

© Dr. Sudhir K. Jain

## MAJOR TEST (04.05 2010)

### SML802: Management of IPRs (MM: 44)

**Note:** Mobile phones must be switched off and kept in bag/s (& not on the table).

1. Differentiate with suitable examples:
  - a. Trade Marks & Service Marks
  - b. Collective Marks & Certification Marks
  - c. Copyright & Related Rights
  - d. Geographical Indication & Appellation of Origin [8]
2. Discuss of the following methods of valuation of patented technologies:
  - a. The Twenty Five Percent Rule
  - b. Rating and Ranking [8]
3. Discuss the merits and demerits of filing patent application through PCT route. If you have invented a new energy saving computer-monitor with 40% electricity saving as compared to those currently available in the markets, would you like to file a PCT application? Why or why not? [8]
4. One student with poor English language skills wrote a letter to the editor of "The Times of India" in incorrect and poorly drafted English. This letter was corrected and got modified by the editorial assistant of the newspaper. When this student read his letter's improved version published in the newspaper a few days ago, he felt very excited because for the first time his letter got published in a national English daily. However, he was advised by his friend to file a suit against the editor of this newspaper for distortions carried out in his letter. Analyze this case and give your expert opinion to this student. Justify your advice. [4]
5. Write short notes on **any four** the following:
  - a. Background of TRIPS Agreement
  - b. Traditional Knowledge
  - c. Geographic Indications in India
  - d. International Patents Classification
  - e. International Designs Classification
  - f. International Trademarks Classification
  - g. Protection of Farmers & Plant Breeders Rights [16]