

NOVARTIS AG
Form 4
February 25, 2011

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
NOVARTIS AG

2. Issuer Name and Ticker or Trading Symbol
IDENIX PHARMACEUTICALS
INC [IDIX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
LICHSTRASSE 35
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/25/2011

____ Director
____ Officer (give title below) Other (specify below)
Indirect 10% Owner

BASEL, V8 CH 4002

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
____ Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/25/2011		P	17,270 A \$ 2.41	31,395,754	I	See footnote ⁽¹⁾
Common Stock	02/25/2011		P	897 A \$ 2.96	31,396,651	I	See footnote ⁽¹⁾
Common Stock	02/25/2011		P	860 A \$ 3.79	31,397,551	I	See footnote ⁽¹⁾
Common Stock	02/25/2011		P	1,760 A \$ 3.88	31,399,271	I	See footnote ⁽¹⁾
Common Stock	02/25/2011		P	206 A \$ 5.11	31,399,477	I	See footnote ⁽¹⁾

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 6)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code			
						V	(A)	(D)	

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
NOVARTIS AG LICHSTRASSE 35 BASEL, V8 CH 4002	Indirect 10% Owner
NOVARTIS PHARMA AG LICHSTRASSE 35 BASEL, V8 CH 4002	X

Signatures

Ramon Zapata-Gomez Head Finance Operations	02/25/2011
**Signature of Reporting Person	Date
Felix Eichhorn authorized signatory	02/25/2011
**Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These securities are owned directly by Novartis Pharma AG, a direct, wholly-owned subsidiary of Novartis AG, Novartis AG is an indirect beneficial owner of these securities. See attachment.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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