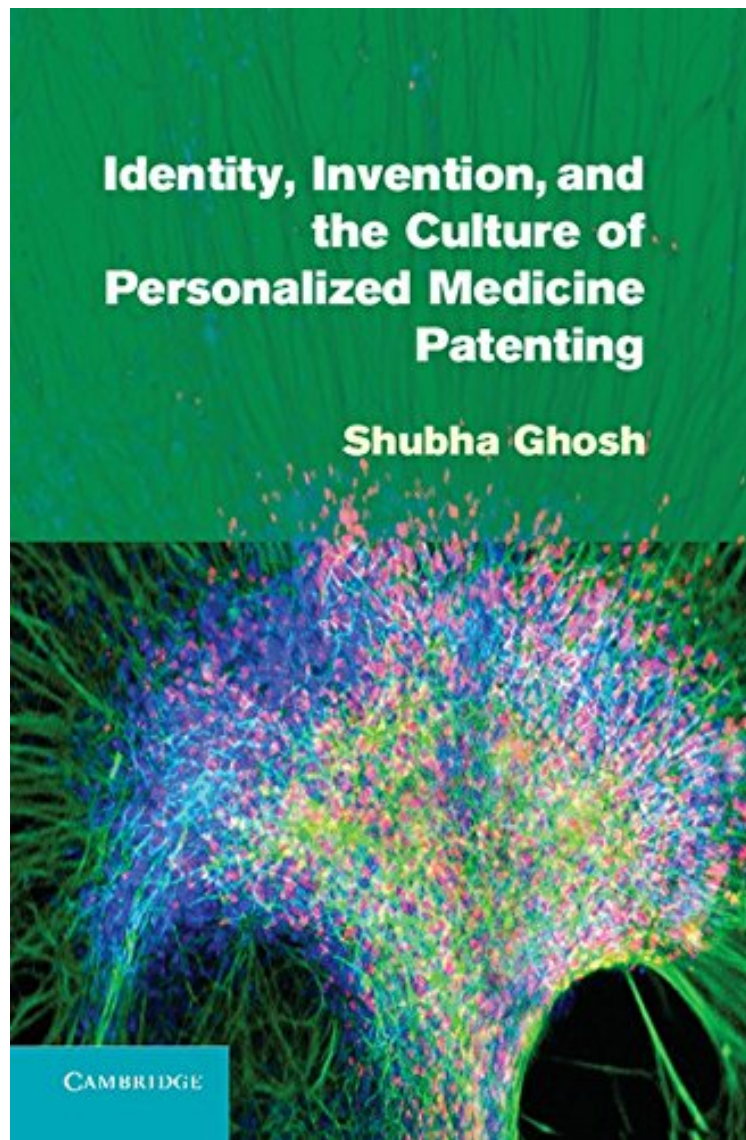


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Identity, Invention, and the Culture of Personalized Medicine Patenting

Shubha Ghosh

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What are the normative implications of patenting in the area of personalized medicine? As patents on genes and medical diagnoses have increased over the past decade, this question lies at the intersection of intellectual property theory, identity politics, biomedical ethics, and constitutional law. These patents are part of the personalized medicine industry, which develops medical treatments tailored to individuals based on race and other characteristics. This book provides an overview of developments in personalized medicine patenting and suggests policies to best regulate such patents.

"Ghosh demonstrates how something as abstract as a patent can affect the way we see others and ourselves. From this perspective, he provides valuable insights and analytical tools that allow for a more robust discussion of the impact of patents on society and individuals." *Jurimetrics* About the Author Shubha Ghosh is a Vilas Research Fellow, Professor of Law and Associate Director of the Initiatives for Studies in Transformational Entrepreneurship at the University of Wisconsin, Madison, School of Law. He is the author of more than fifty articles and book chapters and of two leading casebooks in intellectual property law. His research is in the area of intellectual property with a focus on social justice in the design of institutions that support innovation and development.