

**R13****Code No: 115EA****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech III Year I Semester Examinations, November - 2015****INTELLECTUAL PROPERTY RIGHTS****(Common to CE, CSE)****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A (25 Marks)**

- 1.a) Define Intellectual Property. [2]
- b) Discuss about trademarks and service marks. [3]
- c) Differentiate between a trade name and business name. [2]
- d) What is the purpose of trademarks? [3]
- e) Define the right of reproduction. [2]
- f) Discuss the issues of copyright ownership. [3]
- g) Define trademark secret litigation. [2]
- h) Discuss in brief about false advertising. [3]
- i) Define trademark law. [2]
- j) Discuss in brief about intellectual property audits. [3]

**PART - B (50 Marks)**

2. Explain the roles and responsibilities of US patent and trade mark office (USPTO). [10]

**OR**

3. Discuss the importance of intellectual property rights. [10]

4. List and explain about various types of trademarks in detail. [10]

**OR**

5. Explain the procedure involved in filing and docketing an application by USPTO. [10]

6. Describe the common law rights under the 1976 copyright law. [10]

**OR**

7. Explain in detail about process involved in searching a patent. [10]

8. Discuss the legalities involved in protecting against unfair competition. [10]

**OR**

9. Explain in detail about determination of trade secret status. [10]

10. Explain in detail about the international development in trade secrets law. [10]

**OR**

11. What are the new developments in patent Law? Explain. [10]