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Question Paper Code: CMBB07



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA I Semester End Examinations (Regular) - December, 2018

Regulation: IARE-R18

INTELLECTUAL PROPERTY RIGHTS

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Describe the increasing importance of Intellectual Property Rights in the present business world. [7M]
(b) Discuss the law and treaties governing trademark with suitable example. [7M]
2. (a) Discuss the compliance and liability related issues with respect to IPR. [7M]
(b) Define Infringement and explain the various types of Infringement. [7M]

UNIT – II

3. (a) Define Trademark and explain its need for an organization. [7M]
(b) Explain Trademark maintenance to safe guard their rights and Post Trademark Registration Process. [7M]
4. (a) Explain in detail about the items that can be protected as marks. [7M]
(b) What is the need of trade mark for any business organization. Explain the various types of trade marks with examples. [7M]

UNIT – III

5. (a) Explain in detail about the various elements of Copy Right Infringement. [7M]
(b) Define Patent and explain Patent application process in detail with its advantages. [7M]
6. (a) Define International patent rights and explain Patent Cooperation Treaty(PCT). [7M]
(b) Explain briefly about Patent Searching Process and Double Patenting. [7M]

UNIT – IV

7. (a) Define trade secret and explain the law governing trade secrets. [7M]
(b) Write in detail about employee non-disclosure agreement with a sample template. [7M]

- 8. (a) Elaborate the process how trade secrets are protected for an organization. [7M]
- (b) Explain the concept of Misappropriation and explain the remedies for Misappropriation. [7M]

UNIT – V

- 9. (a) Define Intellectual Property Audit and explain its scope and importance. [7M]
- (b) Discuss in detail about International Trademark Law and distinguish between Copy Right Vs Trade Mark Law. [7M]
- 10. (a) Develop an intellectual property audit review check lists. [7M]
- (b) Define International Patent Law and explain its process. [7M]