

00201

**MASTER OF INTELLECTUAL PROPERTY  
LAW (MIPL)**

**Term-End Examination**

**December, 2015**

**MIR-038 : COMMERCIALIZATION OF IP AND  
LICENSING**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : This paper consists of two parts : Part - A and  
Part - B. Both the parts are compulsory.*

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**PART - A**

Attempt all the questions from this part. Each  
question carries 2 marks : **2x10=20**

1. Patent is granted for a limited period which is generally for a period of \_\_\_\_\_.
  - (a) Inventor's life plus 20 years
  - (b) 20 years from the date of filing patent application
  - (c) Inventor's life plus 25 years
  - (d) 25 years from the date of filing patent application
2. The Strategic Market Planning includes which of the following :
  - (a) Pricing and Clinical Trial Information
  - (b) Management and Distribution
  - (c) Pricing and Distribution
  - (d) All of the above

3. Which of the following is INCORRECT as to the exclusive rights of authorisation that are required to be recognised for works under the Berne Convention ?
- (a) Right to broadcast the work
  - (b) Right to recite the work in public
  - (c) Right to claim authorship of the work
  - (d) None of the above
4. An agreement between two companies granting each other the right to practice the other's Intellectual Property is called \_\_\_\_\_.
- (a) Exclusive licence
  - (b) Non exclusive licence
  - (c) Cross - licence
  - (d) Equitable assignment
5. \_\_\_\_\_ helps in identifying the core competencies of the business and is a direct function of market intelligence.
- (a) Market analysis
  - (b) Research and development
  - (c) Licensing of an IPR
  - (d) Acquisition of an IPR
6. \_\_\_\_\_ is a process of discovering meaningful new correlations, patterns and trends of technological developments through the filing of patent applications in various jurisdictions.
- (a) Patent landscape
  - (b) Patent mining
  - (c) Patent mapping
  - (d) Patent pooling

7. Which of the following statement is INCORRECT in relation to the information required to conduct an Intellectual Property Audit of a company ?
- (a) Knowledge of internal and external interactions of the company.
  - (b) Information about the Intellectual Property assets of the company.
  - (c) Information about the Intellectual Property assets of the parent company of the company in question.
  - (d) Status of the Intellectual Property of the company.
8. Event – driven Intellectual Property Audit is also known as \_\_\_\_\_, when conducted on behalf of a third party to assess the value of Intellectual assets owned by the company and the potential risks associated with it.
- (a) Third party Intellectual Property Audit
  - (b) Intellectual Property due diligence
  - (c) Risk Intellectual Property Audit
  - (d) Financial Intellectual Property Audit
9. \_\_\_\_\_ is a means of capitalising the value of Intellectual Property, relating to intangible assets, and leads to a reduction in tax liability.
- (a) Amortisation
  - (b) Depreciation
  - (c) Characterising as operating expenditure
  - (d) Characterising as capital expenditure

10. Which one of the valuation methodology is often used in relation to start-up companies, technology ventures, and other risky assets ?
- (a) Brand strength approach
  - (b) Cost based approach
  - (c) Real options valuation approach
  - (d) Comparable market transactions approach

### **PART - B**

Attempt **any three** questions from this part. Each question carries **10** marks : **3x10=30**

11. What is the significance of Intellectual Property valuation ? Explain in brief how valuation is exercised as a business tool.
12. Explain Intellectual Property Audit. Discuss different types of Intellectual Property Audits.
13. Briefly describe the steps involved in a Freedom To Operate search and analysis for a company planning to enter into a new market with a new product.
14. Write short notes on the following :
- (a) Celebrity Branding
  - (b) Surrogate Advertising
15. Evaluate the role of pricing strategy in intellectual property commercialization.