## Unit 3 - Week 1

### Week 1 Assignment 1

1. What are the main types of industrial property?
   - Patents, trademarks, industrial design, geographical indications, trade secrets andcopyrights
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2. What are the emerging areas of IP?
   - Technology transfer
   - Internet and digital media
   - Biotechnology
   - All of the above

3. Who was the principal inventor in the Kawasaki example?
   - Cohen
   - Yes
   - Both
   - Bob

4. Which of the following describes an IP strategy as realized in future areas relating toIP, as envisioned by Inventor?
   - Patent portfolios
   - IP management
   - All of the above

5. Cohen was affiliated with which university?
   - University of California
   - Stanford University
   - Harvard University
   - Yale University