

**\*MC510: INTELLECTUAL PROPERTY RIGHTS**

B.Tech. III Year I Sem.

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3 0 0 0**Course Objectives:**

- Significance of intellectual property and its protection
- Introduce various forms of intellectual property

**Course Outcomes:**

- Distinguish and Explain various forms of IPRs.
- Identify criteria to fit one's own intellectual work in particular form of IPRs.
- Apply statutory provisions to protect particular form of IPRs.
- Appraise new developments in IPR laws at national and international level

**UNIT – I**

**Introduction to Intellectual property:** Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.

**UNIT – II**

**Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.

**UNIT – III**

**Law of copyrights:** Fundamental of copyright law, originality of material, rights of reproduction, rights to perform the work publicly, copyright ownership issues, copyright registration, notice of copyright, International copyright law.

**Law of patents:** Foundation of patent law, patent searching process, ownership rights and transfer

**UNIT – IV**

**Trade Secrets:** Trade secret law, determination of trade secret status, liability for misappropriations of trade secrets, protection for submission, trade secret litigation.

Unfair competition: Misappropriation right of publicity, false advertising.

**UNIT – V**

New development of intellectual property: new developments in trade mark law; copyright law, patent law, intellectual property audits.

International overview on intellectual property, international – trade mark law, copyright law, international patent law, and international development in trade secrets law.

**TEXT BOOK:**

1. Intellectual property right, Deborah. E. Bouchoux, Cengage learning.

**REFERENCE BOOK:**

1. Intellectual property right – Unleashing the knowledge economy, prabuddha ganguli, Tata McGraw Hill Publishing company ltd.



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