

**THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015**

**EMG 354-2 Innovations, IPR and Commercialization**

**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Section "A" - Two (02) Essay Questions  
                              : Section "B" - Three (03) Essay Questions  
Time : 02 Hours  
Marks allocated : 100 Marks



**Section "A" - Innovations and Commercialization**

**Answer all questions in this section**

- (1)
- a) Explain different types of innovations with suitable examples. (10 Marks)
- b) Analyze the need of innovations for existence. Justify your answer with suitable examples. (15 Marks)
- (2) The success of an innovation depends only on the extent to which the innovation is linked with a market need.
- a) Explain and justify to which extent you agree with the above statement (10 Marks)
- b) Discuss the need of commercialization planning. (15 Marks)

**Section "B" - Intellectual Property Rights (IPR)**

**Answer only Two (02) questions from this section**

- (1)
- a) How do you determine the "patentability" of an invention? (10 Marks)
- b) Explain how the right to a patent varies under following situations.
- i) Same invention is independently presented by two parties
- ii) Inventions made by an employee (15 Marks)

(2)

- a) Briefly explain the process of determining the right to an industrial design if someone has derived the essential element of the design from another protected work.

(10 Marks)

- b) Discuss the legal situation behind the following circumstances.

- i) Renunciation and nullity of an industrial design
- ii) Offenses and penalties for false entry and industrial design infringement

(15 Marks)

(3)

- a) Define the followings in relation to Trade Marks Law of Sri Lanka.

- i). Inadmissible marks
- ii). Associated marks

(10 Marks)

- b) Discuss the requirements for the registration of a trade mark.

(15 Marks)