

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May, 2019**

**Course: IPR Valuation and Management**

**Programme: LL.M. Law & Technology Law**

**Time: 03 hrs.**

**Instructions:**

**Semester: II**

**C Code: CLLT7011**

**Max. Marks: 100**

**SECTION A**

S. No.		Marks	CO
Q 1	Write short answers to the following questions. i. Name the four broad clusters of Key Terms in a Technology Licensing Agreement. ii. What are stand still agreements? iii. Why should you not 'agree to agree'? iv. What is sub-licensing and why is it important?	[10]	CO1

**SECTION B**

Q 2	Elucidate the circumstances under which under which the IP valuation is under taken?	[10]	CO2
Q 3	What is the subject matter of a licence? Why is clarity important in subject matter?	[10]	CO1

**SECTION-C**

Q 4	Why is defining the scope of the rights critical to technology transfer?	[10]	CO3
Q 5	What is the importance of exclusivity in licensing? When is exclusivity advisable and when is it not?	[10]	CO3

**SECTION-D**

	Springle Technologies is attempting to license a new technology they have created which enhances the experience of motion gaming, by providing vibrating feedback to the player. The gamer wears a hand shaped device and plays various games on motion gaming consoles (such as Microsoft Kinect) and the device vibrates each time when say, the player hit a ball with his racket on the screen or delivers a punch to the opponent on the screen, giving the human player a realistic experience.		
Q 6	Please discuss all the aspects of how the technology may be valued, using: i. Cost method ii. Comparable markets method iii. Income method iv. Please discuss which other IPs, in addition to Patent, may play a role. v. Are there any non-IP related issues that you may want to make a part of the agreement?	[10] [10] [10] [10] [10]	CO4

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**SECTION A**

S. No.		Marks	CO
Q 1	Write short notes of the following: i. Connection between Economics, technology and IPR ii. Role of competition law in technology licensing iii. Nature of Intellectual property iv. The need for looking beyond law for understanding IPR management	[10]	CO1

**SECTION B**

Q 2	Explain the methods for deriving the value form IP Assets?	[10]	CO2
Q 3	What is IP audit? Why is it conducted?	[10]	CO2

**SECTION-C**

Q 4	List and briefly explain the reasons why IP valuation may need to be conducted.	[10]	CO4
Q 5	What kind of concerns must be addressed in terms of future releases, versions and products? In what other ways do the parties need to consider future relationship with each other?	[10]	CO3

**SECTION-D**

Q 6	The market method is of limited use because it is difficult to find similar or comparable IP asset transaction. Even if that were possible, the information pertaining to such a transaction is not readily available, as they are usually confidential.  Consider the above statement and suggest the best approach for valuing Domain names?	[25]	CO4
Q 7	You are the attorney for a leading law firm. Your client is a famous company that sells computers, peripherals and accessories. Your client has asked you to prepare a memo for all possible intangible assets that they may own. a. Prepare the memo to the best of your ability under the given facts. b. What additional information would you require to prepare a comprehensive and professional memo?	[25]	CO2