


Name:		 <b>UPES</b> UNIVERSITY WITH A PURPOSE
Enrolment No:		

**UNIVERSITY OF PETROLEUM AND ENERGY  
STUDIES**

**Online End Semester Examination, Dec 2020**

**Course: IP Valuation**  
**Program: B. Tech (ET) LL.B (Hons.) (IP)**  
**Course Code: LLBL654**

**Semester: XI**  
**Time 03 hrs.**  
**Max. Marks: 100**

**SECTION A**

- Each Question will carry 5 Marks**
- Instruction: Write Brief answers in not more than 100 words**

S. No.	Question	Mark	CO
Q 1	Mention broad ways to derive value from IP Asset?	<b>5</b>	<b>CO1</b>
Q2	What is a definition of an Asset?	<b>5</b>	<b>CO1</b>
Q3	What are few examples of an IP Asset?	<b>5</b>	<b>CO1</b>
Q4	What is the meaning of Fair Market Value?	<b>5</b>	<b>CO2</b>
Q5	How do you differentiate between License and Assignment?	<b>5</b>	<b>CO1</b>
Q6	Briefly explain 'Labour theory' to justify the Intellectual Property Rights? —	<b>5</b>	<b>CO3</b>

**SECTION B**

- Each question will carry 10 marks**
- Instruction: Write short / brief notes**

Q 7	<p>“There is a company ‘ABCD’ which makes medicines and has a huge ‘Research and development’ (R&amp;D) investment and also owns good-will in the market. The company wants to go for IP Valuation.”</p> <p>Make an IP valuation report, highlighting the major information/deliverables required for its valuation during the process of IP valuation.</p>	<b>10</b>	<b>CO3</b>
-----	---	-----------	------------

Q 8	<p>“Intellectual property assets nearly touches all aspects of a company, from product development to human capital, and staff functions such as legal, accounting, finance to line operations such as R&amp;D, marketing and general management. This wide diversity of IP applications and stakeholders is a leading contributor to the complexity of managing IP, as each field has its own legal, regulatory and practitioner history”</p> <p>Critically examine the Valuation Pyramid given by the Paul Flignor and David Orozco for the Foundation of IP valuation analysis.</p>	10	CO1
Q 9	<p>“Ideally an audit should be carried out by professional IP auditors, but often a preliminary audit can be done in-house, within your company. Through an IP audit you can make an inventory of your potential IP assets”</p> <p>Critically determine the reason why IP Audits are Important for IP valuation.</p>	10	CO3
Q 10	<p>IP valuation is a very new phenomenon which is getting recognition at across jurisdiction. What according to you is the ‘Need for IP valuation’ that has made it a very important aspect in management of Companies?</p>	10	CO2
Q 11	<p>“The IP assets are increasingly making up a significant proportion of a company’s net worth. It makes commercial sense to protect and manage these assets and hence Intellectual Property Management becomes an important aspect”.</p> <p>Critically examine and mention the skills that an IP valuator must possess for proper IP Valuation process.</p>	10	CO3
<b>Section C</b>			
<p><b>1. Each Question carries 20 Marks.</b>  <b>2. Instruction: Write long answer.</b></p>			
Q12	<p>“There are several methods to determine the value of your Intellectual Property. It can be a challenging process. The most suitable method for IP assets valuation depends upon the many factors like assets subjected to valuation and the specific section for which the valuation is prepared.”</p> <p><b>There is a Firm named as “Carbon Technology” and it is deliberating of the method of IP Valuations to be adopted. There are various methods to be adopted and one needs to be Identified.</b></p> <p>From various methods of IP Valuation, according to you which is the most effective and suitable method of IP Valuation and Why? Also Explain various methods of IP valuation to justify the answer.</p>	20	CO4