

OCR A-Level

Intellectual Property and Ethics in Design (3.4b)

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. What government office grants Patents?

- A** Intellectual property office
- B** International property office
- C** Intellectual property organisation

Q2. How long does a patent last?

- A** 30 years
- B** 20 years
- C** 70 years

Q3. For your work to be covered by copyright it needs to be what by definition?

- A** Original and Tangible
- B** New and Original
- C** Physical and Original

Q4. Why might someone apply for a patent

- A** Add value to the business
- B** They think their idea already exists
- C** To secure rights to an existing solution

Q5. Explain one benefit to the designer of taking out a patent on a new design (2 marks)

Q6. Give two ways a copyright will protect a company's image (2 marks)

Q7. Give two disadvantages of patenting design ideas (2 marks)

Q8. Give two forms a trademark may take to identify a genuine product (2 marks)

Answers

Q1. A

Q2. B

Q3. A

Q4. A

Q5.

- It will protect their design/feature/concept so no one else can copy it (1)
- Therefore, it is potentially worth more money/the inventor will have time to develop it/it will give the designer more recognition (1)

Q6.

- Prevents the distribution/renting/lending/selling of copies by others (1)
- Prevents others from showing/using the images in public (1)
- Prevents others from putting the images on the internet (1)
- Copyright protection will prevent others from illegally copying the images (1)
- Prevents others from making an adaptation of the company's images (1)
 - Potential court action for the breach of copyright by others will act as a disincentive to copy images (1)
- Prevents others from claiming ownership of the image (1)

Q7.

- Designs become publicly available / secrecy is lost (1)
- Time consuming / 3 to 4 years to obtain a patent (1)
- Speed of technological development may mean that the invention is out of date by the time the patent is granted (1)
- Cost of registering the patent / annual fees for maintaining the permit (1)
- May need to be prepared to defend your patent (1)
- Often the patent is not that effective as many patents can be 'copied' by clever changes to the design / legal loopholes / minor changes (1)
- Limits development / design improvements by other companies / discourages the sharing of new design ideas (1)
- Patents are time limited / can only be renewed for 20 year period / require renewal every 4 years (1)
- Monopoly situations arise when only one manufacturer is allowed to produce a product (1)

- Patents may not be valid internationally (1)

Q8.

- Symbol / insignia / logo / icon (1)
- Word / phrase / slogan (1)
- Name / initials (1)
- Device / design / style (1)
- Sounds / jingle (1)
- Colour schemes (1)