# BRANDNEWS

## Brand Institute is proud to have partnered with 390+ healthcare companies on 884 nonproprietary names, highlighted by these recent INN approvals

**Important Update:** The 72nd INN Consultation of the World Health Organization is expected to be held in April, 2021 with an expected submission deadline of January 29th 2021.

| Company | INN Name |
|---|---|
| AbbVie | elsubrutinib |
| AbbVie | mirzotamab |
| AbbVie | mirzotamab clezutoclax |
| AbbVie | navocaftor |
| Actinium | actinium (225Ac) lintuzumab satetraxetan |
| Adaptimmune | letetresgene autoleucel |
| Adaptimmune | olitresgene autoleucel |
| Amgen | olpasiran |
| Amgen | tapotoclax |
| Amgen | zelminemab |
| Antibe | otenaproxesul |
| AstraZeneca | navafenterol |
| AstraZeneca | velsecorat |
| BerGenBio AS | tilvestamab |
| Bluebird | betibeglogene autotemcel |
| Bluebird | elivaldogene autotemcel |
| Boston Pharma | avizakimab |
| Cadent | rimtuzalcap |
| Checkpoint | cosibelimab |
| Checkpoint | olafertinib |
| Corvidia | ziltivekimab |
| Crinetics | paltusotine |
| CytomX | pacmilimab |
| CytomX | praluzatamab |
| CytomX | praluzatamab ravtansine |
| Daewoong | enavogliflozin |
| Daiichi Sankyo | obafistat |
| EA Pharma | milategrast |
| Generon | efbemalenograstim alfa |
| Gilead | lenacapavir |
| GNT Pharma | nelonemdaz |
| HanAll | batoclimab |
| Insmed | brensocatib |
| Insmed | treprostinil palmitil |
| Leo | orismilast |
| Lin | tinlarebant |
| Medeor | firzotemcel |
| Naurex | zelquistinel |
| Origin | fosdenopterine |
| Outpost | pregabalin arenacarbil |
| Pharmazz | centhaquine |
| Pharmazz | sovateltide |
| Phosplatin | imifoplatin |
| Pieris | cinrebafusp alfa |
| Principia | rilzabrutinib |
| ProMetic | fezagepras |
| R Bio | atleradstrocel |
| Roche | ralmitaront |
| Roche | simlukafusp alfa |
| Roche | tominersen |
| Sanofi Genzyme | gatralimab |
| Santhera | lonodelestat |
| Shire | lomardexafetamine |
| Solid Bio | zildistrogene varoparvovec |
| Stemline | felezonexor |
| Syndax | axatilimab |
| Syros | mevociclib |
| Takara | mipetresgene autoleucel |
| Takara | tebrocabtagene autoleucel |
| Takeda | felcisetrag |
| Takeda | mezagitamab |
| Takeda | mobocertinib |
| Takeda | trazpiroben |
| Tesaro | encelimab |
| Ultragenyx | avalotcagene ontaparvovec |
| Voyager | ezaladcigene resoparvovec |
| Wave Life Sciences | suvodirsen |
| Zymeworks | zanidatamab |

## DRUG SAFETY INSTITUTE (DSI) NONPROPRIETARY NAMING EXPERT SPOTLIGHT

### Sophia Fuerst, M.S., M.B.A.

President, Nonproprietary Names Division
Drug Safety Institute

Ms. Fuerst joined Drug Safety Institute's Nonproprietary (USAN/INN) Names Division as Managing Director in 2005, and was promoted to President in 2007. Ms. Fuerst was formerly Director of the USAN Program at the American Medical Association (AMA) and served in various positions during her 18-year tenure with the Program, including AMA senior staff scientist in the area of Drug Nomenclature.

She was involved in negotiations between the USAN Council, pharmaceutical manufacturers and foreign nomenclature agencies. From 1986 to 2005, Ms. Fuerst was responsible for reviewing submissions, classifying compounds, creating new stems when appropriate and approving and adopting new USAN names.

Ms. Fuerst worked as a consultant, from 1999-2000, to the Secretariat of the INN Programme at the World Health Organization (WHO/INN) in Geneva, Switzerland. Ms. Fuerst holds a B.S. in Biology/Chemistry (pre-med) from St. Joseph's College, an M.S. in Medicinal Chemistry from the University of Chicago and an M.B.A. from Governor's State University in Illinois.

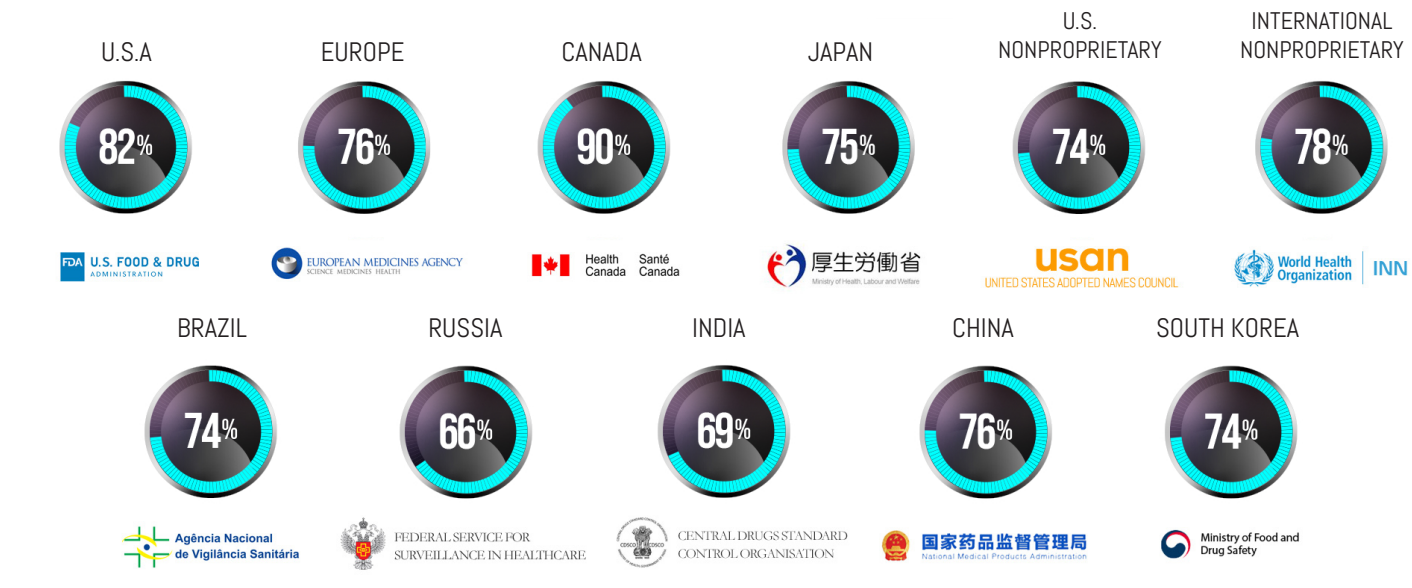
### Sandra Van Laan, B.S.

Vice President, Regulatory Affairs, Nonproprietary Names Division
Drug Safety Institute

Ms. Van Laan joined Drug Safety Institute's Nonproprietary (USAN/INN) Names Division as Vice President, Regulatory Affairs, Nonproprietary Division in 2006. Prior to joining DSI, she worked for 26 years at the American Medical Association (AMA). Ms. Van Laan was the Associate Secretary to the United States Adopted Names (USAN) Council and a Senior Research Associate at the AMA within the Division of Science and Technology where she provided pharmaceutical expertise to AMA staff for several publications including Current Medical Information and Technology (CMIT), Current Procedural Technology (CPT) and the Journal of the American Medical Association (JAMA). In her role with the USAN Program she provided structural and mechanistic compound analysis to accurately categorize newly submitted names into the appropriate stem classification and shared the responsibility for devising new stems within the taxonomy of nomenclature, when appropriate. The AMA USAN Program is responsible for evaluating and approving nonproprietary names.

She supplied guidance to pharmaceutical companies on the preparation of submissions to the USAN Council and negotiated name candidates with the members of the USAN Council and INN Expert Committee to obtain scientifically appropriate nonproprietary names for worldwide use. Ms. Van Laan has worked closely with the Food and Drug Administration (FDA), Center for Biologics, Evaluation and Research (CBER), and the United States Pharmacopeial (USP) Convention for the standardization of nonproprietary nomenclature and has participated in regulatory strategic planning sessions and intellectual property protection discussions pertaining to nonproprietary names. Ms. Van Laan co-chaired the Pronunciation Committee that developed the USAN Pronunciation Guidelines that are in use today.

## BRAND INSTITUTE'S 2019 GLOBAL SHARE OF MARKET NAME APPROVALS





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