

Module 2 Quiz

Quiz Instructions

Reminder: In order to pass this training, you must score **at least 80%** on this quiz.

The following are some questions to test your knowledge of Module 2. As a reminder, the learning objectives of Module 2 are:

- Describe how IP rights can represent important assets for a business
- Identify the different ways that IP rights can be used for commercialization
- Explain why an IP strategy is important for commercializing IP rights and achieving your business goals
- Describe ways to combine different IP rights to extend protection

QUIZ

1. A single product should only be protected by one kind of IP right.
 - a. True
 - b. False
2. Select the single statement below that is **true** about IP commercialization:
 - a. Once registered in a country, the national IP office will enforce your IP rights.
 - b. Trademarks cannot be used to extend protection of your design once industrial design rights expire.
 - c. You should consider IP protection in every country where you want to commercialize your IP.
 - d. Licensing IP rights is the same as assigning IP rights.
3. Which one statement below about IP is **not** true?
 - a. IP rights can be used to protect market share.
 - b. A company can use IP rights for competitive advantage.
 - c. Every country in the world uses the same international IP laws.
 - d. Some IP rights were created to encourage innovation.
4. Match the type of IP with the corresponding filing/protection agreements for seeking protection in other countries
 - a. Copyright
 - b. Trademark
 - c. Industrial Designs

(Options: Berne Convention, Hague Agreement, Madrid Protocol)

5. Which one statement below is **not** true about licensing?
- a. Licensing can provide a means for generating revenue from the IP.
 - b. Licensing transfers ownership of the IP.
 - c. The licensee receives the IP rights from the licensor.
 - d. The licensing agreement will describe the financial considerations for transfer of rights.