JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY WAKNAGHAT

TEST -1 EXAMINATION- 2026

B.Tech-7th Semester (BT)

COURSE CODE(CREDITS):18B1WBT734(03) MAX. MARKS: 15

COURSE NAME: IPR& Commercialization

COURSE INSTRUCTORS: Dr Hemant Sood MAX. TIME: 1 Hour

Note: *a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

	Question	CO&Marks
Q1	How does PUMA protect its brand name and maintain their value in the global market? Which intellectual property protection is used to carry out its commercialization and wealth realization?	(1.5+1.5) CO2
Q2	How innovation process of water filtration by using GMO developed at JUIT can be used for IP protection? Which commercialization model will be followed for this new product to be protected and commercially sustained in the market?	(2.5+2.5) CO4
Q3	Which IP tool will be utilized for a jewelry article with a design inspired by the ethnic saga of HP? How can you file for its protection and which criteria would be required for the same?	(1+2) CO3
Q4	Discuss the concept of **patentability** under the Patents Act, 1970. Explain the requirements of novelty, inventive step and industrial applicability by citing one example each.	(1.5+2.5) CO1