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| 1. All forms of intellectual property have a fixed period of duration.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:07 AM | | *DATE MODIFIED:* | 9/21/2016 6:08 AM | |

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| 2. Only one form of intellectual property is available for any one item.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:10 AM | | *DATE MODIFIED:* | 9/21/2016 6:11 AM | |

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| 3. For any form of intellectual property to be protectable, it must be registered with the appropriate government agency.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:11 AM | | *DATE MODIFIED:* | 9/21/2016 6:12 AM | |

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| 4. Trade secrets are protected by various state laws rather than federal law.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:12 AM | | *DATE MODIFIED:* | 9/21/2016 6:13 AM | |

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| 5. Trademarks may consist of words, slogans, logos, and even sounds.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:13 AM | | *DATE MODIFIED:* | 9/21/2016 6:13 AM | |

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| 6. To be protected under copyright law, a literary work must have serious and artistic merit.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:13 AM | | *DATE MODIFIED:* | 9/21/2016 6:14 AM | |

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| 7. It is fairly easy to obtain a copyright registration.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:14 AM | | *DATE MODIFIED:* | 9/21/2016 6:14 AM | |

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| 8. For some companies, the value of their intellectual property assets far outweigh their tangible assets.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:14 AM | | *DATE MODIFIED:* | 9/21/2016 6:15 AM | |

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| 9. List the four fields that comprise intellectual property.   |  |  | | --- | --- | | *ANSWER:* | **The four fields are** **trademarks, copyrights, patents, and trade secrets.** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:15 AM | | *DATE MODIFIED:* | 9/22/2016 11:51 AM | |

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| 10. \_\_\_**\_\_\_** is an international organization that promotes intellectual property throughout the world and administers numerous treaties relating to intellectual property law.   |  |  | | --- | --- | | *ANSWER:* | **WIPO​** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Completion | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:16 AM | | *DATE MODIFIED:* | 9/22/2016 11:51 AM | |

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| 11. How do patents promote the public good as well as their inventors’ interests?   |  |  | | --- | --- | | *ANSWER:* | **In return for fully disclosing the invention in the patent application, the inventor receives an exclusive period of time to exploit the invention. Then after the patent expires, any member of the public may use or sell the invention (thus benefiting the public).** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:17 AM | | *DATE MODIFIED:* | 9/22/2016 7:51 AM | |

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| 12. Why is the period of copyright protection so long?   |  |  | | --- | --- | | *ANSWER:* | **It may take several years for a song, painting, or film to achieve its true value. Thus, authors need a long period of time of protection to allow their works to achieve their greatest value.** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:18 AM | | *DATE MODIFIED:* | 9/22/2016 7:51 AM | |

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| 13. Differentiate between a trademark and a service mark.​   |  |  | | --- | --- | | *ANSWER:* | **A trademark is used in connection with the offering of goods; a service mark is used in connection with the offering of services.** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:21 AM | | *DATE MODIFIED:* | 9/22/2016 7:52 AM | |

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| 14. Identify the three types of patents.   |  |  | | --- | --- | | *ANSWER:* | **There are utility patents, design patents, and plant patents.** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:22 AM | | *DATE MODIFIED:* | 9/22/2016 7:52 AM | |

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| 15. An application for a utility patent was filed on September 1, 2015, and was granted on June 1, 2016. When will the patent expire?   |  |  | | --- | --- | | *ANSWER:* | **The patent will expire on September 1, 2035, which is 20 years after the application filing date.** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:23 AM | | *DATE MODIFIED:* | 9/22/2016 7:53 AM | |

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| 16. Identify which field of intellectual property law would protect the following:   |  |  | | --- | --- | | *ANSWER:* | The word “BIC” used for pens                       **trademark**  The new *Star Wars* film                                  **copyright**  A new camera                                                 **patent**  The slogan “Eat Fresh” used by Subway        **trademark**  The novel *The Nightingale*                             **copyright**  A company’s valuable customer list                **trade** **secret** | | *POINTS:* | 1 | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 9/21/2016 6:24 AM | | *DATE MODIFIED:* | 9/29/2016 12:09 AM | |