

**MAJOR TEST**  
**SML802: Management of IPRs (02.12.2006; MM: 40)**

1. Differentiate with suitable examples (any four):
  - a. Trademarks & Service Marks
  - b. Collective Marks & Certification Marks
  - c. Copyright & Related Rights
  - d. Patent & Industrial Design
  - e. Geographical Indication & Appellation of Origin
  - f. Traditional Knowledge and Patents

[10]
2. Discuss any three of the following methods of valuation of patented technologies:
  - a. The Twenty Five Percent Rule
  - b. Rating and Ranking
  - c. Monte Carlo Analysis
  - d. Real Options

[24]
3. Discuss the merits and demerits of filing patent application through PCT route. If you have invented a new energy saving idli-maker, would you like to file a PCT application? Why or why not? (Note: idli is a traditional South Indian snack) 

[6]