

Roll No.

SAP ID



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Term Examination, December, 2020

Course: Trade Secret and Technology Transfer

Programme: B. Tech Energy Technology with LL. B (Hons.) in (IPR)

Course Code: LLBL652

Semester: XI

Time: 03 hrs.

Max. Marks: 100

SECTION A

Each Question will carry 5 Marks

| S. No. | Question | CO |
|---------------|---|-----------|
| Q.1 | How does a value of Intellectual Property Asset can be captured? Explain with the help of relevant Example. | 1 |
| Q.2 | Distinguish between turnkey agreement and buyback contract? | 1 |
| Q.3 | Explain “The Bar-Zakay Model” of technology transfer. | 1 |
| Q.4 | Explain Technology Transfer in terms of IP. | 1 |
| Q.5 | Explain three relevant reasons for protecting Trade Secrets. | 1 |
| Q.6 | What are the disadvantages of Franchising in technology transfer? | 1 |

SECTION B

1. Each question will carry 10 marks

2. Instruction: Write short / brief notes

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| Q.7 | “Licensing as a means of exploiting intellectual property (IP)” In the light of the given statement explain the licensing of technology and its three form of compensation. | 2 |
| Q.8 | IQEX Innovation's initially a computer chip manufacture company has made a strategy to grow from an unknown korean computer manufacturer into a global international player. A big step toward IQEX internationalization was its acquisition of ONE PLUS in 2020. The acquisition prompted the largest profits and most intense technology transfer in IQEX history. According to an agreement ONE PLUS has to produce mobile in India. This deal will increase sales of ONE PLUS in the Asian market. Due to lack of maturity and cultural differences between the Indians and Korean leaders; Korean leaders will face a big challenge to train people and develop people. In the light of the above-mentioned situation discuss in detail the relevant mode of technology transfer. | 2 |
| Q.9 | The transfer process of technology can be coupled to the general innovation process. Technology transfer is, however, not present in every step of the innovation process | 2 |

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| | and we will only look at those steps where transfer is involved. In the light of the above statement explain the steps involved in the process of technology transfer. | |
| Q.10 | What are the three modes of technology transfer? Distinguish amongst all three respective modes. | 3 |
| Q.11 | Trade secrets relate mostly to aspects of business operations such as pricing and marketing techniques or list of customers. In the light of the above statement Explain the ten steps to build up a trade secret management program. | 3 |
| Section C 1. Question carries 20 Marks. 2. Instruction: Write long answer. | | |
| Q.12 | <p>Divyam, a young independent inventor, developed a data processing unit in computers and embedded systems while he was still pursuing his bachelor's program in engineering. The invention particularly relates to hybrid semiconductor architecture for a processor which reduces power consumption without compromising on performance and a structure permitting high level of modularity to achieve flexibility. Realizing its business value, Divyam approached the Terrane League IP Services and on their suggestion, based on extensive search and patent landscaping, a patent application was filed in India and later followed up with a Patent Cooperation Treaty (PCT) application to keep the opportunities for multiple national filings open. Divyam was even advised to form a separate private corporate entity with an objective of commercializing the invention. However, it has been over a year and yet there has not been any progress made by Divyam, neither on procuring funding options for taking this venture forward, nor in commercializing the technology in any manner.</p> <p>Divyam believes that lack of technology transfer expertise, especially given the niche background of this particular field of technology (design and manufacturing of processors), and the small size of the present business venture are perhaps the most difficult hurdles to overcome.</p> <p>What according to you are the reasons for such disappointment to such a bright innovator and also Suggest Divyam a best model of technology transfer for diffusing his technology.</p> | 4 |