



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MECHANICAL ENGINEERING ASSIGNMENT QUESTIONS

Course Name	:	INTELLECTUAL PROPERTY RIGHTS
Course Code	:	A60017
Class	:	III B. Tech II Semester
Branch	:	Mechanical Engineering
Year	:	2017 – 2018
Course Faculty	:	Dr. K. G. K Murti, Professor. Mr. M. V. Aditya Nag, Assistant Professor.

OBJECTIVES:

This course introduces the importance of intellectual property and 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 course emphasizes on intellectual property protection and its importance of estimating the intelligence of an individual correlates with financial advantages. It also deals with fundamentals of laws to protect and encourage the inventions and creations. The main objective of this course is to examine the laws and the procedures to protect the intellectual property rights of an intellectual or expert and make it like another property which is non tangible. This course is presented to students by power point projections, lecture notes, course handouts, Assignments, Objective and subjective tests.

S. No	Questions	Blooms Taxonomy Level	Course Outcome
ASSIGNMENT-I			
1	Categories whether the following items would be protectable as trademark, Copyrights, Patents or Trade Secrets: a) a vacuum cleaner (the name of a new type of ice cream) b) a company's plans for its future business operations and possible mergers c) a new type of rose d) a new slogan to be used by Burger King e) a new novel by Toni Morrison	Remember	1
2	Distinguish the register mark AVALON BAY PERFUME and AVALAR BAY PERFUME? Discuss whether the marks are confusingly similar and will they accepted by the USPTO, explain?	Remember	2
3	Explain if an application for INTEGRA COMPUTER SERVICES (for computer consulting services) is refused registration on the basis that the mark is merely descriptive, how the applicant should respond?	Understand	5
4	Classify the following as likely copyrightable or not copyrightable: a) a live broadcast of a radio program; b) a speech written for the secretary of defense; c) the artwork for the cover of a CD; d) a new method of calculating the value of business	Understand	6
5	Explain the violation of copyrights in dramatic performances on television channels and cinema autography?	Remember	5

ASSIGNMENT-II			
1	Describe the new development in patent law relating for the: a) Business method b) Software patents c) Biotechnology patents	Understand	12
2	Discuss about patent cooperation treaty?	Remember	9
3	Discuss about international developments in trade secrets law?	Understand	10
4	Discuss Misappropriation in Trade Secrets and how the Right of Publicity help in misappropriation?	Understand	9
5	Explain the practical aspects of IP audits and process of conducting audit?	Understand	12

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