



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

INTELLECTUAL PROPERTY RIGHTS								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA006A	Open Elective	L	T	P	C	CIE	SEE	Total
		3	1	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Basic knowledge of intellectual property rights.								

### COURSE OVERVIEW:

The course on Intellectual Property Rights (IPR) provides an understanding of the concepts, types, and importance of intellectual property in the modern economy. It covers key areas such as trademarks, copyrights, patents, trade secrets, and their legal frameworks. The course also explains registration processes, ownership rights, and protection mechanisms. It highlights issues related to unfair competition and misappropriation. Additionally, it introduces international treaties and recent developments in IPR, enabling students to understand legal protection and management of intellectual assets.

### COURSE OBJECTIVES:

- Understand the basic concepts, types, and importance of intellectual property rights.
- Explain the purpose, functions, and registration process of trademarks.
- Analyze the fundamental principles of copyright and patent laws.
- Examine trade secrets and issues related to unfair competition.
- Understand recent developments and international aspects of intellectual property rights.

### COURSE OUTCOMES: Students will be able to

1. Explain fundamental concepts of intellectual property rights.
2. Classify types of trademarks, copyrights, patents, and trade secrets.
3. Interpret procedures of registration in intellectual property laws.
4. Analyze cases of misappropriation and unfair competition in business contexts.
5. Evaluate recent developments and international frameworks of intellectual property.

### 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 COPY RIGHTS AND PATENTS**

Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law.

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

### **UNIT-IV TRADE SECRETS AND UNFAIR COMPETITION**

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; copy right law, patent law, intellectual property audits. International overview on intellectual property, international trade mark law, copy right law, international patent law and international development in trade secrets law. Latest Amendments in Property Rights.

#### **TEXT BOOKS:**

- N.S. Gopalakrishnan & T.G. Agitha, Principles of Intellectual Property, Eastern Book Company.
- P. Narayanan, Intellectual Property Law, Eastern Law House.
- V.K. Ahuja, Law Relating to Intellectual Property Rights, LexisNexis.
- W.R. Cornish, Intellectual Property: Patents, Copyright, Trademarks and Allied Rights, Sweet & Maxwell.

#### **REFERENCE BOOKS:**

- Deborah E. Bouchoux, Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets, Cengage Learning.
- David Bainbridge, Intellectual Property, Pearson Education.
- Prabuddha Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy, Tata McGraw-Hill.
- Jayashree Watal, Intellectual Property Rights in the WTO and Developing Countries, Oxford University Press.

#### **ELECTRONIC RESOURCES:**

- <https://www.wipo.int>
- <https://ipindia.gov.in>
- <https://www.nptel.ac.in>
- <https://www.indiacode.nic.in>

#### **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II

9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

