

**Uva Wellassa University
Faculty of Management**



**BSc in Export Agriculture
BSc in Palm and Latex Technology and Value Addition
BSc in Tea Technology and Value Addition**

**End Semester Examination – JULY/AUGUST 2016
Year IV Semester I**

Intellectual Property Rights and Commercialization (EAG 424-1)

Instructions

Answer two (02) questions only including question number 01.

No. of questions : Three (03)

No. of pages : Two (02)

Time : One (01) Hour

Total marks allocated : 100%

ESSAY

Question 01

Assume that you have invented new type of product or process related to you field. Write a comprehensive commercialization plan to launch your product/process successfully in the market.

(50 Marks)

Question 02

Critically evaluate the importance of Intellectual Property Right protection to businesses and economic growth of the country. Your answer should be supported by examples.

(50 Marks)



Question 03

Write the short notes on any five (05) of following topics.

- i. Economic Right
- ii. Copyright
- iii. Patent Search Report
- iv. Patentable Invention
- v. Trademarks
- vi. Industrial Design Right
- vii. Standard Setting Treaties

(10 X 5 = 50 Marks)