

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

00055

Term-End Examination

June, 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.

10×2=20

1. 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

2. Which of the following is *not* an economic right granted to performers, in respect of their unfixed or live performances, by the WIPO Performances and Phonograms Treaty ?
- (a) Right of Broadcasting
 - (b) Right of Fixation
 - (c) Right of Communication to the Public
 - (d) Right of Adaptation
3. Which of the following is a correct tool for transfer of Intellectual Property ?
- (a) Mortgage
 - (b) Bailment
 - (c) Rent
 - (d) None of the above
4. Which of the following represents a voluntary arrangement that may be created by an authority or governments to facilitate the legitimate use of works by granting licences and authorisations ?
- (a) Patent Pools
 - (b) Submarine Patents
 - (c) Compulsory Licence
 - (d) Patent Troll

5. An arrangement under which a licensee agrees to extend to the licensor the right to use the licensee's improvements to the licensor's technology is called
- (a) Cartel
 - (b) Dumping
 - (c) Tying
 - (d) Grant backs
6. A _____ is a bundle of intellectual assets and captures the essence of corporate entity.
- (a) Brand
 - (b) Brand identity
 - (c) Brand strategy
 - (d) Logo
7. *Pricing strategy at the market level* focuses on which of the following ?
- (a) The overall economics of the industry, which takes into account supplier price changes and customer demand changes.
 - (b) The competitive position of the price in comparison to the value differential of the product to that of comparative competing products.
 - (c) Managing the implementation of discounts away from the reference, or list price, which occur both on and off the invoice or receipt.
 - (d) Both (b) and (c)

8. _____ refers to creating a visual representation of information from and about patent documents in a way that it is easy to understand.
- (a) Patent mining
 - (b) Patent pooling
 - (c) Patent mapping
 - (d) Patent search
9. 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
10. Which of the following class of assets can be identified individually and recorded separately on a company's books of accounts ?
- (a) Tangible assets
 - (b) Intangible assets
 - (c) Identifiable assets
 - (d) Non-current assets

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.** What is the importance of identifying core competencies in the commercialization of Intellectual Property ? Also, briefly elaborate on how core competencies can be developed.
 - 13.** Examine the role of due diligence in copyright transactions. Explain the steps to be taken as a part of a due diligence exercise while purchasing assets in which copyright subsists.
 - 14.** Is cross licencing and pooling anti-competitive ? Explain with the help of examples.
 - 15.** Discuss the advantages and disadvantages of Cost method of valuation of IP.
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