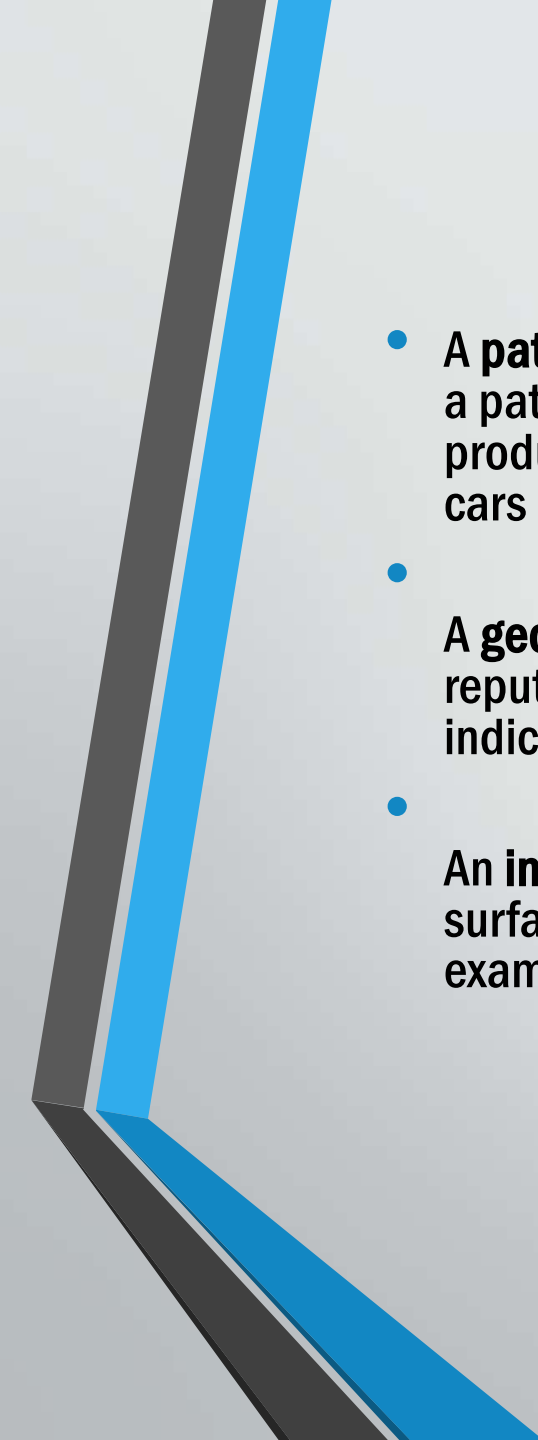


**Intellectual property rights** are governed by [WIPO](#), the World Intellectual Property Organization. WIPO harmonizes global policy and protects IPR across borders. As a researcher, you rely on the published work to create a new hypothesis or to support your findings. You should, therefore, ensure that you do not infringe the copyright of the owner or author of the published work (images, extracts, figures, data, etc.)

**A trademark** is a unique sign used to identify a product or a service. It can be a single word or a combination of words and numbers. Drawings, 3-D signs, or even symbols can constitute a trademark. For instance, Google is a famous trademark. The trademark application can be filed at national or regional levels depending on the extent of protection required.

- 
- A **patent** is an exclusive right to an invention that introduces a new solution or a technique. If you own a patent, you are the only person who can manufacture, distribute, sell, or commercially use that product. Patents are usually granted for a period of 20 years. The technology that powers self-driving cars is an example of a patented invention.
  - A **geographical indication** states that a product belongs to a specific region and has quality or reputation owing to that region. Olive oil from Tuscany is a product protected by geographical indication.
  - An **industrial design** is what makes a product unique and attractive. These may include 3-D (shape or surface of an object) or 2-D (lines or patterns) features. The shape of a glass Coca-Cola bottle is an example of the industrial design.

## IPR in RESEARCH METHODOLOGY

- What is IPR in research methodology?

It is a scientific and systematic search for information on a particular topic or issue. It is also known as the art of scientific investigation.

- What is the role of IPR in research and development?

IP acts as a key in facilitating the process of taking innovative technology to the market. At the same time, IP helps in enhancing the competitiveness of technology-based enterprises, whether such enterprises are commercializing new or improved products or providing service on the basis of new or improved technology.

- What are the 4 types of IPR?

In India, there are 7 types of intellectual property rights, namely – copyright, trademarks, patents, geographical indications, plant varieties, industrial designs and semiconductor integrated circuit layout designs.

- What are the four elements of IPR?

There are four types of intellectual property rights (IP): patents, trademarks, copyrights, and trade secrets.

- What are the 5 types of intellectual property?

## Types of Intellectual Property

Copyrights. Copyrights provide authors and creators of original material the exclusive right to use, copy, or duplicate their material. ...

Trademarks. ...

Franchises. ...

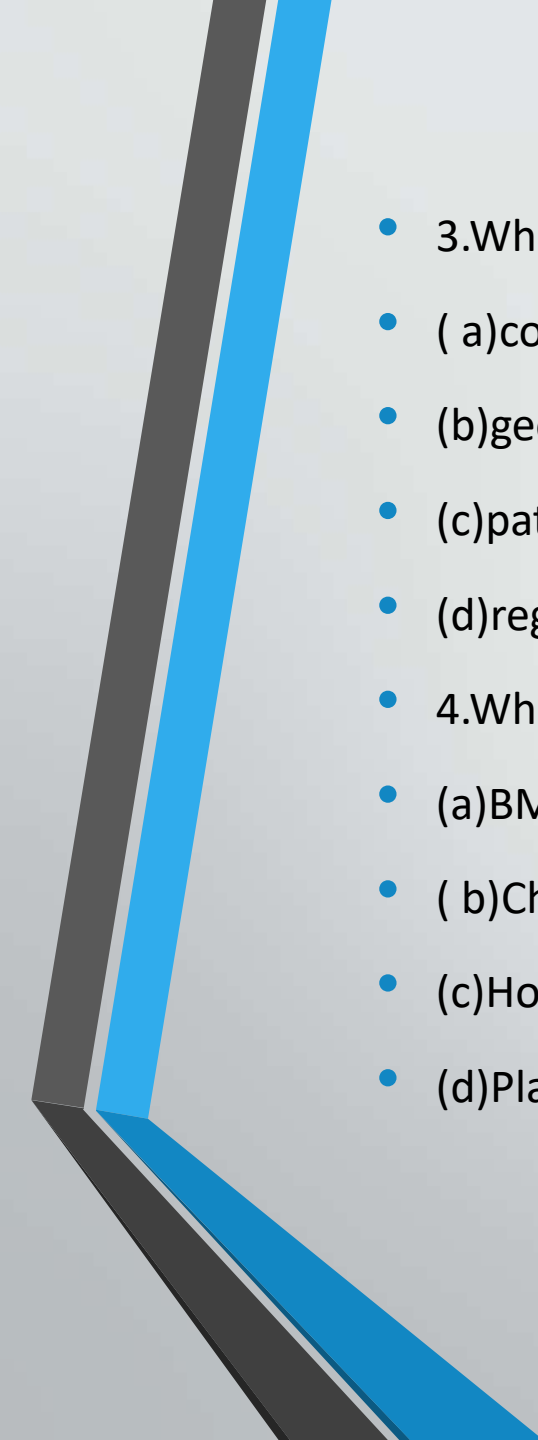
Trade Secrets. ...

Digital Assets

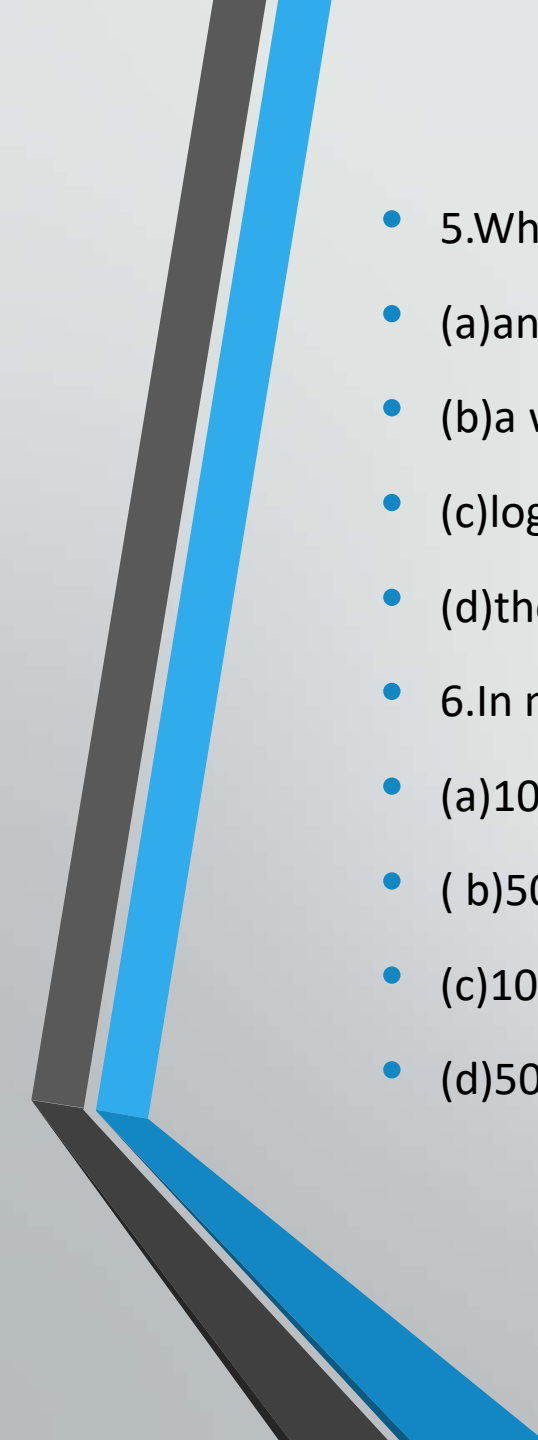
## You tube links for IPR

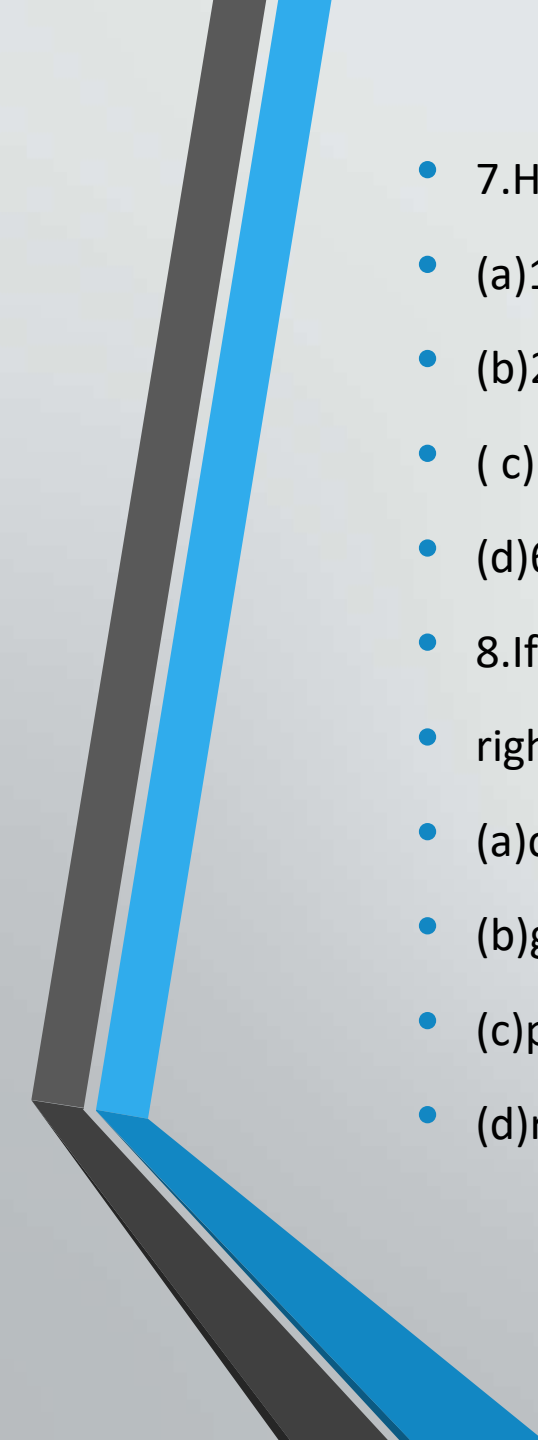
- <https://www.youtube.com/watch?v=yfaBTUgFWwM> (Tamil)
- [https://www.youtube.com/watch?v=HZwzoJ34\\_yE](https://www.youtube.com/watch?v=HZwzoJ34_yE) (English)
- <https://www.youtube.com/watch?v=VzIgPfAdoFs> (Hindi)

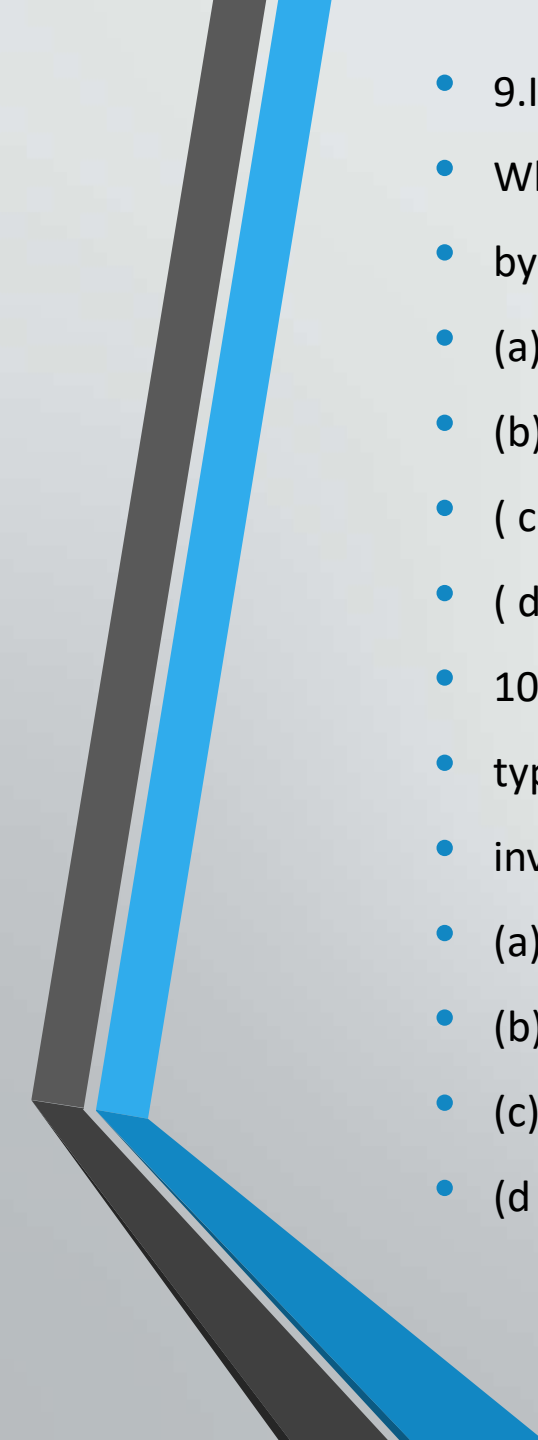
- Quiz - **INTELLECTUAL PROPERTY RIGHTS (IPR)**
- 1.What protects the intellectual property created by artists?
- (a)copyright
- (b)geographical indications
- (c)patents
- ( d)registered designs
- 2.What protects the intellectual property created by designers?
- ( a)copyright
- (b) geographical indications
- (c)patents
- ( d) registered designs


- 
- 3. What protects the intellectual property created by inventors?
  - (a) copyright
  - (b) geographical indications
  - (c) patents
  - (d) registered designs
  - 4. Which of these is a geographical indication?
  - (a) BMW
  - (b) Champagne
  - (c) Hogwarts
  - (d) Playstation




- 
- 5. What does a trademark protect?
  - (a) an invention
  - (b) a work of art
  - (c) logos, names and brands
  - (d) the look, shape and feel of a product
  - 6. In most countries, how long does copyright last for?
  - (a) 10 years after the creation of the work
  - (b) 50 years after the creation of the work
  - (c) 10 years after the death of the person who created that work
  - (d) 50 years after the death of the person who created that work


- 
- 7. How long do patents usually last for?
  - (a) 10 years
  - (b) 20 years
  - (c) 40 years
  - (d) 60 years
  - 8. If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work?
  - (a) copyright
  - (b) geographical indications
  - (c) patents
  - (d) registered designs


- 
- 9. Imagine a footballer sets up his own company to sell his own range of clothes.
  - What type of intellectual property can he use to show that the clothes are made
  - by his company?
  - (a) copyright
  - (b) patents
  - (c) registered designs
  - (d) trademarks
  - 10. If a company develops a new technology that improves its main product, what
  - type of intellectual property can they use to stop others from copying their
  - invention?
  - (a) copyright
  - (b) geographical indications
  - (c) patents
  - (d) registered designs

- 
- 11. A company XYZ filed a patent application in the year 2000. The patent was granted in 2002. The company can enjoy the patent rights till:
    - (a)2020 (b)2021 (c)2022 (d)2023
  - 12. If a company develops a new technology that improves its main product, what type of intellectual property can they use to stop others from copying their invention?
    - (a)Copyright
    - (b)Geographical indications
    - (c)Patents
    - (d)Trademarks

- 
- 13. The term WIPO stands for
    - (a) World Investment Policy Organization
    - (b) World Intellectual Property Organization
    - (c) Wildlife Investigation and Policing Organization
    - (d) World Institute for Prevention of Organized Crime
  - 14. PCT stands for:
    - (a) Patent Cooperation Treaty
    - (b) Patent Cooperation Territory
    - (c) Patent Completion Term
    - (d) Patent Convention Treaty


- 
- 15. Why an invention should be patented?
  - (a) It gives opportunity to license the invention in future
  - (b) It gives legal ownership on the invention
  - (c) It gives exclusive rights to stop others from practicing the invention
  - (d) All of the above
  - 16. The rights of a patentee are to stop the third parties from
  - (a) Selling or distributing patented product without consent of patentee
  - (b) Licensing without consent of patentee
  - (c) Assigning the patent to others without consent of patentee
  - (d) All of the above


- 
- 17. A person qualified/entitled to receive a patent on a new invention is-
  - (a)The one who invents first
  - (b)The one who applies for patent on the invention first
  - (c)The one who commercialized the invention first
  - ( d)The one who first conceived the invention
  - 18. Patent is granted for
  - (a )A Discovery
  - ( b)Mathematical formulas
  - ( c )New invention
  - ( d)Both (a) and (b)

- 
- 19. Confidential information is an important intellectual asset because-
  - (a) It has unlimited lifetime of protection unlike patents 20 years protection
  - (b) It contains organization's Important critical data
  - (c) It is available exclusively to the organization
  - (d) All of the above
  - 20. Patent right is
  - (a) Limited period right
  - (b) Territorial right
  - (c) Absolute right
  - (d) Both (a) and (b)



- 21. Prior art search includes
  - (a) Search of Patent literatures
  - (b) Search of Non-patent literature
  - ( c ) Both (a) and (b)
  - ( d) None of the above
- 22. Which is not a best practice to protect intellectual property/ asset of any organization?
  - ( a ) Having Non-Disclosure Agreement in place while discussing business and sharing confidential information with 3rd party
  - ( b) Safeguarding critical manufacturing and business know-how as trade secret
  - ( c) Getting due approvals before external publications and presentations
  - (d) Publishing all the R&D and business-critical information for easy access of the public

- 
- 23. A patent comes into existence:
    - (a) On the evolution of an idea
    - ( b) On the first publication in an article
    - (c) On the acceptance of an application by the Patent Office
    - (d) After the first successful use of the article
  - 24. Which of these a geographical indication ?
    - (a) BMW
    - (b) Hotel Taj
    - ( c) Play Station
    - (d) Assam Tea

- 
- 25. Which country possesses maximum number of Patents in the world?
  - (a) USA
  - (b) Japan
  - ( c) South Korea
  - ( d) China