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Exam practice

- This is **not** the exactly same format as the final exam
- You can look at your notes and text books in this practice
 - In the real exam, you can **not** look at any notes, laptops or text books!



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Exam practice: Question 1

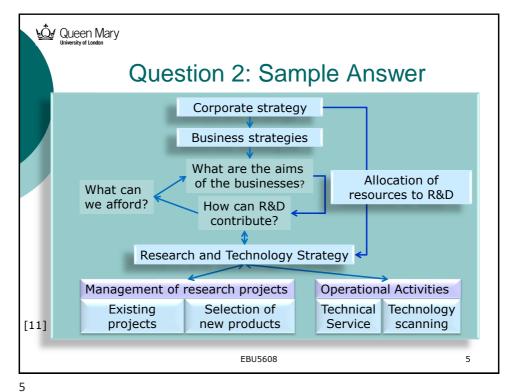
Question: Describe the Strategic Decision-making process in relation to the allocation of funds for R&D using a diagram.

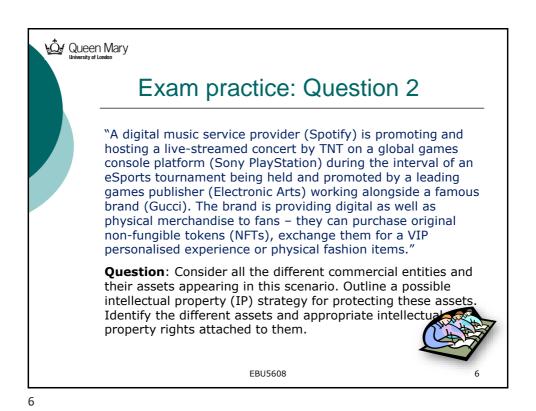


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Question 2: Sample Answer

Intellectual property rights (IPRs) allow people to own their creativity and innovation in the same way that they can own physical property.

Music, songs, electronic art – are protected by copyright designates legal ownership of a musical composition or sound recording. This ownership includes exclusive rights to redistribute and reproduce the work, as well as licensing rights that enable the copyright holder to earn royalties.

Games console platform – the underlying software protected by copyright as an original literary work or by patent if it qualifies for protection as a software-implemented invention.

NFT token stands for "non-fungible token" – NFTs are essentially digitalised assets, which represent underlying works such as art, memes, gifs, music or graphical representation of physical items such as shoes and clothes. A question arises whether an NFT could be protectable as a work per se (e.g., independently from the underlying work). Notwithstanding the fact that originality threshold is relatively low in most jurisdictions, the act of minting may not be qualifying for copyright to subsist.

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Question 2: Sample Answer

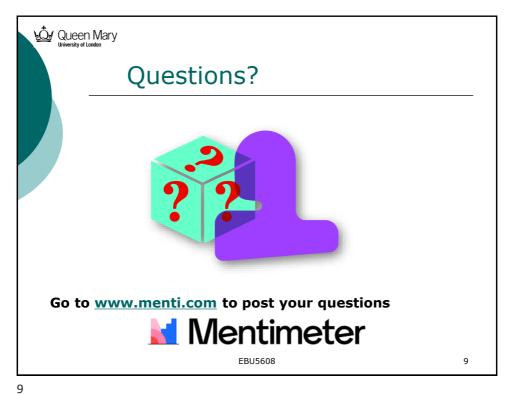
Physical fashion items – in the fashion world, copyright protects graphic designs, artistic works, literary works and works of artistic craftsmanship. This means that protection can be given to fabrics, surface patterns and any graphic elements shown on a garment, whether a shape, badge, or wording.

Branding or logos – any sings attached to the goods or services associated with the company can be protected as trademarks.

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