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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 02 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- | --- |
| **School:** School of Design | **Program:** B.Des  Game Design/Product Design | |
| **Course Code:** DES2159 | **Course Name:** Intellectual Property Rights | |
| **Semester**: VII | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **41** | **42** | **17** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10 x 2Marks=20Marks** | | | | |
| **1** | What is the duration of a trademark? | **2 Marks** | **Remembering** | **CO1** |
| **2** | What are geographical indications (GI)? | **2 Marks** | **Remembering** | **CO1** |
| **3** | What is the difference between copyright and patent? | **2 Marks** | **Remembering** | **CO1** |
| **4** | What is infringement of IPR? | **2 Marks** | **Remembering** | **CO1** |
| **5** | What is the TRIPS Agreement? | **2 Marks** | **Remembering** | **CO1** |
| **6** | What is the purpose of the Indian Copyright Act, 1957? | **2 Marks** | **Remembering** | **CO1** |
| **7** | Which type of IPR can be used for the design below. | **2 Marks** | **Remembering** | **CO1** |
| **8** | A company wants to protect its logo of a company. Identify which type of IPR is suitable for this. | **2 Marks** | **Understanding** | **CO2** |
| **9** | What types of works are protected by copyright? | **2 Marks** | **Remembering** | **CO1** |
| **10** | List the types of IPR that can be used for the design below. | **2 Marks** | **Understanding** | **CO3** |

**Part B**

|  |  |  |  |  |  |
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| **Answer the Questions. Total Marks 80** | | | | | |
| **11.** |  | 1. Define Intellectual Property Rights   (10 Marks)   1. Explain IPR’s significance in protecting the creations of the mind.   (15 Marks) | **25 Marks** | **Understanding** | **CO1** |
| **or** | | | | | |
| **12.** |  | 1. Examine a case where a digital platform (such as YouTube or a social media site) was involved in a copyright violation. (10 Marks) 2. What challenges do platforms face in balancing user-generated content with copyright protections?   (15 Marks) | **25 Marks** | **Understanding** | **CO1** |
|  |  |  |  |  |  |
| **13.** |  | 1. Describe the role of copyrights in protecting artistic, literary, and musical works.   (10 Marks)   1. Why are they important for creators and consumers?   (15 Marks) | **25 Marks** | **Understanding** | **CO2** |
| **or** | | | | | |
| **14.** |  | 1. Describe in detail about the copyright?   (10 Marks)   1. What are the rights granted under copyright law? (10 Marks) 2. Give few examples in all the categories of copyrights   (5 Marks) | **25 Marks** | **Understanding** | **CO2** |

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| **15.** |  | Discuss the role of trademarks in protecting brand identity and ensuring consumers can distinguish between different products and services. | **15 Marks** | **Understanding** | **CO2** |
| **Or** | | | | | |
| **16.** |  | Match the following Column A and Column B.   |  |  | | --- | --- | | Column A | Column B | | 1.Service Mark | a) | | 2. Trademark | b) Image result for master card | | 3. Collective Mark | c) | | 4. Certification | d) |   List the types of trademarks and explain the trademark infringement. | **15 Marks** | **Understanding** | **CO2** |

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| **17.** |  | 1. Investigate a real-world example of a patent licensing agreement, discussing the terms and conditions, the negotiation process, and the challenges that both parties faced.   (10 Marks)   1. How does licensing affect innovation in the industry?   (5 Marks) | **15 Marks** | **Applying** | **CO3** |
| **Or** | | | | | |
| **18.** |  | 1. Investigate a case where a company faced the challenge of counterfeit goods entering the market.   (10 Marks)   1. Discuss the legal steps taken to combat counterfeiting and the effectiveness of current enforcement mechanisms under IPR laws.   (5 Marks) | **15 Marks** | **Applying** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***