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Daiichi Sankyo, GE Healthcare sign marketing deal for four imaging agents

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Daiichi Sankyo to transfer marketing authorization rights for four diagnostic imaging agents in Japan to GE Healthcare

Daiichi Sankyo Company, Limited and GE Healthcare have agreed that, Daiichi Sankyo will return the exclusive development and marketing rights in Japan for four approved diagnostic imaging agents to GE Healthcare and transfer marketing authorization rights in Japan to GE Healthcare Pharma Limited (GE Healthcare Pharma).

Based on this agreement, Daiichi Sankyo and GE Healthcare will closely collaborate on the transfer of marketing authorization rights which is expected to be complete in March 2020.

GE Healthcare Pharma will then be responsible for all aspects of commercialization, regulatory, medical and safety of these products in Japan. Daiichi Sankyo will continue to distribute the products to drug whole sellers until March 2022, after which they will transfer these operations to GE Healthcare Pharma.

The four diagnostic imaging agents to be transferred to GE Healthcare by Daiichi Sankyo are:

Product name	**Product description**
Omnipaque®	Nonionic X-ray contrast agent
Omniscan®	Linear, nonionic magnetic resonance imaging contrast agent
Visipaque®	Nonionic, iso-osmolar X-ray contrast agent
Sonazoid®	Ultrasound contrast agent