

INTELLECTUAL PROPERTY RIGHTS

I Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
CMBB07	Open Elective-I	4	-	-	4	30	70	100
Contact Classes: 50	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 50			
<p>OBJECTIVES:</p> <p>The course should enable the students to:</p> <ol style="list-style-type: none"> 1. Build knowledge and also importance in fundamental of Intellectual Property (IP), International organizations, associations and different treaties. 2. Familiarize with the rights of owners. 3. Understand with the procedures of evaluation, registration, protection and acquisition of trademarks. 4. Educate student about the new developments in the law of intellectual property rights. 5. Develop trade mark law, copy right law, patent law and intellectual property audits. <p>COURSE OUTCOMES(CO'S):</p> <ol style="list-style-type: none"> 1. Understand the importance, federal registration and types of intellectual property rights. Awareness of principles and governing the settlement of trade dispute at the world trade organization. 2. Understand and explain about different international organization and their duties. 3. Analyze the functions of international organization and agencies. 4. Identify the purpose in category of marks under which the trademark registration is made internationally. 5. Explain the trademark evaluation and registration process 6. Describe the fundamentals of copyright law and Explain originality of material and rights of reproduction. 7. Illustrate international copyright law with respect to ownership and registration of copyright 8. Understand the trade secrets determination, misappropriation, protection for submission and litigation. 9. Explain the new international developments in trademarks law, copyright law and patent law. 10. Understand the importance of the IP audits and its duties. 								
UNIT-I	INTRODUCTION TO INTELLECTUAL PROPERTY						Classes: 10	
Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.								
UNIT-II	TRADE MARKS						Classes: 10	
Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting and evaluating trade mark, trade mark registration processes.								

UNIT-III	LAW OF COPY RIGHTS AND PATENTS	Classes: 10
<p>Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law.</p> <p>Law of patents: Foundation of patent law, patent searching process, ownership rights and transfer.</p>		
UNIT-IV	TRADE SECRETS AND UNFAIR COMPETITION	Classes: 10
<p>Trade secretes law, determination of trade secretes status, liability for misappropriations of trade secrets, and Protection for submission, trade secretes litigation. Unfair competition: Misappropriation right of publicity, False advertising.</p>		
UNIT-V	NEW DEVELOPMENT OF INTELLECTUAL PROPERTY	Classes: 10
<p>New developments in trade mark law; copy right law, patent law, intellectual property audits. International overview on intellectual property, international trade mark law, copy right law, international Patent law and international development in trade secrets law.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. Deborah, E. Bouchoux, "Intellectual property right", Cengage learning, 5th Edition, 2008. 2. Prabuddha ganguli," Intellectual property right - Unleashing the knowledge economy", Tata McGraw Hill Publishing Company Ltd, 7th Edition, 2009. 3. Carlos M.Correa" Intellectual property rights, The WTO and Developing countries", Zed books, 4th Edition, 2006. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Caves, Frankel, Jones, "World Trade and Payments-An Introduction", Pearson Education, 4th Edition, 2015. 2. Carlos M.Correa, "Intellectual property rights, The WTO and Developing countries",Zed books. 3. Peter-Tobias stoll, Jan busche, Katrianarend, "WTO- Trade –related aspects of IPR", Library of Congress. 4. Surendra Bhandari, "World Trade Organization (WTO) and Developing Countries", Vikas Publishing House. 5. P. K. Vasudeva, "World Trade Organization: Implications on Indian Economy", Pearson Education, 2015. 6. P.KrishnaRao, WTO, "Text and cases", Excel Books, 2015. 		
Web References:		
<ol style="list-style-type: none"> 1. http://www.ebooks directory.com 2. http://Campus guides.lib.utah.edu 		
E-Text Books:		
<ol style="list-style-type: none"> 1. http://www.bookboon.com 2. http://www.freemagagement.com 3. http://www.emeraldinsight.com 		