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**POST GRADUATE DIPLOMA IN
INTELLECTUAL PROPERTY RIGHTS (PGDIPR)**

Term-End Examination

June, 2016

**MIP-003 : INDUSTRIAL PROPERTY :
TRADEMARKS, GEOGRAPHICAL INDICATIONS,
TRADE SECRETS, UNFAIR COMPETITION**

Time : 2 hours

Maximum Marks : 50

Note : All questions are compulsory.

1. Attempt all the following questions in brief. Each question carries 2 marks. **5x2=10**
 - (a) Unit franchising
 - (b) Trade Mark
 - (c) Madrid Agreement
 - (d) Dilution of Mark
 - (e) Geographical Indications

2. Attempt all the questions. Each question carries 5 marks. **4x5=20**
 - (a) Discuss comparative advertisement with reference to Trade Mark Law.
 - (b) Define character Merchandising. Explain the different categories of Merchandising.
 - (c) What do you understand by the term "Trade Secret" ? Explain the ways of protecting a Trade Secret.

- (d) WIPO has administered three multinational treaties which contain provisions for the protection of Geographical Indications. Name them and discuss any one in brief.

3. Attempt **any two** questions. Each question carries **10 marks.** **2x10=20**

- (a) What do you understand by deceptiveness and partial deceptiveness ? Explain.
- (b) Discuss the procedure for filling an application for international registration of a trademark.
- (c) What do you understand by the terms 'Free Riding' and 'Dilution of a Mark' ?
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