

# Rush for Generic Go-Ahead on Novel Drugs Roils Pharma Industry

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Blake Coblenz was quoted in *Bloomberg Law* discussing how generic drugmakers are increasingly lining up to bring competing versions of brand-name products to the market at the earliest possible date. One of the main factors driving the uptick in NCE-1 filers is basic growth in the industry, said Blake. “You’ve seen a lot more generic companies from foreign markets, such as India and China, start up and start competing,” he said. “There used to be fewer pharma companies, now there are a lot more.” It’s also changing where generic drugmakers are focusing their business, he said. “They’ve started looking at harder-to-make drugs, such as injectable products, because they stand to do better on those particular products and there’s going to be less companies that will be able to make those,” he said.

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