

## Unit 10 - Week 7

## Course outline

How does an NPTEL online course work?

Week 0 : Assignment 0

Lecture Materials

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

● Lecture 31 : IP strategy for start-up and MSME

● Lecture 32 : IP transaction - introduction

● Lecture 33 : IP valuation, bank loan, insurance

● Lecture 34 : Success story and business model of a few start-ups

● Lecture 35 : Case Study VI – Agriculture

○ Quiz : Assignment 7

○ Feedback Form of Week 7

Week 8

Solution

Download Videos

Live Interactive Session

## Assignment 7

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-11-04, 23:59 IST.**

- 1) MSME stands for? 1 point
- a. My small managing empire
- b. Micro, small and medium enterprises
- c. Medium, small manufacturing entity
- d. Minor small and micro entrepreneurship

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b. Micro, small and medium enterprises

- 2) Following are the examples of startup? 1 point
- a. Redbus
- b. Zomato
- c. Google
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d. All of the above

- 3) IP can be transacted in the market via? 1 point
- a. Mergers & Acquisitions
- b. licensing
- c. selling
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d. All of the above

- 4) Generally following basic points will be addressed in IP transaction contracts 1 point
- a. Confidentiality
- b. Mutual Indemnification
- c. Force Majeure
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d. All of the above

- 5) Following are the methods of IP valuation? 1 point
- a. Cost based method
- b. Market based method
- c. Income based method
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d. All of the above

- 6) Parle Agro have patent for 1 point
- a. Bottle
- b. Grinding machine
- c. Irrigation dripper
- d. None of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a. Bottle

- 7) Cross licensing means? 1 point
- a. Exchange of licenses of employees
- b. Licensing out own IP in lieu of the other IP
- c. Finding out all the relevant patents and licensing them, forming a cross web
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b. Licensing out own IP in lieu of the other IP

- 8) One of the possible way to bank to recover the loan taken by Vijay Malaya in case of bankruptcy? 1 point
- a. Take help of IP expert for auctioning the Trademarks
- b. Take help of employees
- c. Take the help of BMC
- d. None of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a. Take help of IP expert for auctioning the Trademarks

- 9) Airbnb team is an example of? 1 point
- a. A form of IP transaction
- b. Successful startup
- c. A loan method
- d. An IP strategy

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b. Successful startup

- 10) Insuring an IP is a? 1 point
- a. Strategic decision
- b. Avoiding the perils (litigation & infringement)
- c. Optional decision but recommended
- d. All of the above

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d. All of the above