

GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR
Course: **IP Commercialisation and Management**
Semester- X (Batch: 2018-23)

End Semester Examination: May 2023

Date: 05th May, 2023

Duration: 3 hours

Max. Marks: 50

Instructions:

- Read the questions properly and write the answers in the given answer book.
- Do not write anything on the question paper.
- The respective marks for each question are indicated in-line.
- Indicate correct question numbers in front of the answer.
- No questions or clarification can be sought during the exam period, answer as it is, giving reason, if any.
- Word Limit: 10 Marks: 500 words.

- | | Marks |
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| Q.1 Intangibles are the invisible but decisive advantages driving long-term business performance. Discuss how IPRs can support businesses and constitute “the competitive edge”. | (10) |
| Q.2 To guarantee the success of IP Commercialisation, a good market analysis should be carried out for all the markets where the new products or services will be commercialised. Explain any ONE simple and yet very effective tool to carry out a market analysis.
a) SWOT Analysis
b) PESTL Analysis
c) Competitive Forces Model | (10) |
| Q.3 Intangible assets are often the most valuable component of a company. and should not be underestimated or overlooked. In response to infringement of IP rights by a third party, elaborate on the IP Valuation method which would help to formulate strategy to protect IP assets. | (10) |
| Q.4 The Science & Technology Entrepreneurs Park (STEP), IIT Kharagpur incubate, Ecozen, is an agri-company focused on creating solutions to overcome problems in cold chain infrastructure. The company envisions to impact the value chain by empowering farmers, mandi owners, and mobile cold chain players with clean technology for a sustainable future. They have filed eight patents, and the product has won numerous awards and has also been listed in the ‘Latest 50 to Watch’ List as one of the companies that has been actively working towards tackling the Climate Crisis.
Draft a Licensing agreement for Ecozen patents, highlighting eight (8) essential key clauses. | (10) |
| Q.5 Write short notes on any two of the following:
a) Patent brokerage
b) IP Audit
c) IP Litigation strategy | (5x2=
10) |
