

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –IV–EXAMINATION – WINTER–2023

Subject Code:4549288

Date: 01-12-2023

Subject Name: Intellectual Property Rights

Time:02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Define the term trademark (b) Trade Secret (c) Innovation (d) Patent (e) Geographical Indication (f) Intellectual Property Audit (g) TRIPS	14
Q.2	(a) Describe the procedure for filing of patents. (b) How does creativity lead to innovation?	07 07
OR		
	(b) Mention the laws that govern the trade secrets.	07
Q.3	(a) Enumerate the procedure for registration of copyright. (b) If an employee in a company develops a program, would this employee own the copyright?	07 07
OR		
Q.3	(a) What are the essential Elements of Intellectual Property Rights? (b) All kind of Invention is not patentable.	07 07
Q.4	(a) Discuss the benefits of geographical indications and methods to obtain geographical indications of patent rights. (b) “Unfair practices of business generally occur due to the mal practices of patent and IPR”. Discuss with suitable examples.	07 07
OR		
Q.4	(a) Explain how WIPO was established along with its purpose and function. (b) How can Trade Secrets are protected in India. Discuss	07 07

Q.5

CASE STUDY:

A researcher regularly writes short articles and publishes them on her blog using Warwick Blogs. The articles usually attempt to make some connection between her work on the history of the Middle East and current events in the news. The blog becomes a popular read for many specialists in the area. After some time, the lecturer is contacted by a friend who asks how she managed to get her work published on the web site of a slightly extreme Islamic student's organisation in France. She is baffled. On looking at the URL, she finds a blog like web site, mostly in Arabic, with one of her articles sitting in the middle of the page, surrounded on all sides by Arabic, of which she can decipher nothing.

The article is about the Arab Revolt of 1916, and the coordinated attacks on trains that were an essential part of it. She is a little concerned, as she has absolutely no idea what kind of context her work is being presented in. It is attributed to her, with a URL link to her blog, but it seems to be a very different article when presented out of its original context.

- (a) What factors should be considered in resolving this? **07**
(b) Has anything illegal been done? **07**

OR

- Q.5** (a) How do you think this happened? **07**
(b) What measures can the author take to solve the problem. **07**
