

HOME EXAM

JUS5660 - Intellectual Property Law in the Information Society

Autumn 2016

Date: Monday 17 October 2016

1. Online companies which generate revenue from advertising often allow the advertisers to freely select the terms used in an ad. These ads, however, have a potential to infringe on intellectual property rights; for example, an ad for replica "Rolex" watches might infringe on Rolex's trademark(s). How is this phenomenon currently regulated, in the EU and internationally? To which extent do you agree with these approaches?
2. Discuss possible advantages and disadvantages of having copyright protection for software. Patent protection shall not be discussed.

Both question must be answered. You can use up to 2000 words per question.

