

TIME The Best Inventions of 2025

Brand Institute Partnered Names Featured Among TIME's Best Inventions of 2025

We are proud to partner with the pioneers shaping the future of medicine

Brand Institute is proud to celebrate two of our partner brands — Journavx™ and Leqembi® Iqlik™ — being named to TIME's 2025 Best Inventions list in the Medical & Healthcare category.

Both represent remarkable scientific and clinical innovation — and we are honored to have contributed to their brand name development.

JOURNAVX™
(suzetrigine) 50mg tablet

"It is a privilege to partner on brands and their names that receive such prestigious recognition for their innovation," said James L. Dettore, Chairman & CEO of Brand Institute. "We take great pride and responsibility in every naming project we undertake — knowing that each brand we help create can have a lasting impact on patients, healthcare providers, and the world."

LEQEMBI® IQLIK™
(lecanemab-irmb) 100 mg/mL
INJECTION FOR INTRAVENOUS USE

Brand Institute congratulates our partners at Vertex Pharmaceuticals and Eisai/Biogen for their pioneering achievements and their well-deserved recognition among TIME's Best Inventions of 2025.

To see the full list of TIME's Best Inventions of 2025, click here: <https://time.com/collections/best-inventions-2025/>

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