

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

Term-End Examination

June, 2015

00190

**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. 10×2=20

1. Strategic planning for commercialization of Intellectual Property Rights starts with which of the following steps ?
 - (a) Intellectual property pricing
 - (b) Intellectual property audit
 - (c) Intellectual property advertising
 - (d) Intellectual property financing

2. The Berne Convention for Protection of Literary and Artistic works is *not* based on which one of the following basic principles ?
 - (a) Principle of National treatment
 - (b) Principle of Automatic protection
 - (c) Principle of Right of priority
 - (d) Principle of independence of protection

3. The shape of a keyboard can be a/an
- (a) Patent
 - (b) Trademark
 - (c) Industrial design
 - (d) None of the above
4. _____ is an agreement between two companies granting each the right to practice the other's Intellectual property.
- (a) Cross-Licence
 - (b) Non-exclusive Licence
 - (c) Exclusive Licence
 - (d) Equitable assignment
5. Patent pools do not provide for which one of the following advantages ?
- (a) Helps in reduction in cost
 - (b) Promotes the dissemination of information
 - (c) Helps in avoiding litigation
 - (d) Helps in protection of weak patents
6. _____ is an arrangement under which a licensee agrees to extend to the licensor the right to use the licensee's improvements to the licensee's technology.
- (a) Cartel
 - (b) Grant backs
 - (c) Dumping
 - (d) Tying

7. In which one of the following U.S. Landmark Cases, did the term 'Patent Thicket' originate ?
- (a) Global Patent Holdings Ltc v. Green Bay Packers
 - (b) Diamond v. Diehr
 - (c) SCM Corp v. Xerox Corp
 - (d) KSR Intern v. Teleflex
8. Which of the following is *not* a type of intellectual property audit based on purpose ?
- (a) Defect management intellectual property audit
 - (b) General purpose intellectual property audit
 - (c) Event-driven intellectual property audit
 - (d) Limited purpose intellectual property audit
9. _____ is a business tool that quantifies the exercise of business management and business processes.
- (a) Due diligence exercise
 - (b) Valuation exercise
 - (c) Internal audit
 - (d) Statutory audit
10. Which among the following is an unidentifiable intangible asset ?
- (a) Information databases
 - (b) Trade secrets
 - (c) Secret processes and formulae
 - (d) Know-how

PART B

Attempt any **three** questions from this part. Each question carries 10 marks.

3×10=30

11. What do you understand by commercialization of Intellectual property ? Discuss its significance.
 12. Describe, in brief, the different types of pricing strategies adopted by companies with respect to their IP assets.
 13. Briefly describe the steps of a 'freedom to operate' analysis for a company, planning to enter a new market with a new product.
 14. How do companies use Intellectual asset management as a tool for the creation of wealth ?
 15. Discuss, in brief, the different methods for the valuation of IP assets.
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