

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

III Year B.Tech. CSE - I Sem L T/P/D C

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(A50017) INTELLECTUAL PROPERTY RIGHTS

(Open Elective)

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 trade marks, acquisition of trade mark rights, protectable matter, selecting and evaluating trade mark, trade mark registration processes.

UNIT - III:

Law of copy rights: 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: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation.

Unfair competiitiion: 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, international development in trade secrets law.

TEXT BOOKS & REFERENCES:

1. Intellectual property right, Deborah, E. Bouchoux, cengage learning.
2. Intellectual property right - Unleashing the knowledge economy, prabuddha ganguli, Tata Mc Graw Hill Publishing Company Ltd.