

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549288

Date: 22-07-2022

Subject Name: Intellectual Property Rights

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1	Define the terms:	14
	a) WIPO	
	b) TRIP's	
	c) Trade Secret	
	d) Cost reduction efforts	
	e) Passing off	
	f) Patent Drafting	
	g) Rights related to copyright.	
Q.2	(a) Define IPR and Discuss the need of IPR.	07
Q.2	(b) How are patents classified in India? Describe classification of patents by WIPO.	07
	OR	
Q.2	(b) Elaborate: IPR in India – Genesis and Development of IPR.	07
Q.3	(a) Describe Different Ways to Protect Intellectual Property.	07
Q.3	(b) Prioritize and critically analyze ethical issues in implementation of rules regarding disclosure of information to the appropriate authorities.	07
	OR	
Q.3	(a) Deliberate on current and emerging issues relating to the intellectual property protection related to indigenous knowledge or culture.	07
Q.3	(b) Examine Registration process for Trademark & Trade Secret.	07
Q.4	(a) Analyze the steps in Intellectual property Audit.	07
Q.4	(b) Explain Trademark Act 1994 - defenses to trademark infringement.	07
	OR	
Q.4	(a) Discuss the importance of copyright with a hypothetical example.	07
Q.4	(b) What are the conditions for getting utility model protection?	07

Q.5

Metal mirrors, which came into existence from the early 16th century and were made by just few families are now threatened by fake products and machine-made ones, which do not last long.

Traditional mirror makers are fighting to keep the glory of the metal mirror alive by adopting technologies like Hologram traditional craftsmen of 'Aranmula Kannadi' - the handmade metallic mirrors made in a small town in South Kerala - are fighting a lone battle against counterfeit mirrors in the market.

The mirror's metal alchemy, which is still a closely guarded secret among 19 craftsmen, got a major recognition with the GI (Geographical Indication) patent tag in 2003, which means that it can only be made in Aranmula by registered members, but counterfeiters who were arrested recently, took advantage of the fact that the metallurgical marvel has generated huge demand in India and abroad.

These metallic mirrors, made from an alloy of 'tin and copper', are part of a 500-year-old cultural lineage and its secret metallic composition is known only to a few remaining families hailing from the Vishwa Brahmana community in Aranmula in Pathanamthitta district.

The mirror is made-to-order and the price ranges from Rs 800 to Rs 100,000 depending on its size. One can choose the size of the mirror and the frame designs, which are made in brass.

Recognizing its iconic status, the Kerala government declared that the Aranmula mirror would be the official memento to be presented to important personalities who visit the state.

- (a) Which legal act can provide protection to Vishwa Brahmana Community and which provisions of the act can be suggested for the mirror manufacturers? 07
- (b) Explain consumer-benefit purpose of the protection rights granted to the beneficiaries. 07
- OR**
- (a) Discuss Application of origin plays an important role with aranmula mirror. 07
- (b) Evaluate Rural development impacts from geographical indications, referring to environmental protection, economic development and social well-being 07
