



# Umbrella Trade names

In the Netherlands

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# UMBRELLA TRADE NAMES

Same Brandname for a group of related products

A. Medicinal products with different legal classification:

1. Rx
2. OTC



# UMBRELLA TRADE NAMES

B. OTC medicines with different:

1. Distribution status\*
2. Pharmaceutical form
3. Indications
4. Active ingredients

\*  
Pharmacy Only  
Pharmacy and Drugstore Only  
General Sale

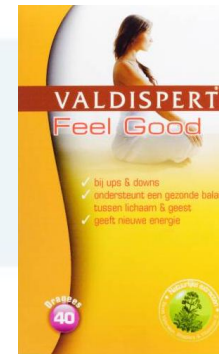
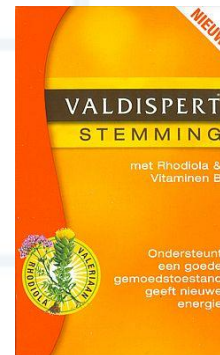
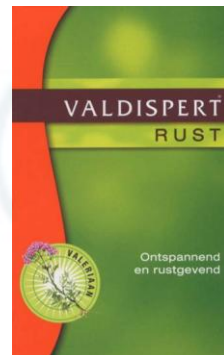
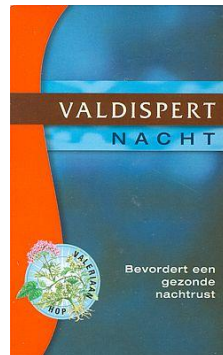
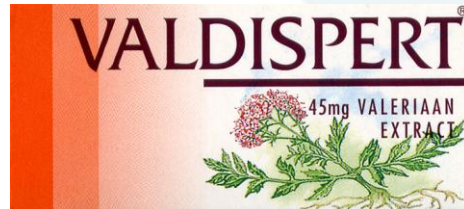


# UMBRELLA TRADE NAMES

C. Products with different legal status:

1. Medicinal products

2. Food supplements



# UMBRELLA TRADE NAMES

C. Products with different legal status:

1. Medicinal products
2. Food supplements
3. Medical devices



# UMBRELLA TRADE NAMES

C. Products with different legal status:

1. Medicinal products
2. Food supplements
3. Medical devices
4. Cosmetics



# UMBRELLA TRADE NAMES

C. Products with different legal status:

1. Medicinal products
2. Food supplements
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# UMBRELLA TRADE NAMES

C. Products with different legal status:

- 1. Medicinal products**
2. Food supplements
3. Medical devices
4. Cosmetics
- 5. Biocides**



## BEFORE 1997

Medicines Evaluation Board MEB made a distinction between:

- Product brands
- Umbrella brands



## BEFORE 1997

Not possible to convert a product brand into an umbrella brand for fear of confusion

Legal provision:

Product name may not give rise to confusion concerning efficacy (indications) and composition (active ingredients)

MEB policy on Names of pharmaceutical products:  
To reduce the risk of confusion, product names must differ by at least 3 characters



# FROM PRODUCT NAME TO UMBRELLA

- Different product names with same elements



# UMBRELLA TRADE NAME POLICY

MEB Policy Paper on Umbrella Trade names 1997:

Recognition of the commercial interest of a pharmaceutical company to transform an established brand name into an umbrella trademark

Umbrella Brands allowed for products with different composition and/or different indications:

- when the name of the active ingredient (and/or indication) is included in the product name
- complete name printed in the same character size
- different packaging (i.e. colours) is recommended



# FROM PRODUCT NAME TO UMBRELLA

MEB Policy Paper on Umbrella Trade names 1997:

Products with different ingredients:

- Name of the active ingredient (and/or indication) is included in the product name



# NAME POLICY 2007

MEB Policy Papers on:

- Names of Pharmaceutical products
- Umbrella Trademarks

General principles:

- The combination of distinguishing characteristics, printed on the packaging, forms a unique identification of a product
- No need to include all characteristics in the product name
- No duplication of information on the label

<http://www.cbg-meb.nl/CBG/en/human-medicines/regulatory-affairs/legislation-guidelines/names+of+pharmaceutical+products/default.htm>

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# UMBRELLA TRADE NAME POLICY 2007

## Changes:

- Umbrella tradenames only for non-prescription medicines
- Not allowed to mention the indication in the product name
- If the active ingredient is part of the product name, it is not required to repeat it once again under the name of the product on the front of the package



# UMBRELLA TRADE NAME POLICY 2007

## Changes:

- Different ingredients under an umbrella tradename do not have to be included in the product name, if a second unique fantasy name is used



# UMBRELLA TRADE NAMES IN NL

Thank you for your attention

Questions?

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