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# GUJARAT TECHNOLOGICAL UNIVERSITY
### BE - SEMESTER–VIII(NEW)  EXAMINATION – SUMMER 2019

**Subject Code:2180309**                                **Date:17/05/2019**

**Subject Name:Intellectual Property Rights**

**Time:10:30 AM TO 01:00 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** | **(a)** | Define prior art. What are the key features of prior art search. | **03** |
| | **(b)** | What is the right of publicity? | **04** |
| | **(c)** | Discuss the advantages of IPR. | **07** |
| **Q.2** | **(a)** | Enlist few patent search engines. | **03** |
| | **(b)** | Explain important aspects of Patent Searching Process. | **04** |
| | **(c)** | Explain false advertising with appropriate example. | **07** |
| | | **OR** | |
| | **(c)** | Discuss the remedies of Trademark Piracy, Counterfeiting and Imitation of Labels and Packaging. | **07** |
| **Q.3** | **(a)** | Enlist limitations on copyright protection. | **03** |
| | **(b)** | Describe the eligibility and process of patent ownership transfer. | **04** |
| | **(c)** | Briefly describe the key features of TRIPS Agreement. | **07** |
| | | **OR** | |
| **Q.3** | **(a)** | What is collective administration of copyright? | **03** |
| | **(b)** | Explain the PCT (Patent Cooperation Treaty) application. | **04** |
| | **(c)** | Discuss the process to register a patent for the invention in the field of Biomedical Engineering. | **07** |
| **Q.4** | **(a)** | What is the difference between industrial property and copyright? | **03** |
| | **(b)** | What are the powers of Copyright Board in India? Has the Registrar of Copyrights any judicial powers? | **04** |
| | **(c)** | Discuss the criteria for selection of a mark for any organization. | **07** |
| | | **OR** | |
| **Q.4** | **(a)** | Can a software code be protected by copyright? Justify your answer. | **03** |
| | **(b)** | How to conduct the trademark search? | **04** |
| | **(c)** | Explain the structure of patent document. | **07** |
| **Q.5** | **(a)** | When can you say that misappropriation of a trade secret has occurred? | **03** |
| | **(b)** | How long does copyright protection last? Explain with examples. | **04** |
| | **(c)** | Describe various types of marks with necessary examples. | **07** |
| | | **OR** | |
| **Q.5** | **(a)** | What is the purpose of ICANN? | **03** |
| | **(b)** | What is the major advantage of Madrid Protocol? | **04** |
| | **(c)** | Briefly describe the role and functions of GI in detail. | **07** |

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