



## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, APRIL, 2018

Program: B. Tech.(ET), LL.B. (Hons.)IPR, 2012

Subject (Course): IP Management

Course Code : LLBL 655

No. of page/s : 2

Semester – XII

Max. Marks: 100

Duration: 3 Hrs

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### Section A [2.5\*4=10Marks]

**Q1. Write a short note on the following:**

- a. Open Source Innovation
- b. IP Insurance
- c. IP value chain
- d. IP management in Fashion Industry

### Section B [10\*2=20 Marks]

- Q2.** Effective management of Intellectual Property enables companies to use their intellectual property rights to improve their competitiveness and strategic advantages. Discuss the most commonly followed IP strategies By the Corporations to manage their IP Assets.
- Q3.** Industrial design play an important role in the trading of consumer goods or products as well as helps economic development by encouraging creativity in the industrial and manufacturing sector. Discuss briefly the legal protection available to a registered design and state the consequences for the piracy of a registered Design?

### Section C [10\*2=20 Marks]

- Q4.** Critically analyze the management of Intellectual Property assets in Software Industry. Discuss various aspects of IP Management in Software Industry.
- Q5.** *“Securitization of Intellectual Property assets is increasingly being recognized as a key business strategy. Their management is now said to be “a pillar of corporate strategy”.* Elaborate and analyze the statement of Nijel Jones and Ann Hoe Linklaters.

### Section D

- Q6.** Google and Apple are the two key players in the smartphone market and interestingly, their strategic IP management strategies are the exact opposite to each other. Without ever manufacturing a single phone themselves, Google wants to get their Android OS on over 1.3 billion smartphones i.e. 85% of all smartphones globally. Such achievements are not possible without brilliant IP strategies.

There is a newly incorporated Corporation TOGGLE, dealing in similar technologies. The corporation is looking for some expert advice regarding management of their IP assets. Therefore, **Kindly advise the corporation by explaining them various strategies followed by google to capture the market.** [25 Marks]

- Q7.** ENVIRO CONTROL ASSOCIATES (I) PVT. LTD. is one of the top environmental engineering companies in India. The company is focusing on municipal sewage & industrial effluents and treatment of water. It is one of the top environmental engineering companies offering solutions for Tertiary Treatment with Water Reuse & Bio- Gas Based Energy Generation and municipal solid waste management. ENVIRO employs highly qualified workforce with the latest equipment, state of the art facilities and innovative research and development center.

ENVIRO was established in the year 1979. ENVIRO's helps in providing clients highest quality standards and treatment. ENVIRO's client list is extensive and includes many national and multi-national industries as well as Municipal Corporations, Refineries, State Water Supply and Sewerage Boards, Petrochemical Plants, Pulp and Paper, Dyeing and Printing, Chemical, Textiles, Pharmaceuticals, Sugar and Paint Industries. ENVIRO has worked with leading consultants like Engineers India Limited, Development Consultants Limited, Jacob H&G, MECON Ltd, Lettinga Associates Foundation (LeAF, The Netherlands), Tata Consulting Engineers, MWH India Pvt. Limited, Projects & Development India Limited, Biothane System International (The Netherlands) to name a few. **Prepare the Intellectual Property Asset Management report for the company.**

[25 Marks]

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<b>Name of the College</b> (Please tick, symbol is given)	:	COES	<input checked="" type="checkbox"/>	CMES		COLS	
<b>Program</b>	:	B. TECH.(ET), LL.B. (Hons.) IPR 2012					
<b>Semester</b>	:	XII					
<b>Name of the Subject (Course)</b>	:	IP Management					
<b>Course Code</b>	:	LLBL 655					
<b>Name of Question Paper Setter</b>	:	Priyanka Choudhary					
<b>Employee Code</b>	:	40001539					
<b>Mobile &amp; Extension</b>	:	9953741547					
<b>Note: Please mention additional Stationery to be provided, during examination such as Table/Graph Sheet etc. else mention "NOT APPLICABLE":</b>							
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**Note: - Pl. start your question paper from next page**

**Roll No: -----**



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### Section A [2.5\*4=10Marks]

**Q1. Write a short note on the following:**

- a. Intellectual Property as Engine for Economic Growth
- b. IP Securitization
- c. Importance of Valuing Intellectual Property
- d. IP management in Biotechnology Sector

### Section B [10\*2=20 Marks]

- Q2.** What do you understand by ‘Invention’ and ‘Innovation’? Discuss the need for rewarding innovation and reasons for valuing Intellectual Property.
- Q3.** Effective management of Intellectual Property enables companies to use their intellectual property rights to improve their competitiveness and strategic advantages. Discuss the most commonly followed IP strategies By the Corporations to manage their IP Assets

### Section C [10\*2=20 Marks]

- Q4.** Discuss the interlinkages among Ecosystem- Business Models-Partnerships on the context of Compliance Strategy.
- Q5.** “*IP liabilities forms typically provide claims-made coverage for defense costs, settlements and Judgements.*”. Elaborate and analyze the statement of Richard Betterley in relation to strategies used by business entities to cover costly IP litigation risk through IP insurance.

**Section D [25\*2=50 Marks]**

- Q6.** Critically compare the IP strategy of two major IT companies in the world and the impact of their IP strategy on their commercialization and development.
- Q7.** Critically Analyze the IPR strategy of Japan and USA as a country and its impact on their Economic scenario to create the market leadership. Also suggest ways for India to get benefitted from them.