

INTELLECTUAL PROPERTY RIGHTS

I Semester: MBA																							
Course Code	Category	Hours / Week			Credits	Maximum Marks																	
CMBC07	Elective	L	T	P	C	CIA	SEE	Total															
		3	-	-	3	30	70	100															
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil			Total Hours: 45																
<p>I. COURSE OVERVIEW: This course introduces the international legal rules, principles and institutions of the world trade organization as well as intellectual property rights. It provides the knowledge on the rights of the governments to regulate international trade in goods and services and requires them to protect intellectual property. The intellectual property for the protection of creation or innovation or ideas which are to be used to make a product or service or design layout or process which is economical called patents, utilities etc. The main objective is to examine the trade laws and procedures, to protect the intellectual property rights.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. Different types of intellectual property, international organizations, agencies and treaties. II. The selecting and evaluating trade mark, trade mark registration processes. III. The fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly. IV. Trade secret laws related to intellectual property rights. V. Trade mark law; copy right law, patent law and intellectual property audits. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> CO 1: Spell out the importance, federal registration process and various types of intellectual property rights for registering their Intellectual Property. CO 2: Summarize and explain about different international organization and their duties to register and renew the Intellectual Property. CO 3: Interpreting the trademarks acquisition process while acquiring the rights against trademarks. CO 4: Contrast on the concept of protectable matter to defend in situations of infringement. CO 5: Assess the originality of material with respect to copyrights during the time of registration of copyrights. CO 6: Analyze the fundamentals of patent law to transfer the ownership rights against trademarks. CO 7: Apply the various concepts of trade secrets law to implementations in various business activities. CO 8: Examine the trade secrets determination, misappropriation, protection for submission and litigation for the purpose of any infringement. CO 9: Inspect the new international developments in trademarks law, copyright law and patent law to acquire the dynamic information up to date. CO 10: Assess on the importance of the IP audits and its duties for the purpose of maintaining proper documentation for future reference. <p>IV. SYLLABUS:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">UNIT-I</td> <td style="width: 60%;">INTRODUCTION TO INTELLECTUAL PROPERTY</td> <td style="width: 25%; text-align: right;">Classes: 08</td> </tr> <tr> <td colspan="3">Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.</td> </tr> <tr> <td>UNIT-II</td> <td>TRADE MARKS</td> <td style="text-align: right;">Classes: 10</td> </tr> <tr> <td colspan="3">Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting and evaluating trade mark, trade mark registration processes.</td> </tr> <tr> <td>UNIT-III</td> <td>LAW OF COPY RIGHTS AND PATENTS</td> <td style="text-align: right;">Classes: 09</td> </tr> </table>									UNIT-I	INTRODUCTION TO INTELLECTUAL PROPERTY	Classes: 08	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: 09
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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.

Law of patents: Foundation of patent law, patent searching process, ownership rights and transfer.

UNIT-IV	TRADE SECRETS AND UNFAIR COMPETITION	Classes:10
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Trade secret law, determination of trade secret status, liability for misappropriations of trade secrets, and protection for submission, trade secret litigation. Unfair competition: Misappropriation right of publicity, False advertising.

UNIT-V	NEW DEVELOPMENT OF INTELLECTUAL PROPERTY	Classes: 08
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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, Contemporary issues in IPR.

Text Books:

1. Abbe Brown, Smita Kheria, Jane Cornwell, and Marta Iljadica, "Contemporary Intellectual Property law and policy", Oxford University Press, 5th Edition, 2019.
2. Sreenivasulu N S, "Intellectual Property Law- Dynamic Interfaces", Universal Law Publishing, 1st Edition, 2017.
3. Dr Wadehra B L, "Law Relating to Intellectual Property", Universal Law Publishing, 5th Edition 2016.
4. James Boyle and Jennifer Jenkins, "Intellectual Property: Law & the Information Society Cases and Materials", James Boyle, Jennifer Jenkins, 5th Edition, 2016.
5. Pandey Neeraj and Dharni Khushdeep, "Intellectual Property Rights", Prentice Hall of India, 1st Edition, 2014.
6. Deborah, E. Bouchoux, "Intellectual property right", Cengage learning, 5th Edition, 2008.
7. Prabuddhaganguli, "Intellectual property right - Unleashing the Knowledge Economy", Tata McGraw Hill Publishing Company Ltd, 7th Edition, 2009.
8. Carlos M. Correa "Intellectual property rights, The WTO and Developing countries", Zed books, 4th Edition, 2006.

Reference Books:

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. Krishna Rao, WTO, "Text and cases", Excel Books, 2015.

Web References:

1. <http://www.ebooksdirectory.com>
2. <http://Campusguides.lib.utah.edu>

E-Text Books:

1. <http://www.bookboon.com>
2. <http://www.freemagagement.com>
3. <http://www.emeraldinsight.com>
4. <https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
5. https://upload.wikimedia.org/wikipedia/commons/f/f0/US_Copyright_Law.pdf
6. <https://www.ebooks.com/en-in/book/96177914/transnational-intellectual-property-law/robert-p-merges/>