


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2018</b>			
<b>Course: IP Valuation</b> <b>Programme: B. Tech.(ET), LL.B. (Hons.) IPR</b> <b>Time: 03 hrs.</b> <b>Instructions:</b>		<b>Semester: XI</b> <b>CC: LLBL 654</b> <b>Max. Marks: 100</b>	
<b>SECTION A</b>			
S. No.		Marks	CO
1.	List the activities for which the income approach is best suited.	6	CO1
2.	List the types of intangible assets.	4	CO1
<b>SECTION B</b>			
3.	What is IP Auditing? What is the importance of conducting an IP Audit for any business entity?	10	CO1
4.	What is the cost method of IP Valuation? Discuss it pros and cons.	10	CO2
<b>SECTION-C</b>			
5.	Discuss the various aspects of the Market approach to IP valuation.	10	CO1
6.	What are 'Present Value', 'Cash Flow' and 'Rate of Discount'? How do they connect to each other for valuation of IP?	10	CO2
<b>SECTION-D</b>			
	<p>Please read the following and answer the questions that follow:</p> <p>As a legal attorney, you have been contacted by a business organization, who are trying to sell their entire business. Their business was started more than 50 years ago where the founder sold camera and reel to customers. With time however, the business grew and they acquired a factory where they manufactured camera and photography equipments. Around 20 years ago, the business ventured into making small budget local movies.</p> <p>Today, the business is incorporated as an Entertainment Company, and makes movies for the local film industry. They own the sets, the equipment, and finance and produce the movies, that are then showcased at the theatres in the area, much like regional movies. They have contracts and own the rights to all the IP that is created as a part of the movies that they release.</p>		
7.	Prepare a detailed memo along with a checklist on Auditing their IP. List all the IP that you think they may have, along with discussing the steps involved in the process of auditing.	30	CO3, CO4

8.	Discuss the importance and benefits of IP auditing	<b>10</b>	<b>CO3, CO4</b>
9.	Discuss in brief the application of the three IP valuation principles in this case.	<b>10</b>	<b>CO3, CO4</b>

Name:	
Enrolment No:	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

<b>Course: IP Valuation</b>	<b>Semester: XI</b>
<b>Programme: B. Tech.(ET), LL.B. (Hons.) IPR</b>	
<b>Time: 03 hrs.</b>	<b>Max. Marks: 100</b>
<b>Instructions:</b>	

**SECTION A**

S. No.			
1.	In an organization, the total assets are often not capable of being seen with the eyes. They are often intangibles. What are some of these assets?	<b>4</b>	<b>CO1</b>
2.	Not all methods of valuation of IP assets are equally applicable in all situations. What situations would you apply market method in?	<b>6</b>	<b>CO1</b>

**SECTION B**

3.	If you wish to buy something, it is often a good idea to see the prices at which similar goods are being sold at the moment. These in IP valuation is known as the market method. Discuss its various modalities.	<b>10</b>	<b>CO1</b>
4.	It is important to know which assets are being owned by an organization. This is known as auditing. Can such an audit be done for intellectual property? What advantages will it?	<b>10</b>	<b>CO1</b>

**SECTION-C**

5.	What are Present Income concept and Amount of Income? Discuss in the light of Income approach to valuation.	<b>10</b>	<b>CO1</b>
6.	One way to look at the value of an IP is to ask how much it would take to reproduce or replace this technology. What is this method called? Discuss the details.	<b>10</b>	<b>CO1</b>

**SECTION-D**

	Please read the following and answer the questions that follow:  As a legal attorney, you have been contacted by a business organization, who are trying to sell their entire business. The company is a software company incorporated close to ten years ago.		
7.	Prepare a detailed memo along with a checklist on Auditing their IP. List all the IP that you think they may have, along with discussing the steps involved in the process of auditing.	<b>30</b>	<b>CO3, CO4</b>
8.	Discuss the importance and benefits of IP auditing	<b>10</b>	<b>CO3, CO4</b>
9.	Discuss in brief the application of the three IP valuation principles in this case.	<b>10</b>	<b>CO3, CO4</b>