

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

Term-End Examination

December, 2016

**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.*

PART - A

Attempt all the questions from this part. Each
question carries 2 marks.

10x2=20

1. 'Due diligence' requires that before commercialization of any product/process due care must be done to understand :
 - (a) The pricing strategy.
 - (b) Whether there is a market for that particular Intellectual property.
 - (c) Whether there are competing products or services.
 - (d) All of the above
2. Which among the following is not included in Six Strengths Approach ?
 - (a) Strategic Market Planning
 - (b) Reimbursement
 - (c) Design
 - (d) Market Force Management

3. 'Intellectual Assets' include :
- (a) Logos
 - (b) Mortgage
 - (c) Ideas and discoveries *per se*
 - (d) None of the above
4. The basic principle(s) on which the Berne Convention is based is(are) :
- (a) Principle of National Treatment.
 - (b) Principle of 'priority date'.
 - (c) Principle of the Independence of protection.
 - (d) Both (a) and (c)
5. Which among these is **not** an evolving IP Right ?
- (a) Patents
 - (b) Plant Breeders' Rights
 - (c) Domain name
 - (d) Trade Dress
6. What is(are) the type(s) of Patent Assignments ?
- (a) Legal Assignment
 - (b) Equitable Assignment
 - (c) Mortgages
 - (d) All of the above
7. What is(are) the type(s) of Anti-Competitive Practices ?
- (a) Price fixing of a commodity of services.
 - (b) Market Allocation
 - (c) Cross - Licencing and Polling
 - (d) All of the above

8. Which advertisement is not a surrogate advertisement ?
- (a) Haywards soda, Derby special soda.
 - (b) Gilbey green aqua, Kingfisher mineral water.
 - (c) Vim Gel advertisement.
 - (d) Red and white award for bravery award.
9. Which of the following statements are correct with respect to trade mark ?
- (i) It acts as an indicator of trade origin.
 - (ii) It assures quality.
 - (iii) It advertises the product.
- (a) (i), (ii) and (iii)
 - (b) Only (ii) and (iii)
 - (c) Only (i) and (ii)
 - (d) Only (i) and (iii)
10. What information(s) is(are) necessary for conducting an IP Audit ?
- (a) Company's Interaction
 - (b) Information about IP assets of the company
 - (c) Status of IP owned by the company
 - (d) All of the above

PART - B

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

11. What is the significance of commercialization of Intellectual Property ? Discuss.
 12. Differentiate between licence and assignment. Explain the benefits of Patent Pool.
 13. Discuss the salient features of the Competition Act, 2002.
 14. Define the term Patent Mining. Differentiate between Patent Mining and Patent landscape.
 15. Write a note on income based valuation method.
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