

# Economia dell'Impresa e dell'Industria

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# World Top R&D companies in 2014

	R&D miliardi \$	% fatturato
Volkswagen	13,5	5,2
Samsung	13,4	6,4
Intel	10,6	20,1
Microsoft	10,4	13,4
Roche	10	19
Novartis	9,9	16,8
Toyota	9,1	3,5
Johnson & Johnson	8,2	11,5
Google	8	13,2
Merck	7.5	17

**In Italia nel 2104 la spesa in R&S è stata circa di 20 Miliardi di euro  
(50% Imprese, 50% Univ. + Centri Pubblici + Altro)**

Qual è la caratteristica principale di questi prodotti ?





**ROYALTY PHARMA**

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**Royalty Pharma**

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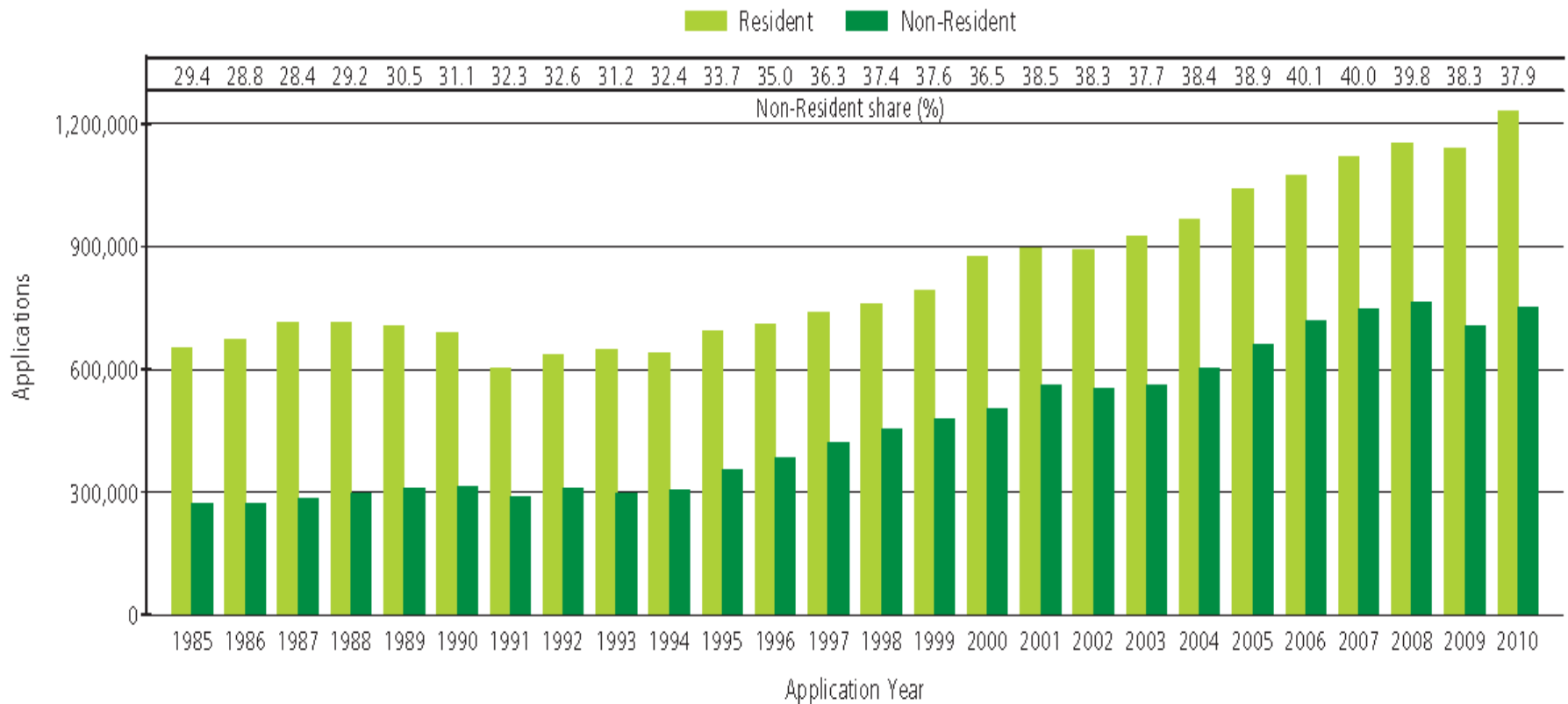
**FOR IMMEDIATE RELEASE**

**GILEAD SCIENCES AND ROYALTY PHARMA ANNOUNCE \$525 MILLION  
AGREEMENT WITH EMORY UNIVERSITY TO PURCHASE ROYALTY INTEREST  
FOR EMTRICITABINE**

**Foster City, CA, New York, NY and Atlanta, GA, July 18, 2005** -- Gilead Sciences, Inc. (Nasdaq: GILD) and Royalty Pharma today announced that the companies have entered into an agreement with Emory University providing for the purchase of the royalty interest owed to Emory for emtricitabine, also known as Emtriva<sup>®</sup>. Under the terms of the agreement, Gilead and Royalty Pharma will make a one-time cash payment of \$525 million to Emory in exchange for elimination of the emtricitabine royalties due to Emory on worldwide net sales of the product. The transaction, which is subject to customary closing conditions, is expected to close on or before July 29, 2005.

Gilead and Royalty Pharma will pay 65 and 35 percent, respectively, of the \$525 million cash payment to Emory. Following this transaction, Gilead will be obligated to pay to Royalty Pharma royalty revenue based on all future emtricitabine net sales relative to Royalty Pharma's contribution to the Emory royalty buyout. Gilead will continue to have obligations to pay certain royalties to GlaxoSmithKline, fulfilling Emory's obligations under a previous agreement. Within 30 days of closing, Emory and certain inventors of emtricitabine may acquire interests in Royalty Pharma approximating up to 25 percent of the proceeds payable by Royalty Pharma in the transaction.

Figure A.1.2.1 Resident and non-resident patent applications

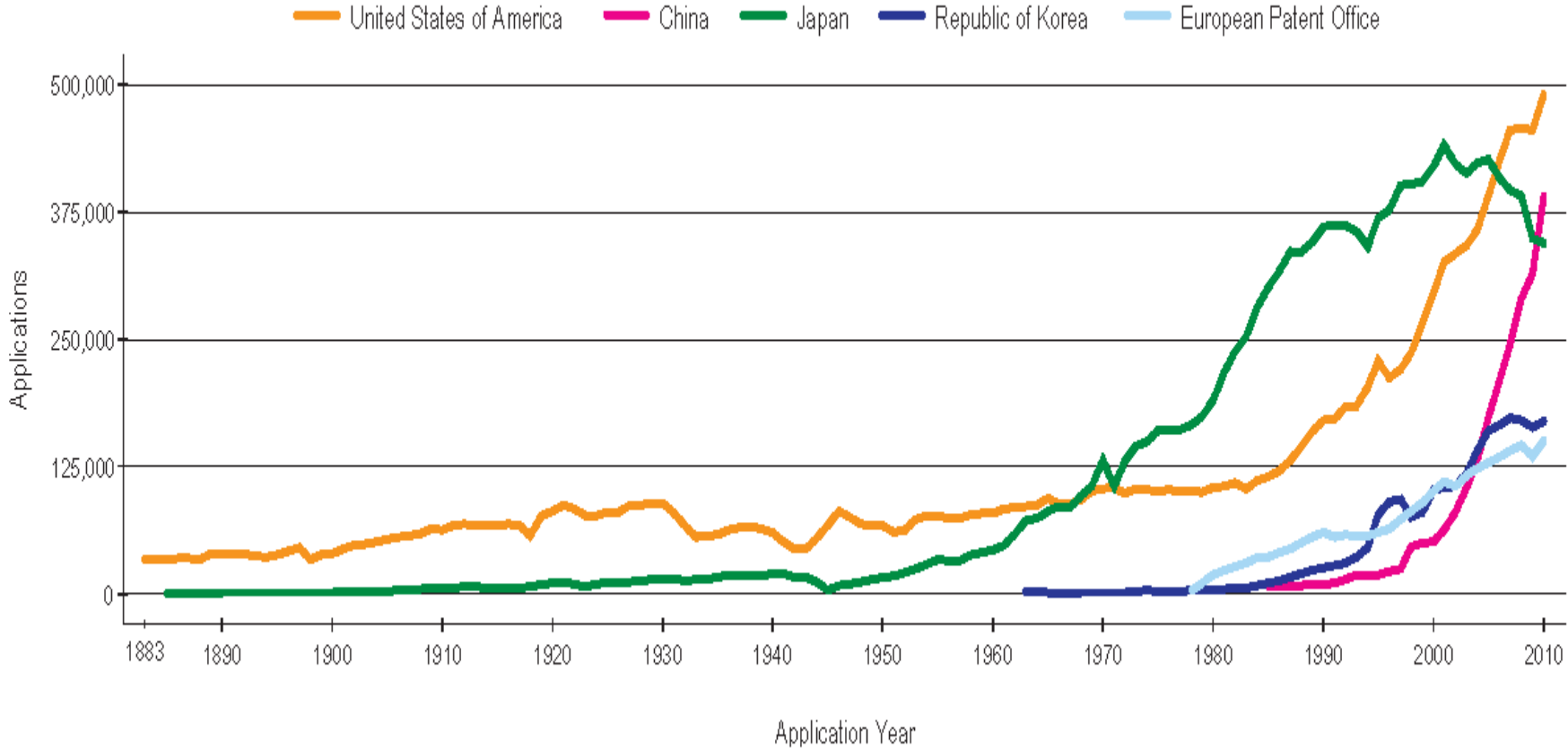


Note: Refer to note for Figure A.1.1.1. In addition, an application at a regional office is considered a resident application if the applicant is a resident of one of its member states; and conversely, is considered a non-resident application if the applicant is not a resident of one of its member states.

Source: WIPO Statistics Database, October 2011

<http://www.wipo.int/ipstats/en/wipi/figures.html>

Figure A.2.1.1 Trend in patent applications at the top five offices



Source: WIPO Statistics Database, October 2011

# Temi del corso

## Economia dell'impresa.

- Cosa è un'impresa? Come si organizza?
- Le caratteristiche dell'impresa sono determinate da fattori economici e tecnologici

## Economia dei settori industriali

- Focus sui settori/impreses ad alta tecnologia.

Due caratteristiche fondamentali dei processi competitivi

- Nuovi settori e ruolo delle standard e delle reti (sistemi hardware/software)
- Trasformazioni nella proprietà intellettuale