

Department of Business Administration (PG)

Value-Added Course

VACBAIP22 - INTELLECTUAL PROPERTY RIGHTS

Code	Title of The Paper	Hours
VACBAIP22	Intellectual Property Rights	30

Course Learning Outcomes:

1. To introduce the fundamental aspects of Intellectual property Rights.
2. To disseminate knowledge on patents, patent regime in India.
3. To communicate the basic understanding on copyrights and its related rights and registration aspects.
4. To initiate the skill on trademarks, registration aspects and Geographical Indication (GI) □
5. To be aware on the current trends in IPR and Govt. steps in fostering IPR.

Unit I - Introduction to IPR

Definition- History of IPR - Meaning of Property- Intellectual Property-Intellectual Property Rights- Types of intellectual property- Importance of Intellectual Property Rights- Agencies responsible for Intellectual Property Registration- TRIPS.

Unit II - Trade Mark

Definition - Purpose and Function of Trademarks- Types- Acquisition of Trade Mark Rights- Laws related to Trade Mark- Selecting and Evaluating Trademark- Registration of Trademarks - Trade Secret and its Protection.

Unit III - Patent

Meaning- Criteria for Obtaining Patents - Novelty - Inventive step - Utility - Non patentable Inventions - Procedure for Registration - Term of Patent - Rights of Patentee - Basic concept of Compulsory License and Government use of Patent.

Unit IV - Copyrights & Geographical Indication

Definition - Fundamentals of Copyright law- Copyright Board and its Functions - Originality of Material- Right of Reproduction- Right to perform the Work Publicly- Copyright Ownership Issues- Notice of Copyright – Infringement of Copyrights – Meaning of GI-Features-Registration Procedure.

Unit V - Current trends in IPR

Meaning- Application - Registration - Procedure-New development of Intellectual property: New developments in Trade Mark Law- Copyright Law- Patent Law- International Overview on Intellectual Property- International Trade Mark Law- Copyright Law- Patent Law.

Teaching Methodology

- Case Study Discussion

- Project Problem Solving
- Experiential Learning

Delivery Mode

- Blended Learning – Both Online and offline

Text Books

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

Reference Books

1. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
2. Rocque Reynolds, Natalie P. Stoianoff, Alpana Roy (2015) Intellectual Property: Text and Essential Cases , Federation Press.

E-resources

- <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
- https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf