

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS-2022

B.Tech-7<sup>th</sup> Semester (BT/BI)

COURSE CODE (CREDITS): 18B1WBT734(3)

MAX. MARKS: 25

COURSE NAME: IPR and Commercialization

COURSE INSTRUCTORS: Dr Hemant Sood

MAX. TIME: 1Hr30Mins

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*Note: All questions are compulsory. Marks are indicated against each question in square brackets.*

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**Q1.** How would you like to utilize Intellectual Property at the enterprise level? Which strategy would be employed for efficient IP management at the start-up level? (2.5+2.5).CO4

**Q2.** How would you like to explain the role of IP cell at the University level in routing out the commercialization of patented products? Which different sections may be included for the outcome-based results?(3+2) CO3

**Q3.** How would you carry out the commercialization of **sugar-free and flower-scented juice** developed in the BT lab of JUIT? What are the alternative ways of generating revenue out of this Intellectual property? Do the Bioethical issues of high concerns explain it? (2+2+2)CO1&CO2

**Q4.** Does the registration of Trade secret is required? How you can protect it from infringement? Explain with an example.(4) CO2

**Q5.** Which IP tool would be utilized for the conservation of traditional knowledge and how digital interfaces prove helpful for protecting it from global infringement? (2.5+2.5) CO1