

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2013

302-IPR, Legal Aspects and Technology Transfer

Maximum marks: 60

Time: 3Hrs

Answer any four of the following questions
All questions carry equal Marks

1. Discuss the implications of exclusion of products of nature as a patentable subject matter for inventions in biotechnology in general and gene patents in particular..
2. Discuss how IP based Mergers and acquisitions add to the value of a firm with specific reference to the Glaxo Smith Kline Beecham merger
3. What is compulsory licensing ? Under what conditions can Compulsory license be granted . Discuss the compulsory licensing of Nexavar in this context.
4. Discuss the steps involved in the prosecution of a patent application. What diligence needs to be exercised during drafting and prosecution to minimize prosecution history estoppel and also double patenting rejections
5. What is intellectual property strategy? Why is it needed ? Explain two types of IP strategies and their role in the firms aligning business strategy and IP strategy.
6. (A) In the wake of Porter's competitive forces model discuss the importance of patents as a competitive tool for Biotechnology companies . (7)
6. (B) What is an IP portfolio a firm? Why is its management crucial to the firm? Explain the role of IP Audit as a first step in managing IP portfolio, and how it is conducted? (8)