













About Addison Whitney

Addison Whitney is a global, full-service brand consultancy with over 17 years of experience developing memorable brands. In 2007, Addison Whitney became a part of inVentiv Health. Our client-driven approach is proven, and our process is tailored to meet the unique needs of each project engagement. Our dedicated team of branding experts has developed innovative naming, design, brand strategy, and validation methodologies that have proven to be among the most effective in the world.

Focusing solely on healthcare clients, the Addison Whitney Healthcare Group delivers powerful solutions to the world's most reputable pharmaceutical and biotechnology companies. Our team includes branding experts accustomed to the fast-paced and ever-changing environment of the healthcare industry. In addition to verbal and visual branding, the Addison Whitney Healthcare Group offers a market research approach that is consistent with FDA and EMEA regulatory guidance.

Comprehensive Branding Services

 Proprietary Name Development (Trademark)	 Global Linguistic Evaluation	 Package Design
 Non-Proprietary Name Development (INN/USAN)	 Market Research	 Brand Strategy
 Legal and Regulatory Screening	 FDA & EMEA Name Submission Documents	 Medication Error Prevention Analysis (MEPA) Testing
 Name Regulatory Consulting	 Logo Development	 Logo Validation

Clients

Our clients include some of the top global pharmaceutical and biotechnology companies:

- UCB[®]
- GlaxoSmithKline[®]
- AstraZeneca[®]
- Boehringer Ingelheim[®]
- sanofi-aventis[®]
- F. Hoffman-La Roche[®]
- Wyeth[®]
- Pfizer[®]
- Genentech[®]
- Novartis[®]
- Solvay[®]
- Amgen[®]

Addison Whitney has also been engaged by many medium-sized and emerging pharmaceutical companies, including:

- GPC Biotech[®]
- Intercell AG
- Curalogic[®]
- Bavarian Nordic[®]
- Shire[®]
- Nycomed[®]
- CSL Behring
- Sigma-Tau[®]
- Antisoma[®]
- Ferring[®]
- Synta Pharmaceuticals[®]
- H. Lundbeck A/S[®]

Select Brand Assignments

The Addison Whitney Healthcare Group has assisted in the development and testing of some of the most recognized brands in the world. Here is a small selection of our portfolio:

- Rozerem[®]
- Macugen[®]
- Sprycel[®]
- Apidra[®]
- Volibris[®]
- Bonviva[®]
- Invirase[®]
- Lantus[®]
- Advate[®]
- Pentacel[®]
- Atripla[®]
- Xenical[®]
- Revlimid[®]
- Vfend[®]
- Renvela[®]

Global Expansion

Addison Whitney is committed to continually enhancing our services and fortifying our relationships with current and prospective clients. The opening of an additional office in Munich, Germany will allow us to better serve and communicate with our European clients. For more information, please contact our Munich office at:

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