



Johnson & Johnson
PHARMACEUTICAL RESEARCH
& DEVELOPMENT
DIVISION OF JANSSEN PHARMACEUTICA NV



Press Release – Science

Ghent, Belgium – 23 October 2006

VIB and Johnson & Johnson set up a new Fund to identify projects with potential for commercialization

Ghent, Belgium - VIB, the Flanders Interuniversity Institute for Biotechnology, Johnson & Johnson's Corporate Office of Science and Technology (COSAT) and Johnson & Johnson Pharmaceutical Research and Development (J&J PRD) have established a first Proof-of-Concept Fund at the value of 500 000 EUR. The primary goal of the Fund is to foster VIB proof-of-concept research (technologies, molecular mechanisms of disease ...). The Fund focuses on collaborations between different VIB departments and has to validate frontline inventions in life sciences research at VIB.

Proof-of-Concept Fund

The further purpose of this program is to identify research with potential for commercialization. Projects should be at a developmental stage at which carefully designed studies are likely to provide proof of concept. This project is unique in Europe, it is the first time that such a fund has been supported by COSAT and J&J PRD at a European University or Academic Institution. The aim of this fund, is to sow the seeds of (a) larger collaboration(s) with J&J and to stimulate interactions between researchers of J&J PRD and COSAT on the one hand and VIB on the other hand. The Fund is really meant to form the first building blocks of a bridge between two major players (one in the industrial and one in the academic world) in biotechnology and pharmaceutical sciences in Flanders, Belgium.

The winning projects

The projects are pre-screened by a VIB committee and the final selection will be done by COSAT and J&J PRD team. 4 Projects will be selected on the basis of several criteria (most important criteria are: scientific relevance of research topic, excellence of the proposed research, commercial potential and added value of interdepartmental collaboration).

Each winning project receives 125 000 EUR, which is sufficient to pay one post doctoral researcher and his bench fee for one year. In this manner one hopes to sow the seeds for larger collaborations between VIB and J&J.

Kick-Off Meeting

On Monday, October 23, 2006 (3-7 pm) the 4 winning teams as well as relevant persons of J&J PRD, COSAT and VIB will kick-off the fund with presentations of the winning projects for all interested VIB researchers.

Note to the Editor:

VIB

VIB, the Flanders Interuniversity Institute for Biotechnology, is a research institute where 900 scientists conduct gene technological research in a number of life-science domains, such as human health care and plant systems biology. Through a joint venture with four Flemish universities (Ghent University, the Katholieke Universiteit Leuven, the University of Antwerp, and the Vrije Universiteit Brussel) and a solid funding program for strategic basic research, VIB unites the forces of nine university science departments in a single institute. Through its technology transfer activities, VIB strives to convert the research results into products for the benefit of consumers and patients. VIB also distributes scientifically substantiated information about all aspects of biotechnology to a broad public.



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Johnson & Johnson Pharmaceutical Research & Development

Johnson & Johnson Pharmaceutical Research & Development, (J&JPRD) is part of Johnson & Johnson, the world's most broad-based producer of healthcare products. J&JPRD, with its headquarters in Raritan, New Jersey (USA), has sites throughout Europe and the United States. J&JPRD leverages drug discovery, drug evaluation, and drug development in a variety of therapeutic areas to address unmet medical needs worldwide. The company's major therapeutic areas of focus include hematology, oncology, infectious disease, obesity and metabolic disorders, neurology and psychiatry, pain and women's health.

COSAT

COSAT will support sustained growth for Johnson & Johnson by facilitating the creation and execution of a long-term strategy for science and technology, leading to the development of ground-breaking products and new businesses.

Our mission is to:

- Identify leading technologies, assess their scientific and strategic merit and facilitate their development
- Create knowledge sharing platforms to enable collaboration across our R&D community and with our external partners
- Develop and administer corporate-wide programs to encourage, reward and recognize scientific excellence

And our goals are:

- Ground-breaking Technologies and Businesses
- Collaboration and Communication
- Scientific Excellence

For more information

Please contact VIB's Communication service:

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Proof-of-Concept Fund, Kick-Off
October 23, 2006

- 14.00 – 14.05 **Ann Van Gysel** (Communications manager, VIB)
Welcome
- 14.05 – 15.00 **Lieve Ongena** (Science advisor, VIB)
Identifying sources of research funding; where to look?
- 15.00 – 15.15 **Joni Catalano Sherman** (Corporate Director J&J COSAT) and **David Browser** (Vice President, Tech transfer and academic relations J&JCOSAT)
The Partnership VIB, J&J R&D and COSAT: Reasons to Invest
- 15.15 – 15.30 **Jean Mesens** (Vice President Scientific Coordination, RED-EUROPE J&J PRD)
The importance of the 4 selected projects in view of our discovery strategy
- 15.30 – 17.00 **Joni Catalano Sherman** and **Karine Clauwaert** (Licensing manager, VIB)
Presenting the 4 selected VIB-teams
- 17.00 – 17.15 **Frederick Wittock** (Communications Director, Johnson & Johnson)
Closing remarks
- 17.15 Closing Reception