



Uva Wellassa University of Sri Lanka  
Faculty of Science and Technology

3<sup>rd</sup> Year 2<sup>nd</sup> Semester Examination – August/September 2014

EMG 354-2 - Innovation, IPR and Commercialization

Part B – Essay Questions



Answer only three (03) questions including question No. 01.

Marks allocation: 60 Marks

01.

- a. “Commercialization planning differs from business planning”.

**You are required to:**

Explain to which extent you agree with the above statement. (10 Marks)

- b. Assume that you have invented a new type of vacuum cleaner which can be produced at a lesser cost and a higher efficiency level.

**You are required to:**

Explain the practices to be followed in order to commercialize the above product successfully. (10 Marks)

02.

- a. How do you differentiate inadmissible marks from admissible marks?

(05 Marks)

- b. Mr. Rajeshwaran is going to register a trade mark for his initial business. Further, he is having an intention to expand the business activities in the future and he wants to alter the trade mark when he expands the business activities. However, he is worried registering and then altering the trade mark as he has no idea on legality of this action.

**You are required to:**

Advise Mr. Rajeshwaran on the following.

- Applying for trade mark registration
- Alteration of the trade mark and duration of trade mark protection.

(15 Marks)

03.

- a. Mr. Edirisinghe has come up with an invention and wants to get the protection by a patent. However, he is not aware of the procedure to be followed. Further, during the initial investigation, it was revealed that Mr. Edirisinghe has disclosed the information of the particular invention to a group of investors prior to the application.

**You are required to:**

Explain the effect of disclosure made by Mr. Edirisinghe on the "novelty" of the invention? (05 Marks)

- b. Mr. Nimal and Mr. Kamal are working for XYZ Company PLC. Mr. Nimal is the Marketing Manager and Mr. Kamal is a Production Engineer. However, Mr. Nimal also has a basic knowledge in Production Engineering and he used to work in the company's research and development lab when he is free. Interestingly, both Mr. Nimal and Mr. Kamal had come up with two different inventions related to production machineries. When both of them wanted to apply for patent rights, Legal adviser of XYZ Company PLC stated that Mr. Kamal can claim for the patent rights whereas Mr. Nimal cannot claim for the patent rights. Mr. Nimal cannot understand this situation as he has no idea about IPR.

**You are required to:**

Advise Mr. Nimal on this matter with reference to Intellectual Property Rights Act No. 36 of 2003 of Sri Lanka. (15 Marks)