

Uva Wellassa University

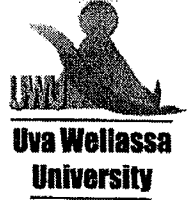
Faculty of Management

Degree of Bachelor of Science (BSc) in Computer Science and Technology

Degree of Bachelor of Science (BSc) in Industrial Information Technology

THIRD YEAR FIRST SEMESTER EXAMINATION – JULY/AUGUST 2016

EMG 353-2 Intellectual Property Rights and Commercialization



Instructions to candidates:

No. of pages	: Three (03) Pages
No. of questions	: Six (06) - Essay Questions
Time	: Two (02) Hours
Marks allocated	: Hundred (100)

Part A

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

01.

i. Briefly explain the link between invention and commercialization. (10 Marks)

ii. Mr. Perera has invented a new type of printer which is highly portable and cost effective. But, he has no any idea on how to commercialize this product.

Assume that you are one of the friends of him and discuss how you will advise him to commercialize his invention successfully in the market.

(15 Marks)

(Total Marks 25)

02. A knowledge economy is one that creates, disseminates, and uses knowledge to enhance its growth and development. (World Bank, 2015)

i. Explain the characteristics of knowledge economy. (10 Marks)



- ii. Discuss how individual and institutional innovations influence on the growth of economy. (15 Marks)

(Total Marks 25)

03.

- i. Briefly discuss the process of innovation with the relevant examples. (10 Marks)
- ii. "S-curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times".

(Melissa. A .Schilling, 2005)

Do you agree with this statement? Explain your answer.

(15 Marks)

(Total Marks 25)

Part B

Answer only two (02) questions.

04.

- i. Briefly explain the "Patentable invention" (06 Marks)
- ii. Explain how a patent can become surrender or nullity. (07 Marks)
- iii. Briefly describe the ways that a patent can be useful to face the industrial competition. (12 Marks)

(Total 25 Marks)

05.

- i. Explain what kind of reproduction rights has given under the copyright law. (05 Marks)
- ii. Differentiate the "Moral rights" and "Economic rights". (10 Marks)
- iii. Describe the original ownership of copyright with practical example. (10 Marks)

(Total 25 Marks)

06.

- i. Explain the penalties for infringement of industrial design right. (05 Marks)
- ii. Briefly explain the procedure for hearing and assigning the industrial design right. (08 Marks)
- iii. Critically discuss the importance of industrial design protection towards Sri Lankan economy. (12 Marks)

(Total 25 Marks)

