

Code: 13A01608

B.Tech III Year II Semester (R13) Regular & Supplementary Examinations May/June 2017

INTELLECTUAL PROPERTY RIGHTS


(Civil Engineering)

Time: 3 hours

Max. Marks: 70

PART – A

(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) What type of IPR is “Georgia Wine”? How is it protected?
- (b) What does this picture  represent and why it is unique?
- (c) Write short note on trademark.
- (d) How will you protect a composed music?
- (e) How is a integrated circuit (microprocessor) protected under IPR?
- (f) When can software be patented?
- (g) Give an example of misappropriation right of publicity.
- (h) De-abbreviate WTO.
- (i) What is Patent Cooperation Treaty (PCT)?
- (j) What is provisional license in patents?

PART – B

(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

- 2 Explicate the Intellectual Property Rights with examples.
- OR**
- 3 Explain international organizations which are involved in IPR.

UNIT – II

- 4 Describe the purpose and function of Trade Marks with examples.
- OR**
- 5 Write an essay on trademarks infringement.

UNIT – III

- 6 Expound the copy rights and low cost edition books for under developed countries like India, Pakistan, Sri Lanka, Bangladesh and other countries.

OR

- 7 Explain the procedure of patenting.

UNIT – IV

- 8 Describe the methods employed to protect Trade Secretes.

OR

- 9 “Kellogg’s popular Rice Krispies cereal had a crisis in 2010 when the brand was accused of misleading consumers about the product’s immunity-boosting properties, according to CNN. Kellogg agreed to pay \$2.5 million to affected consumers, as well as donating \$2.5 million worth of Kellogg products to charity, according to Law 360”. Discuss this issue in light of IPR.

UNIT – V

- 10 Write about “Make in India” in view of new developments in the field of Intellectual Properties Right in India.
- OR**
- 11 What are international overviews on Intellectual Property Rights?
