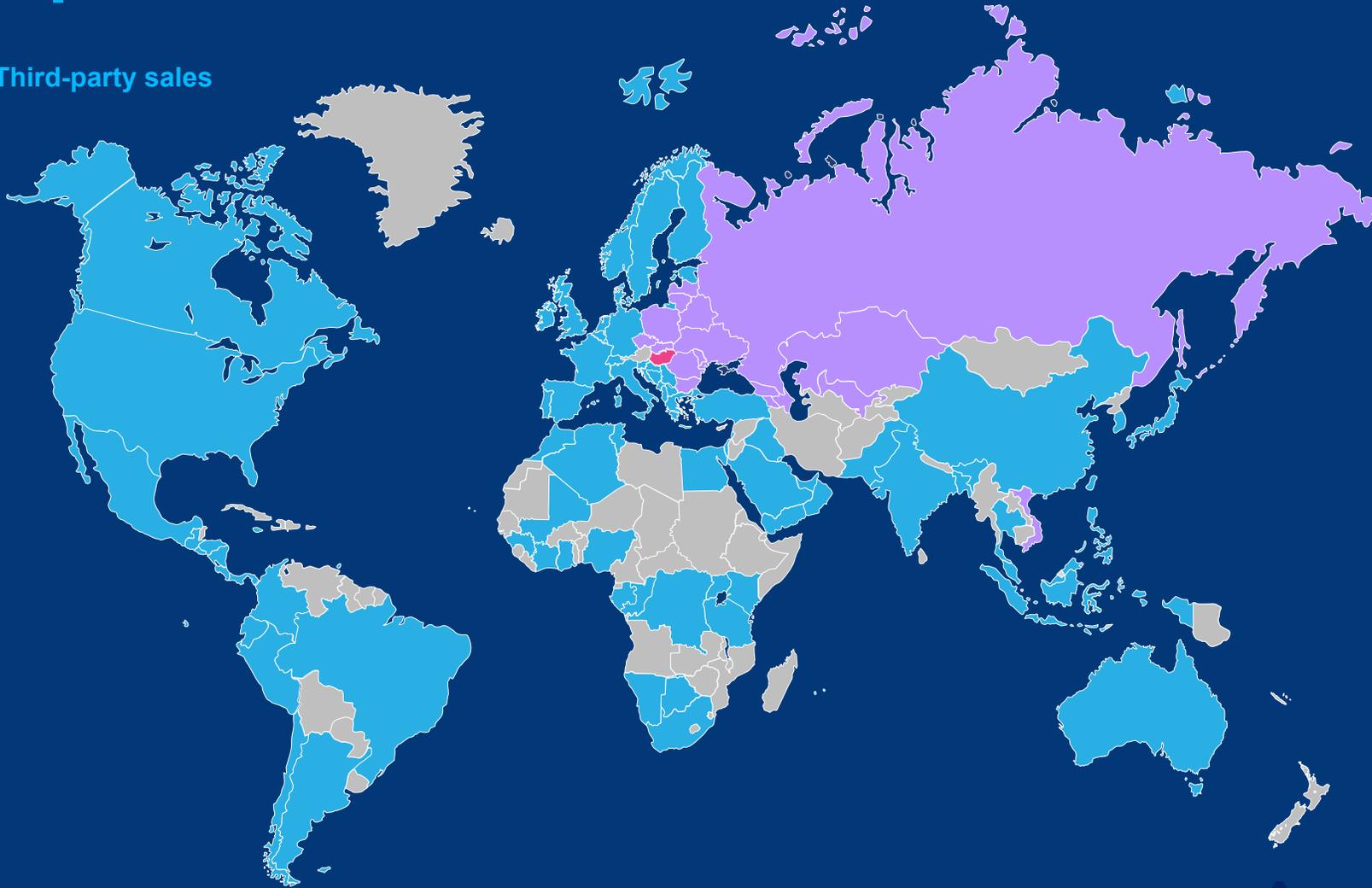




# Activities in more than 100 countries



Third-party sales



Besides Hungary, 17 subsidiaries and representative offices

Armenia	Azerbaijan
Belarus	Bulgaria
Czechia	Georgia
Kazakhstan	Latvia
Lithuania	Moldova
Poland	Romania
Russia	Slovakia
Ukraine	Uzbekistan
Hungary	Vietnam

**Branded generic trademark filing strategy from Armenia to Vietnam**

# Egis trademark portfolio in numbers.

TM portfolio contains **18518** registered trademarks

**17839**  
word trademarks  
(block letters / local script)

**56**  
slogans

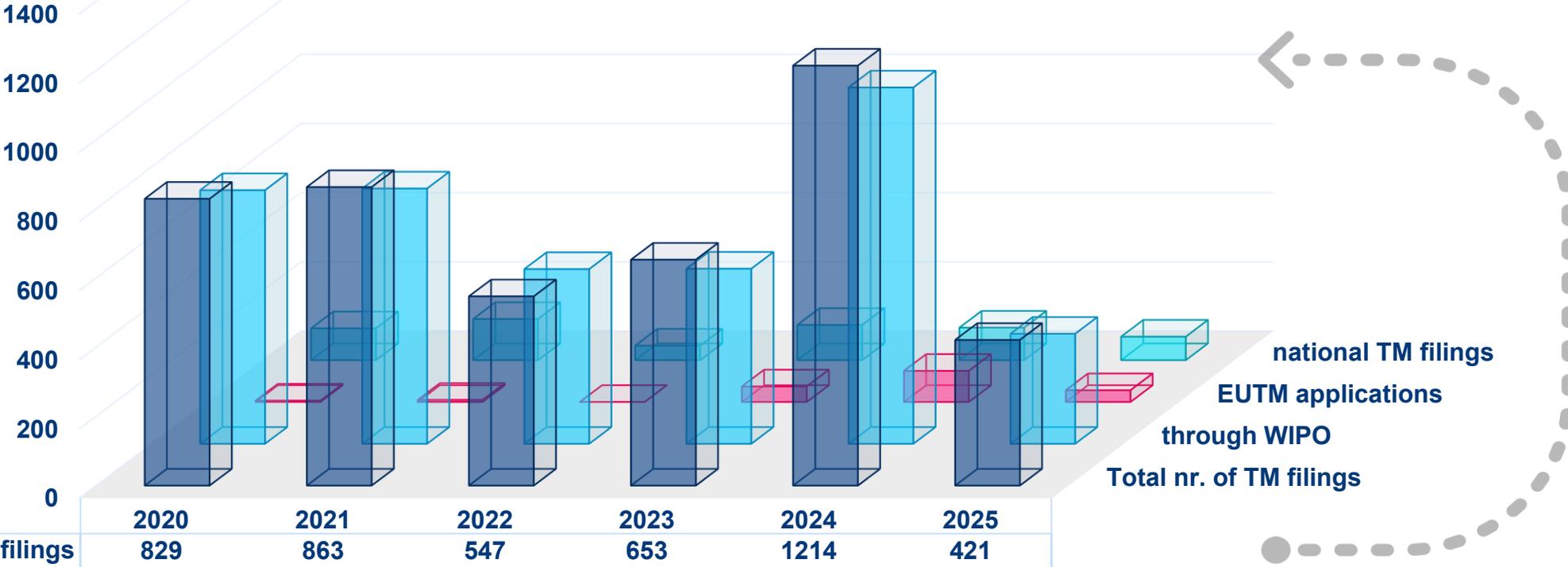
**4**  
colour  
combination  
marks

**619**  
figurative  
trademarks  
(410 without EGIS  
figurative marks)

**1605**  
brands



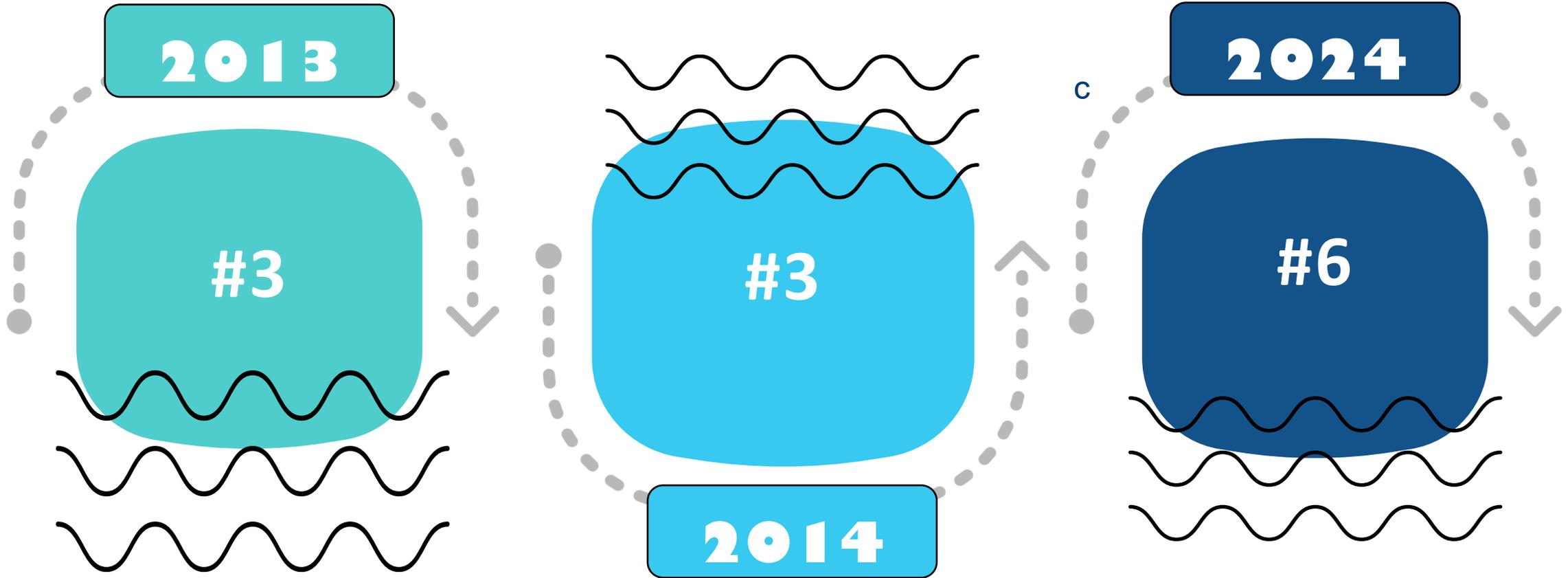
# EGIS trademark filings per year



	2020	2021	2022	2023	2024	2025
■ Total nr. of TM filings	829	863	547	653	1214	421
■ through WIPO	733	738	505	506	1030	318
■ EUTM applications	4	6	0	45	90	34
■ national TM filings	92	119	42	102	94	68



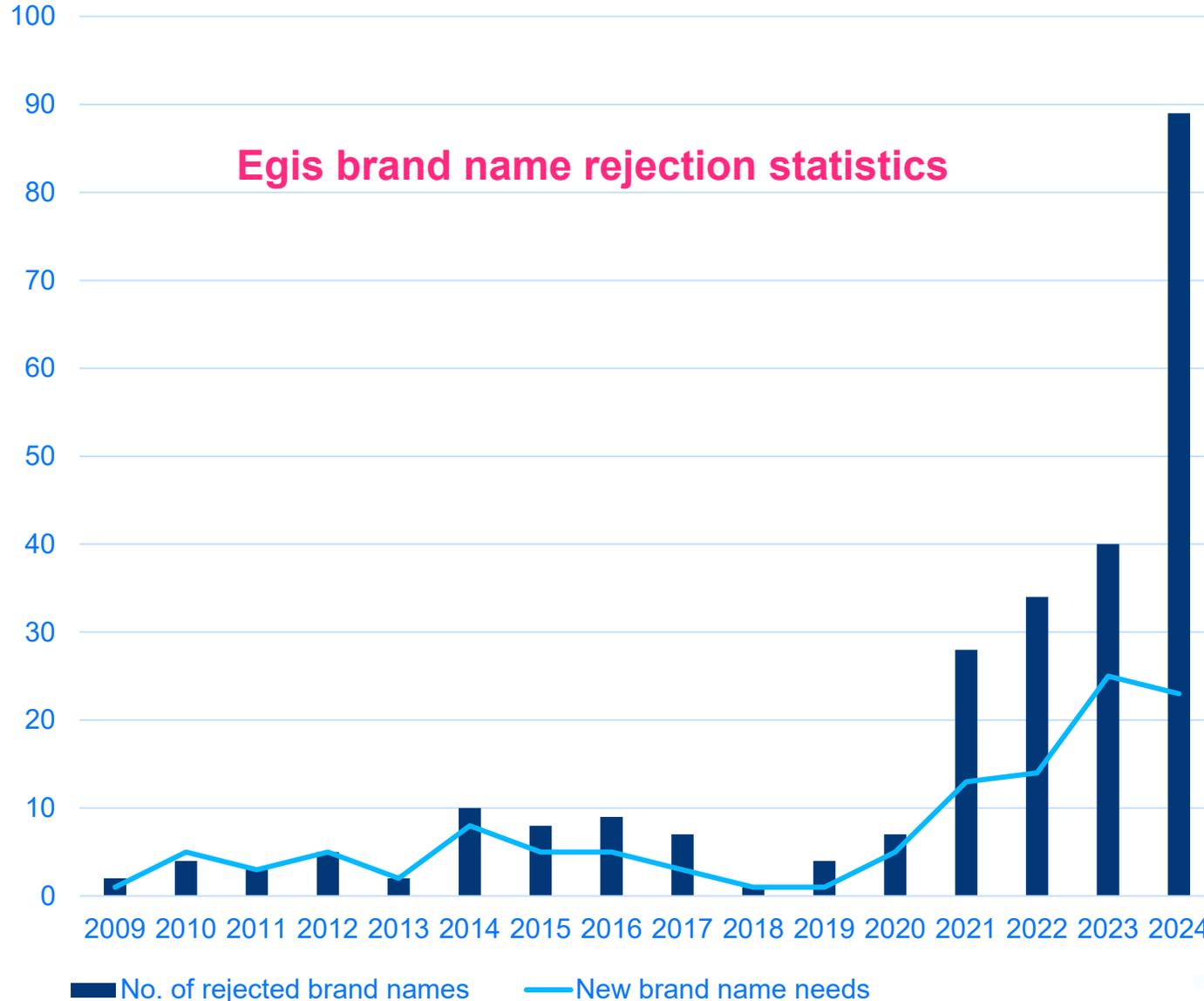
# EGIS as Madrid top applicant



## 2. Regulatory brand name challenges in the region



# DCP - the real bottleneck



**Centralized procedure (EMA)**

vs.

**EU Decentralized procedure (DCP) – Reference Member State (RMS) & Concerned Member States (CMS)**

**How many names are needed for a product?**



# DQP - the real bottleneck



**Similarity to already authorized fantasy name vs. BIZUMA**

LV similar to Vihuma (EMA) & Herzuma (EMA)  
HU similar to Vihuma (EMA)  
PL similar to Ipozumax (PL)

**Forbidden stem -io- vs. SAVIOLUS**

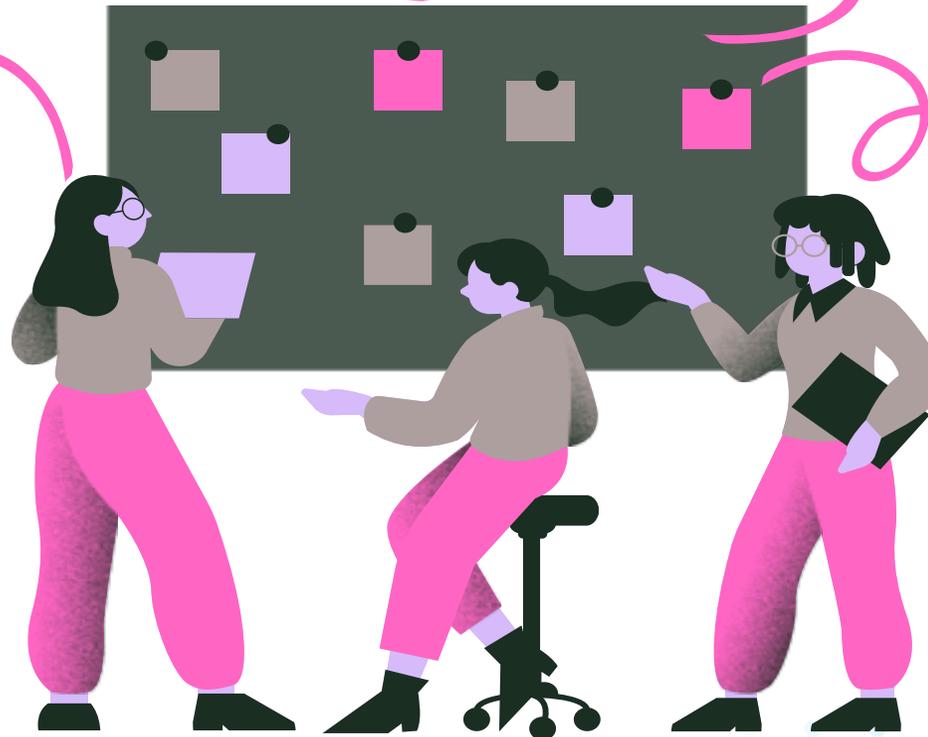
PL rejection  
HU not cited  
FI (RMS) no objection

**Similarity to different INN vs. CROGON**

HU similar to cromoglicate  
CZ SK PL not cited

**Meaningful part vs. SYMPLISEPT**

HU, RO „sept” reference to indication  
LT, LV similar to “simple” – refers to use/indication  
PL accepted

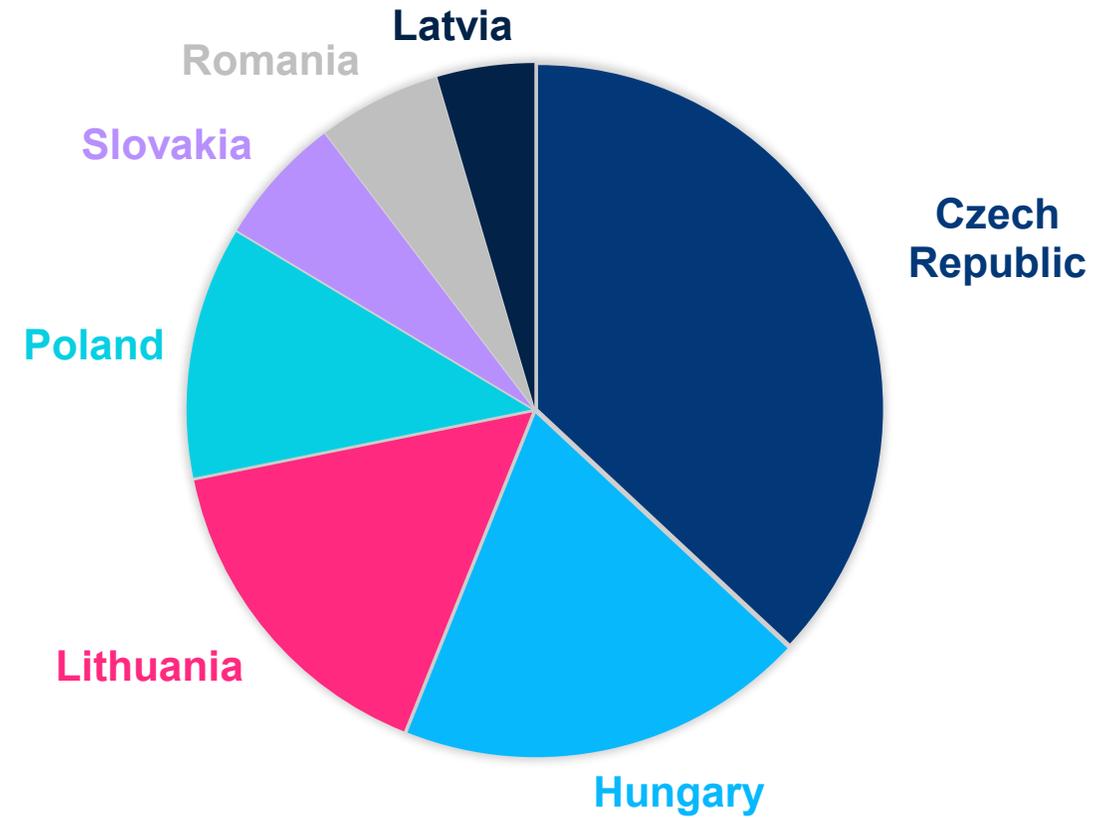


# DGP - the real bottleneck

## OUR RECORD-WINNING PRODUCT



## OUR RECORD HOLDER COUNTRIES



# Regulatory hurdles outside the EU

## „The good old times” vs. since 2024



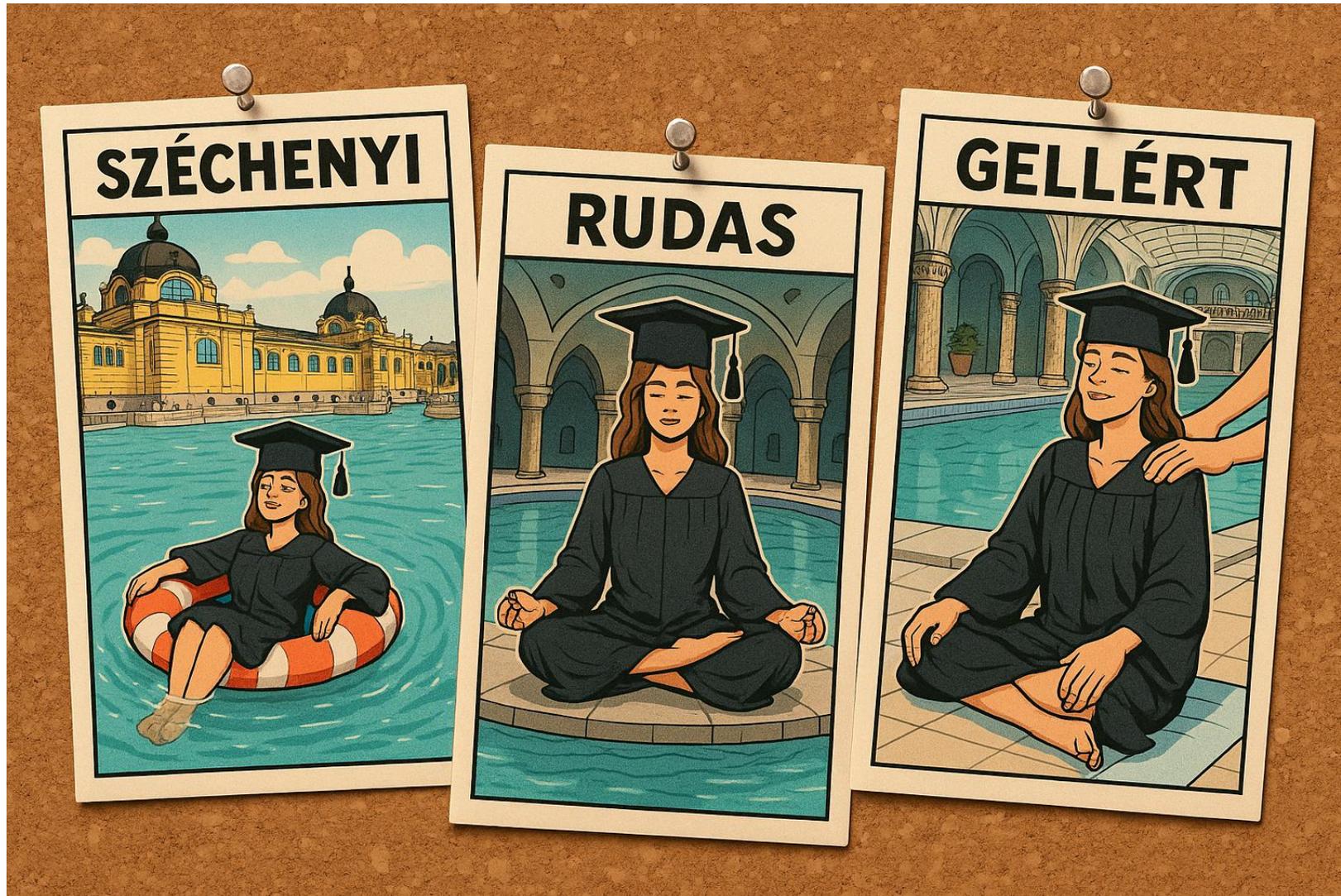
**Azerbaijan** – at least 5 letters difference (!)



**Kazakhstan** – referring to the FDA POCA algorithms



# How to handle all those challenges?



### 3. The In-house Pharma Trademark Lawyer



# ... is not just a lawyer

No trademark lawyer is „just a lawyer” 😊

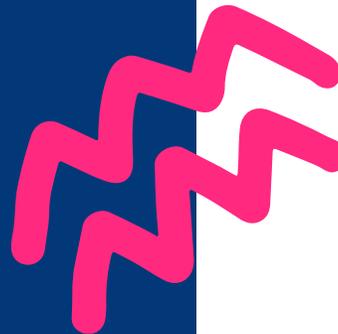
## Working in pharma

- ◆ **Regulatory expert**
  - ◆ trademark pre-screening
  - ◆ adjusting the trademark portfolio
  - ◆ aligning regulatory timelines with trademark proceedings

## Working in-house

- ◆ **Strategic business thinker**
  - ◆ new naming strategies
  - ◆ active participation in transactions
- ◆ **Policy advocator**
  - ◆ industry input to health authorities (CZ, HU)
- ◆ **IP ambassador**
  - ◆ IP awareness raising incl. brand name creators & promotional activities
- ◆ **Brand co-creator / lifecycle assistant**
  - ◆ from conception to withdrawal resurrection

# +1 The compulsory AI slide



# What is an in-house pharma trademark lawyer like?

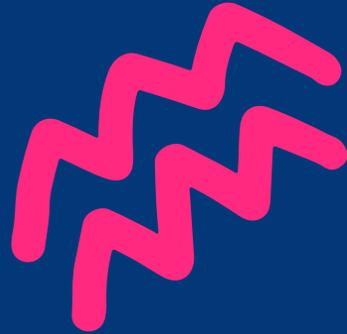
„The in-house pharma trademark lawyer is like  
**the GPS behind the brand adventure**

recalculating through challenges, regulatory traffic and global expansion turns,  
always keeping the destination in sight: brand value.”

by ChatGPT



**Thank you for your attention!**



**Questions?**

