



Republic of the Philippines  
Department of Agriculture  
**BUREAU OF ANIMAL INDUSTRY**  
Visayas Ave., Diliman, Quezon City  
**GaBAI sa Pag-unlad ng Paghahayupan**

(+632) 8528-2240 director@bai.gov.ph www.bai.gov.ph @bai.gov.ph

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**MEMORANDUM CIRCULAR**

NO. 47  
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**TO : ALL ANIMAL FEEDS AND VETERINARY DRUG STAKEHOLDERS**

**FROM : THE DIRECTOR**

**SUBJECT : IMPLEMENTING GUIDELINES FOR THE PROCESSING OF BRAND NAME CLEARANCE (BNC) APPLICATIONS**

As part of the continuous effort of the Bureau of Animal Industry- Animal Feeds, Veterinary Drugs and Biologics Control Division (BAI-AFVDBC), to comply with **Republic Act 11032 Series of 2018**, also known as **Ease of Doing Business Act**, the following guidelines will be implemented to decrease the number of processing days of **Brand Name Clearance (BNC)** applications:

1. All applications for BNC shall comply with the provisions of BAI **Administrative Order No. 1 Series of 2006** or The "Implementing Guidelines on Brand Names of Animal Feeds and Veterinary Drug and Products (VDAP) for Registration with the Bureau of Animal Industry" to wit:
  - **Item No. 3 An application for brand name with product for registration shall only be accepted and acceptance of the application should not be equated as an approval;**
2. Submission of BNC application is required only for **INITIAL** Product Registration;

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3. BNC for products with variants, different dosage forms and strengths as well as alpha numeric is **NO** longer necessary once the **Brand Name (BN) Root** was previously approved;
4. Transfer Letter, Termination of Agreement and Distributorship Agreement (Exclusive or Non-exclusive) shall be submitted in case of product and BN transfer;
5. All BNC applications with attached copy of the application for product registration shall be sent thru email at: [bnc.afvdbcd@gmail.com](mailto:bnc.afvdbcd@gmail.com). The applicant will be notified of the availability of the BN. Once BN is approved for the applicant, the product registration will proceed, however, if it is denied the applicant will be advised to submit another BN; and
6. The BNC processing fee will be added to Product Registration charges.

For strict compliance effective immediately.

  
**RONNIE D. DOMINGO, DVM, MSc**

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