

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (IB) - IV - 2017 - 19 BATCH
Intellectual Property Rights

Time: 3 hours.

Marks: 50

Date: 18/09/2018

Note: Each question is compulsory and carry 10 marks)

All questions must be answered. Write answers to the point. Long answers will not necessarily translate into more marks.

1. What are the different types of property? How is Intellectual Property different from the others?
or
List the various types of Intellectual property and explain any one.
2. Explain the most important IP issue that must be dealt by an online content provider like a music aggregator (eg. Gaana.com) or a publisher (eg. an academic journal) while uploading content. What can be done to prevent loss of income from this?
3. At the National Institute of Engineering, three research scholars and a faculty have created and patented a new technology for extracting juice out of sugarcane. The prototype is ready and tested for commercial production. They are exploring options to monetise from their innovation. As a strategy, what advice would you give them for protecting and commercialising this innovation?
4. What are the four patent strategies that are used by corporates? Explain them in brief.
5. How are Trademarks different from Trade Secrets? Illustrate with an example of each.
