**Making and developing new-old detoxified doxorubicin variants by Academia**

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Doxorubicin is an effective but very toxic anti-cancer drug. Further developments are limited because of patent positions and because of the fact that doxorubicin is itself a low-cost drug. There are various devastating side effects that limit treatment. Doxorubicin is a topo-isomerase II poison that effectively induces DNA double stranded breaks. We have identified a new activity of doxorubicin; histone evictionfrom defined regions in the genome. In collaboration with Hermen Overkleeft (LIC Leiden), we chemically separated the old from the new activity. Variants only showing the new activity are still effective cytotoxic drugs but lack the side effects in various model systems. How to further develop such academic findings will be discussed.