

# GLAXO BUYS OPEN SCIENCE!

## Patents 'Sharing'. Promises full access

HARLOW U.K.—In a surprise move, drug maker GlaxoSmithKline (GSK) has announced a secret takeover of Open Science Federation for a purchase price rumored to be almost \$500,000 USD.

GSK CEO, Sir Andrew Witty, said that the takeover was part of a strategic response by the company to release all its clinical trial data. With questioning, Witty admitted that he, and the company's board



of directors, were initially resistant to the suggestion they should "open the kimono", and show their jewels.

However, with many voices calling for openness, and wincing from a \$3 billion USD fine for illegally promoting antidepressants to children, the company decided to look at the idea of openness more closely.

"When we realized how little money there was in Open Science ... well, that was when the light went on." Within the company, the Open Science take-over was pitched as the perfect, cost-effective, solution to their current woes. By buying the whole kit and caboodle, GSK could refurbish its image as a good corporate citizen, prop up its sagging stock price, and most importantly find a way to meet the public demands for the sharing of its data, without sharing anything at all.

"Open Science is perfect for GSK. But we're bringing something to the table too. Our patented Sharing Information Technology System (ShITs), will completely turn things upside down in the open science community. We are looking forward to participating and work-

# GSK: OPEN SCIENCE™

GSK's new OPEN SCIENCE™ is based on our patented *Sharing Information Technology System* (ShITs), which guarantees **full and open access** to all our trial data while protecting the **safety** of the public, the **security** of our information, and the **secrecy** of everything we do. GSK ShITs is governed by three simple rules:

## NO DIVING



SHALLOW RESEARCH

## 1. NO DIVING

Diving head-first into hard data can be dangerous. To protect researchers who may harm themselves, and others, by digging too deeply into the data and undermining the supported conclusions—conclusions upon which the entire western world's health care systems rests—we will do everything humanly possible to delay, postpone, and obstruct any research that does not comply with our mission. We can make all pharmaceuticals safer.

## NO FISHING



DISTORTED DATA

## 2. NO FISHING

Randomized Clinical Trials (RCTs), are scientifically designed for a very specific purpose—to prove the drug being marketed is both safe and effective. If an investigator looks at the RCT data without focusing on the established trial objectives, they could come to a very different and unscientific conclusion. To prevent this type of bias and distortion of the established evidence, no random searching, or "fishing expeditions", will be permitted.

## NO LOOKING



DANGEROUS IDEAS

## 3. NO LOOKING

A drug is just a chemical with information. We know chemicals can be dangerous. That's why we have prescriptions. But the information can be dangerous too! If people look at it without proper guidance, they might ask questions about the medicines... And then all hell would break loose! That's why our data is always secret. Work with us, and you'll promise not share, copy or distribute any of it. In fact to be safe, you shouldn't even look at it.

**GSK OPEN SCIENCE: SAFE SECURE SECRET**

Join Open Science at GSK: <https://clinicalstudydata.gsk.com/>



Sign up today and win a pair of GSK lead-lined, data-filtering research goggles. See nothing™

GSK marketing poster reveals the vision behind their takeover and rebranding of "Open Science".