

AYERST, MC KENNA & HARRISON
LIMITED

781 William Street, Montreal.

October 17th, 1933.

Dr. J.B. Collip,
Dept. of Biochemistry,
McGill University,
Montreal.

Dear Doctor Collip:

A satisfactory basis for marketing Emmenin in Great Britain has not as yet been reached by Glaxo Laboratories, due to difficulty in obtaining registration of a suitable trade name.

Several names have been suggested, as you are aware, because the necessity for their protection, by this means, has been emphasized, in view of contemplated expenditures contingent on presenting Emmenin to the medical profession in Great Britain.

Our last suggestion to them was the word Emmenogen, which they thought very suitable. Unfortunately, they have advised us that their application for registration has been refused, owing to some similar word at present on the register.

They point out to us, and we agree with their viewpoint, that it is highly desirable that Emmenin be known by the same name, preferably, in Great Britain to that under which the product is recognized in Canada and the United States.

Under these circumstances, we feel the interests of all concerned would be best served if Glaxo Laboratories were to apply for registration of the name Emmenin in Great Britain, following the same procedure as we have in Canada and the United States.

We would point out further that the same reason would apply in permitting them to do so, as has applied in the case of ourselves, so far as the University is concerned - namely, the adequate control of the integrity of the product, and to ensure that it conform fully with your requirements for standardization. We have ascertained the Glaxo Laboratories would be prepared to give any undertaking in this regard which would be satisfactory to you or the University authorities. As for instance, they would agree to use the name solely with reference to placental extracts prepared in a manner described by yourself from time to time, and of such biological standards as would be subject, at all times, to your approval.