

B.Tech III Year II Semester (R15) Supplementary Examinations December/January 2018/19

INTELLECTUAL PROPERTY RIGHTS

(Common to CE, EEE, ME, ECE, CSE, IT & EIE)

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 musical instrument “Thanjavur Veena”? How is it protected?
- (b) What does this picture represent and why it is unique?
- (c) Write short note on brand name.
- (d) What is purpose of trademark?
- (e) How is photo-lithography used in IPR?
- (f) How can a software be patented?
- (g) What is misappropriation right of publicity?
- (h) De-abbreviate WIPO and explain.
- (i) What is Patent cooperation treaty (PCT)?
- (j) Why are Patents Laws regional?

PART – B

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

UNIT – I

2 Explicate the products and the means to protect them under intellectual property rights.

OR

3 Explain role of WTO in IPR.

UNIT – II

4 Describe the purpose and function of service mark which is a type of trade marks with examples.

OR

5 Write an essay on business advantages of trade marks.

UNIT – III

6 Expound the copy rights ownership issues and registration in India and other countries.

OR

7 Explain the procedure of patenting in Patent office.

UNIT – IV

8 Describe the trade secret litigation with few case studies.

OR

9 Illustrate false advertisement with suitable case studies.

UNIT – V

10 Write new developments in the field of intellectual properties right.

OR

11 What are the new regulations and improvement in the intellectual property rights at Global level?
