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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2021

B.Tech BT 7<sup>th</sup> Semester

COURSE CODE: 18B1WBT734

MAX. MARKS: 35

COURSE NAME: IPR and Commercialization

COURSE CREDITS: 03

MAX. TIME: 2 Hours

*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

Q1. You have to carry out the protection of newly developed cultivar of rose by micrografting. Which IP tool you would like to use for its protection and why? Mention in detail the procedure for its carrying out its protection. (5) (CO3)

Q2. Write short notes :

- A) Trade mark for services
- B) Copyright for the artistic work
- C) IP audit for valuation
- D) Trademark Licensing
- E) WIPO

( 2x5 =10) (CO1 &2)

Q3 Define patent databases. What are their types and how it can be categorized? Explain their diverse usages during prior art search for different Intellectual Properties. ( 1+2+2)(CO5)

Q4. A) What do you understand by IP management?

B) Which different aspects contribute in making good IP management at university level? Provide your inputs. ( 2+3) (CO4)

Q5. How you can strategize the plan of release of product as **T indicator** having thermal scanning feature along with oxygen level detector. Mention in details about the IP strategy and business strategy at any /all levels of commercialization. ( 2+3) (CO5)