

Intellectual Property Rights Awareness by Stakeholders: An Empirical Study

Dr. D. GNANASEKARAN

Librarian

Anand Institute of Higher Technology, Kazhipattur, Chennai
Tamil Nadu, India

Dr. S. BALAMURUGAN

Librarian

GITAM University, Bengaluru Campus
Karnataka, India

Abstract:

The libraries are moving from traditional library system to the digital environment. In this environment, the stakeholders such as the Library and Information Science (LIS) professionals must have fair amount of knowledge on Intellectual Property Rights (IPR). In this paper an attempt has been made to identify the level of awareness and mode of acquiring the knowledge on IPRs in force India by the LIS professionals working in and around Chennai (INDIA). The empirical data were collected through questionnaire method. One 647 questionnaires were distributed among the LIS professionals working in different level such as Colleges and Universities in Chennai. 459 responses (70.94%) were received. An informal data collection method has also been adopted to identify the reality of their knowledge on IPRs. The data thus collected has been analysed using SPSS package. The study shows that most of the respondents have fair knowledge on IPRs and they have acquired knowledge through "Formal courses" as a preferred method. The LIS professionals have more knowledge on "Copyright" and "Trademark" followed by "Designs". Further the analysis has been extended to gender, domain of institutions and nature of management of institutions. The male respondents have more knowledge on "Trademark" act followed by "Copyright" act whereas the

female candidates have more knowledge on ‘Copyright’ act followed by ‘Designs’ act.

Key words: Intellectual Property Rights (IPR), Copyright, Trademarks, Patents, Designs, Geographical Indications, Semiconductor Integrated Circuits Layout-Design.

1. Introduction

Intellectual property (IP) is a term referring to a number of distinct types of creations of the mind, both artistic and commercial, for which a set of exclusive rights are recognized—and the corresponding fields of law (Raysman et al, 2011). According to the World Intellectual Property Organization (WIPO), intellectual property is divided into two categories, namely industrial property and literary property. Industrial properties are typically created and used for industrial or commercial purposes which include patents of inventions, trademarks, industrial designs and geographical indications. Literary property includes copyright for literary and artistic works such as novels, poems, plays and computer programs, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs and neighboring rights for performance and broadcasting and give the copyright holder exclusive right to control reproduction or adaptation of such works for a certain period of time. All Intellectual Properties are given protection to the creators, except the trademark which can be renewed in unlimited time, for a defined period of time.

Although many of the legal principles governing intellectual property have evolved over centuries, it was not until the 19th century that the term intellectual property began to be used, and not until the late 20th century that it became commonplace in the majority of the world (Lemley, 2005). The British Statute of Anne 1710, granted sole right and liberty of

printing books to authors and their assigns for a period of 14 years (Cornish, 1996), and the Statute of Monopolies 1623 are now seen as the origins of copyright and patent law respectively (Brad and Bently, 1999).

Modern usage of the term Intellectual Property began with the establishment of the World Intellectual Property Organization (WIPO) in 1967. IPR laws in India had a very docile and stagnant existence ever since the related laws were framed. The inadequacies prevalent in the acts were exploited commercially by opportunists all over the world. Cases like the Basmati, Turmeric, Tamarind sounded warning bells and alerted the IPR community in India to the reality that along with the continuation of our heritage of resources, products and devices. A statutory protection and preservation is necessary to prevent their transfer into the hands of other countries.

According to WTO there are 7 types of Intellectual Property Rights and the details about the IPR acts enacted in India are given below.

- **Copyright Act** - Copyright is a bundle of exclusive rights granted by statute to the author of the works to exploit or authorize the exploitation of the copyright work, based on international norms like Berne Convention, Trade Related Aspects of Intellectual Property Rights (TRIPs) Agreement and WIPO Copyright Treaty (WCT). The copyright works in which rights subsist are 'original' literary, dramatic, musical and artistic works, and cinematography films and sounds recording. Copyright Act was enacted in India in the year 1957 which came into effect from January 1958. This act has been amended six times since then, i.e. in 1983, 1984, 1992, 1994, 1999 and 2012.
- **Patents Act** - A patent is a legal monopoly granted for a limited time to the owner of an invention. It empowers the owner of an invention to prevent others from

manufacturing, using, importing or selling the patented invention.

- **Trade Marks Act** - Trademark means any mark used to represent or identify a product or its maker. In a market economy trademarks are most important because it is the biggest assets of a company that really sells the products. This page gives information as to Indian Law on trademark and has full texts of Legislation's, Cases and International Conventions. A Trademark can be generally defined as a sign or mark that individualizes and distinguishes the goods of a given enterprise from the goods of other enterprises.
- **Designs Act** - Design means any features of shape, configuration, pattern, ornament or composition of lines or colours, industrially applied to an article or to a part that gives aesthetic value to such article. Designs Act was enacted in India in the year 2000 which deals with protection of industrial design in India. Design can be described as the totality of the ornamental or aesthetic aspects of a useful article. Manufactures of diverse products such as shoes, clothing, consumer appliances, automobiles, furniture and computer software invest billions of dollars to develop industrial designs to make their products more attractive to consumers.
- **Geographical Indications Act** - Geographical indication is an indication that identifies a good as originating in a territory where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. The Geographical Indications Act was enacted in the year 1999. The registration of the right under this act is valid for a period of ten years. Darjeeling Tea (India), Silk (Kancheepuram), Basmati Rice (India & Pakistan), Champagne Wine (France), Swiss Chocolates

(Switzerland) are some of the examples for Geographical Indications.

- **Semiconductor Integrated Layout Design Act** - A semiconductor chip is a device that gives effect to program instructions through a circuit fixed on a semiconductor material in a layered form. Popular examples of such chips are ROMs, RAMS etc. that form the basis of computer software. This Act was enacted in the year 2000.
- **Trade Secret Act** - Trade secret is a formula pattern, physical device, idea, process, compilation of information or other information that provides the owner of the information with a competitive advantage in the marketplace, and is treated in a way that can reasonably be expected to prevent the public or competitors from learning about it. The law relating to Trade Secrets/Confidential Information/Commercial Secrecy is not well developed and there is no such legislation regulating this area of law in India. The decisions of the High Court involving the issues of Trade Secret were decided based on the Copyright/Design protection laws also.

Table 1 Acts Pertaining to Intellectual Property Rights in India

S. No.	Acts	Year of Enactment	Came into force	Recent Amendments
1	Copyright Act	04.06.1957	21.01.1958	07.06.2012
2	Patents Act	19.09.1970	20.04.1972	04.04.2005
3	Trademarks Act	30.12.1999	15.09.2003	Nil
4	Designs Act	25.05.2000	11.05.2001	Nil
5	Geographical Indications Act	30.12.1999	15.09.2003	Nil
6	Semiconductor Integrated Layout-Design Act	04.09.2000	04.09.2000	Nil

2. Objectives

The following are the major objectives of the study.

- To survey the extent of awareness regard to various IPRs among LIS professionals working in higher educational institutions in and around Chennai.
- To identify the sources and channels used for their awareness on various IPRs.

3. Research Methods

In this study, an attempt has been made to identify the level of awareness and mode of acquiring the knowledge on IPR by the library professionals working in and around Chennai, India. The empirical data were collected through questionnaire method. One 647 questionnaires were distributed among the LIS professionals working in different level such as Colleges and Universities. 459 responses (70.94%) were received and the data thus collected has been analysed using SPSS package. For identifying the awareness on IPRs among the professionals, the self-appraisal method was used. In responses to general awareness, the professionals are asked to mark their opinion in a four point scale such as 'unknown', 'known', 'learning' and 'proficient'.

4. Results

The data collected from the questionnaire has been analysed to the hypotheses framed and fulfill the stated objectives. For this purposes, SPSS software package has been used. Statistical analysis techniques such as frequency distribution, percentage analysis, weighted arithmetic mean and standard deviation have been employed depending on the nature of the data collected from the respondents.

4.1 Sample

The higher educational institutions situated in and around Chennai were classified based on their domain as Engineering and Technology, Arts and Sciences, Medical Sciences and Polytechnic and based on their nature of management as Government, Government Aided, Self-Financing Minority and Self-Financing Non-Minority. There are 348 institutions in these categories.

The questionnaires were distributed among all the LIS professionals working in these 348 institutions. Out of 647 distributed, 459 were responded, and the response rate is 70.94%. Table 2 and Fig. 1 present the data pertaining to the distribution of questionnaires and responses received.

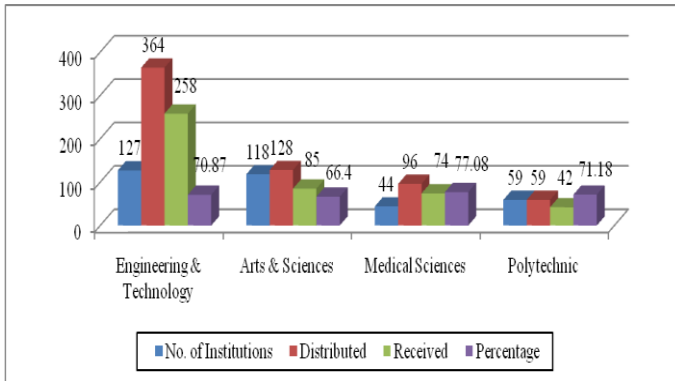


Fig. 1 Quantum of Questionnaires Distributed and Responses Received

4.2 Demographic Details of the Respondents

The respondents were analysed based on their demographic nature such as gender, age, qualification, designation, experience, and based on the domain and nature of management of institutions where they are serving and the same is shown in Table 2.

Table 2 Demographic Detail of the Respondents

S. No.	Description	F	%	S. No.	Description	F	%
1	Gender			4	Designation		
	Male	296	64.5		Librarian	239	52.1
	Female	163	35.5		Dy. Librarian	11	2.3
			Asst. Librarian		178	38.8	
2	Age (Years)			5	Domain of		
	30 and Below	40	8.8		Institutions	258	56.2
	31-40	216	47.0		Engineering and	85	18.5
	41-50	146	31.8		Technology	74	16.1
Above 50	57	12.4	Arts and Science		42	9.2	
3	Qualification			6	Nature of		
	UG	52	11.3		Management	111	24.2
	PG	187	40.7		Government	73	15.9
	M.Phil	204	44.5		Government Aided	83	18.1
	Ph.D.	16	3.5		Self-Financing	192	41.8
			Minority				
			Self-Financing Non-Minority				

4.3 General Awareness on Intellectual Property Rights

There are six acts pertaining to intellectual property rights and they are 'Copyright Act', 'Patents Act', 'Trademarks Act', 'Designs Act', 'Geographical Indications Act', 'Semiconductor Integrated Circuits Layout-Design Act' and 'Trade Secrets'. The act 'Trade Secrets' is not taken up for the study. In order to identify the level of awareness on the these six acts, the responses were analysed based on the four point scales such as 'unknown', 'learning', 'known' and 'proficient' and the same is shown in the Table 3 and Figure 2. The mean and standard deviation were calculated assuming the numerical value of 1 to 4 in the scale. Based on mean and standard deviation ranks are provided.

Table 3 General Awareness on Acts Pertaining to Intellectual Property Rights

S. No.	Intellectual Property Rights	U	L	K	P	M	SD	R
1	Copyright Act	24 (5.2)	62 (13.5)	97 (21.1)	276 (60.2)	3.36	0.90	1
2	Patents Act	122 (26.6)	37 (8.1)	68 (14.8)	232 (50.5)	2.89	1.28	5
3	Trademarks Act	52 (11.3)	27 (5.9)	90 (19.6)	290 (63.2)	3.35	1.01	2
4	Designs Act	66 (14.4)	56 (12.2)	89 (19.4)	248 (54.0)	3.13	1.11	3
5	Geographical Indications Act	139 (30.3)	18 (3.9)	128 (27.9)	174 (37.9)	2.73	1.25	6
6	Semiconductor Integrated Circuits Layout-Design Act	94 (20.5)	47 (10.2)	122 (26.6)	196 (42.7)	2.92	1.16	4

U-Unknown, L-Learning, K-Known, P-Proficient;
M-Mean, SD-Standard Deviation, R-Rank

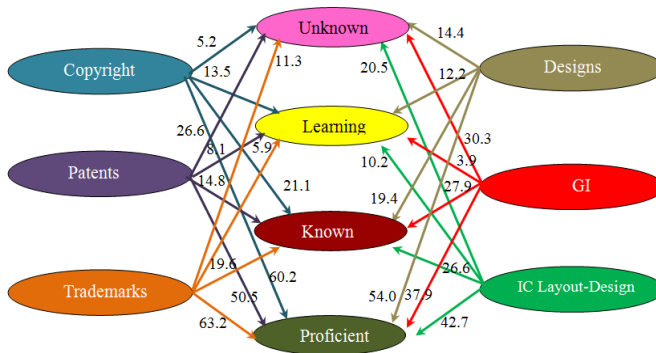


Fig. 2 General Awareness on Acts Pertaining to Intellectual Property

We can see from the calculated mean value that the most of the professionals are known about Copyright, Trademarks and Designs and the mean values for these acts is between 3 and 4. At the same time, the professionals are learning about Patents, Geographical Indications and Semiconductor Integrated Circuits Layout-Design and the mean values for these acts fall between 2 and 3.

In general, the respondents are well aware about copyright act which is followed by trademarks act and they are less aware about geographical indications act.

The general awareness on these six acts were further analysed among the gender and the same is shown in Table 4. The mean and standard deviation were calculated and ranks were provided.

Table 4 General Awareness on Acts Pertaining to IPRs Vs Gender

S. No.	Intellectual Property Rights	Male			Female			Chi Sq.
		M	SD	R	M	SD	R	
1	Copyright Act	3.30	0.96	2	3.47	0.78	1	6.66
2	Patents Act	3.24	1.21	3	2.27	1.16	6	106.89
3	Trademarks Act	3.49	0.87	1	3.08	1.19	3	45.22
4	Designs Act	2.99	1.11	5	3.38	1.05	2	25.03
5	Geographical Indications Act	2.79	1.25	6	2.64	1.25	4	5.47
6	Semiconductor Integrated Circuits Layout-Design Act	3.16	0.97	4	2.47	1.33	5	63.32

M-Mean, SD-Standard Deviation, R-Rank; Degree of freedom: 3, Table Value: 7.815

The rank of order for male respondents on awareness seems to be trademarks (3.49), copyright (3.30), patents (3.24) and Semiconductor integrated circuits layout-design (3.16) and they are known about these acts. They are learning about designs (2.99) and geographical indications (2.79). In the case of female, the order on awareness is copyright (3.47), designs (3.38) and trademarks (3.08). They are learning about patents (2.27), semiconductor integrated circuits layout-design (2.47) and geographical indications (2.64). It is to be noted that ‘Geographical indications’ is not known among the professionals irrespective of gender. In general, the study finds that there is a deviation in the awareness on various IPRs between genders. There is no much deviation on copyright act and geographical indications act among the respondents based on their gender.

The analysis has further been extended among domain of institutions. Mean, standard deviation and Chi-square were

calculated based on the opinion given by the respondents and the same is shown in the Table 5.

Table 5 General Awareness on Acts Pertaining to IPRs Vs Domain of Institutions

S. No.	Intellectual Property Rights	Engineering & Technology			Arts & Sciences			Medical Sciences			Polytechnic			Chi Sq.
		M	SD	R	M	SD	R	M	SD	R	M	SD	R	
1	Copyright Act	3.28	0.95	1	3.51	0.77	1	3.47	0.85	1	3.40	0.91	2	7.08
2	Patents Act	2.85	1.29	6	3.00	1.25	4	3.03	1.25	4	2.69	1.32	4	3.33
3	Trademarks Act	3.27	0.98	2	3.42	1.07	2	3.42	1.11	2	3.55	0.92	1	35.49
4	Designs Act	3.03	1.19	4	3.25	1.00	3	3.27	0.97	3	3.26	0.96	3	12.83
5	Geographical Indications Act	2.75	1.26	5	2.72	1.23	5	2.62	1.26	6	2.86	1.26	5	4.82
6	Semiconductor Integrated Circuits Layout-Design Act	3.10	1.06	3	2.67	1.23	6	2.68	1.23	5	2.69	1.28	6	19.74

M-Mean, SD-Standard Deviation, R-Rank; Degree of freedom: 9, Table Value: 16.919

It can be seen from Table 5 that the ‘copyright act’ and ‘trademarks act’ are the top two preferences among the engineering and technology, arts and sciences and medical sciences institutions whereas the respondents belong to polytechnic institutions prefer ‘trademarks act’ and ‘copyright act’ as top two. ‘Patents’ act is given least priority by the respondents working in engineering and technology institutions, ‘semiconductor integrated circuits layout-design act’ is the least preference by arts and sciences and polytechnic institutions and ‘geographical indications’ act is selected as least preference by respondents working in medical sciences institutions. It seems that there is no much patent activities are done in engineering and technology institutions. Except ‘trademarks act’ and ‘semiconductor integrated circuits layout-design act’ there is no much deviation on other acts among the respondents based on the domain of the institution where they are serving.

The analysis of the general awareness on acts pertaining to Intellectual Property Rights was further carried out based on the nature of management of institutions. Mean, standard deviation and Chi-square were calculated. Ranks were assigned based on the mean and standard deviation. The same is shown in Table 6.

Table 6 General Awareness on Acts Pertaining to IPRs Vs Nature of Management of Institutions

S. No.	Intellectual Property Rights	Government			Govt. Aided			Self-Financing Minority			Self-Financing Non-Minority			Chi Sq.
		M	SD	R	M	SD	R	M	SD	R	M	SD	R	
1	Copyright Act	3.48	0.85	1	3.75	0.74	1	3.16	1.03	2	3.23	0.88	3	62.70
2	Patents Act	2.97	1.30	5	3.08	1.24	2	3.13	1.21	7	2.67	1.29	6	25.50
3	Trademarks Act	3.31	1.08	2	3.22	1.12	4	3.35	0.99	1	3.42	0.94	1	11.57
4	Designs Act	3.20	1.20	3	3.21	0.91	3	2.64	1.24	5	3.28	1.00	2	126.63
5	Geographical Indications Act	2.72	1.28	4	2.34	1.33	6	2.45	1.20	6	3.02	1.16	5	33.24
6	Semiconductor Integrated Circuits Layout-Design Act	2.59	1.12	6	2.77	1.07	5	2.99	1.24	3	3.13	1.14	4	40.48

M-Mean, SD-Standard Deviation, R-Rank; Degree of freedom: 9, Table Value: 16.919

Table 6 shows that the respondents in government and government aided institutions are well aware about the 'copyright act' whereas respondents in self-financing institutions having fair knowledge on 'trademarks act'. The two acts are known among the respondents working in all domains and the mean values fall between 3 and 4. Patent is known among the respondents in government aided (3.08) and self-financing minority institutions (3.13). The respondents working in self-financing minority institutions (2.64) are in learning stage for designs act. Only self-financing minority institution respondents are known about geographical indications (3.02)

and semiconductor integrated circuits layout-design (3.13). It seems that geographical indications and semiconductor integrated circuits layout-designs are not known among majority of the respondents. In general, there is no much deviation on Trademarks act among the respondents based on the nature of management of their institutions and there exists deviation for all other acts.

4.4 Sources of Awareness on Acts Pertaining to Intellectual Property Rights

Four factors such as ‘books’, ‘internet’, ‘friends’ and ‘formal courses’ were identified as major sources for acquiring awareness on various information acts and the LIS respondents were asked to mark their opinion. The opinion is shown in Table 7.

Table 7 Sources of Awareness on Acts Pertaining to Intellectual Property Rights

S. No.	Intellectual Property Rights	B	I	F	FC
1	Copyright Act	69 (15.0)	81 (17.7)	134 (29.2)	175 (38.1)
2	Patents Act	121 (26.4)	114 (24.8)	140 (30.5)	84 (18.3)
3	Trademarks Act	116 (25.3)	103 (22.4)	123 (26.8)	117 (25.5)
4	Designs Act	139 (30.3)	72 (15.7)	94 (20.5)	154 (33.5)
5	Geographical Indications Act	147 (32.0)	61 (13.3)	85 (18.5)	166 (36.2)
6	Semiconductor Integrated Circuits Layout-Design Act	104 (22.7)	115 (25.0)	99 (21.6)	141 (30.7)

B-Books, I-Internet, F-Friends, FC-Formal Course

The Table 7 indicates that ‘formal courses’ is the major source for acquiring awareness on copyright act, designs act, geographical indications act and semiconductor integrated circuits layout-design act and it ranges from 30.7% to 38.1%. In case of patents act and trademarks act, the respondents obtained knowledge through their ‘friends’.

The study has been further extended to the gender and responses are presented in the Table 8.

Table 8 Sources of Awareness on Acts Pertaining to IPRs Vs Gender

S. No.	Intellectual Property Rights	Male				Female			
		B	I	F	FC	B	I	F	FC
1	Copyright Act	45 (15.2)	69 (23.3)	76 (25.7)	106 (35.8)	24 (14.7)	12 (7.4)	58 (35.6)	69 (42.3)
2	Patents Act	87 (29.4)	60 (20.3)	112 (37.8)	37 (12.5)	34 (20.9)	54 (33.1)	28 (17.2)	47 (28.8)
3	Trademarks Act	63 (21.3)	86 (29.0)	73 (24.7)	74 (25.0)	53 (32.5)	17 (10.4)	50 (30.7)	43 (26.4)
4	Designs Act	101 (34.1)	35 (11.8)	32 (10.8)	128 (43.3)	38 (23.3)	37 (22.7)	62 (38.0)	26 (16.0)
5	Geographical Indications Act	109 (36.8)	39 (13.2)	48 (16.2)	100 (33.8)	38 (23.3)	22 (13.5)	37 (22.7)	66 (40.5)
6	Semiconductor Integrated Circuits Layout-Design Act	81 (27.4)	48 (16.2)	57 (19.2)	110 (37.2)	23 (14.1)	67 (41.1)	42 (25.8)	31 (19.0)

B-Books, I-Internet, F-Friends, FC-Formal Courses

It can be seen from the Table 8 that there is a significant difference among the respondents in the sources used for acquiring awareness on various acts pertaining to intellectual property rights. 'Formal courses' is the major source of information to the respondents in obtaining the knowledge about the copyright act irrespective of the gender. The study finds that there is deviation in the sources used to obtain knowledge on other acts.

The opinion on sources used for acquiring awareness on acts based on the domain of the institutions where the respondents are working is presented in Table 9.

Table 9 Sources of Awareness on Acts Pertaining to IPRs Vs Domain of Institutions

S. No	Intellectual Property Rights	Engineering & Technology				Arts & Sciences				Medical Sciences				Polytechnic			
		B	I	F	FC	B	I	F	FC	B	I	F	FC	B	I	F	FC
1	Copyright Act	42 (16.3)	54 (20.9)	84 (32.6)	78 (30.2)	11 (12.9)	12 (14.1)	22 (25.9)	40 (47.1)	11 (14.9)	11 (14.9)	18 (24.3)	34 (45.9)	5 (11.9)	4 (9.5)	10 (23.8)	23 (54.8)
2	Patents Act	64 (24.8)	65 (25.2)	74 (28.7)	55 (21.3)	28 (33.0)	20 (23.5)	26 (30.6)	11 (12.9)	19 (25.7)	19 (25.7)	26 (35.1)	10 (13.5)	10 (23.8)	10 (23.8)	14 (33.4)	8 (19.0)
3	Trademarks Act	77 (29.8)	51 (19.8)	74 (28.7)	56 (21.7)	17 (20.0)	20 (23.5)	22 (25.9)	26 (30.6)	14 (19.0)	20 (27.0)	18 (24.3)	22 (29.7)	8 (19.0)	12 (28.6)	9 (21.4)	13 (31.0)
4	Designs Act	75 (29.1)	42 (16.3)	44 (17.0)	97 (37.6)	26 (30.6)	16 (18.8)	23 (27.1)	20 (23.5)	23 (31.1)	10 (13.5)	18 (24.3)	23 (31.1)	15 (35.7)	4 (9.5)	9 (21.4)	14 (33.4)
5	Geographical Indications Act	91 (35.3)	25 (9.7)	43 (16.6)	99 (38.4)	21 (24.7)	17 (20.0)	20 (23.5)	27 (31.8)	19 (25.7)	15 (20.3)	15 (20.3)	25 (33.7)	16 (38.1)	4 (9.5)	7 (16.7)	15 (35.7)
6	Semiconductor Integrated Circuits Layout-Design Act	57 (22.1)	64 (24.8)	53 (20.5)	84 (32.6)	21 (24.7)	21 (20.0)	17 (20.0)	26 (30.6)	18 (24.3)	21 (28.4)	16 (21.6)	19 (25.7)	8 (19.0)	9 (21.4)	13 (31.0)	12 (28.6)

B-Books, I-Internet, F-Friends, FC-Formal Course

The source of awareness among the domain seems to be ‘formal course’ for all acts irrespective of the domain. It is followed by ‘friends’. However, there seems an equal importance between ‘internet’ and ‘books’ among the domains irrespective acts.

The study has also been extended to the nature of management of institutions and the opinion of the respondents is depicted in Table 10.

Table 10 Sources of Awareness on Acts Pertaining to IPRs Vs Nature of Management

S. No.	Intellectual Property Rights	Government				Govt. Aided				Self-Financing Minority				Self-Financing Non-Minority			
		B	I	F	FC	B	I	F	FC	B	I	F	FC	B	I	F	FC
1	Copyright Act	11 (9.9)	6 (5.4)	61 (55.0)	33 (29.7)	16 (21.9)	30 (41.1)	11 (15.1)	16 (21.9)	9 (10.8)	17 (20.5)	14 (16.9)	43 (51.8)	33 (17.2)	28 (14.6)	48 (25.0)	83 (43.2)
2	Patents Act	23 (20.7)	31 (27.9)	35 (31.6)	22 (19.8)	12 (16.5)	29 (39.7)	26 (35.6)	6 (8.2)	28 (33.7)	20 (24.1)	26 (31.4)	9 (10.8)	58 (30.2)	34 (17.7)	25 (27.6)	47 (24.5)
3	Trademarks Act	43 (38.8)	25 (22.5)	34 (30.6)	9 (8.1)	20 (27.4)	11 (15.1)	4 (5.5)	38 (52.0)	28 (33.7)	28 (33.7)	10 (12.1)	17 (20.5)	25 (13.0)	39 (20.3)	75 (39.1)	53 (27.6)
4	Designs Act	34 (30.6)	24 (21.6)	7 (6.3)	46 (41.5)	5 (6.9)	13 (17.8)	15 (20.5)	40 (54.8)	27 (32.5)	5 (6.0)	36 (43.4)	15 (18.1)	73 (38.0)	30 (15.6)	36 (18.8)	53 (27.6)
5	Geographical Indications Act	28 (25.2)	12 (10.8)	43 (38.8)	28 (25.2)	24 (32.9)	12 (16.4)	7 (9.6)	30 (41.1)	32 (38.6)	9 (10.8)	8 (9.6)	34 (41.0)	63 (32.8)	28 (14.6)	27 (14.1)	74 (38.5)
6	Semiconductor Integrated Circuits Layout-Design Act	23 (20.7)	31 (27.9)	18 (16.2)	39 (35.2)	29 (39.7)	4 (5.5)	9 (12.3)	31 (42.5)	14 (16.9)	17 (20.5)	27 (32.5)	25 (30.1)	38 (19.8)	63 (32.8)	45 (23.4)	46 (24.0)

B-Books, I-Internet, F-Friends, FC-Formal Course

Most preferred source for copyright act seems to be ‘friends’ among the professionals working in government institutions whereas ‘formal courses’ is a prime source for professionals in other institutions. For rest of the acts ‘friends’ seems to be a preferred source which is followed by ‘books’ and ‘internet’. In general, ‘formal courses’ and ‘friends’ are the prime sources of awareness among the respondents irrespective of the nature of management of institutions.

5. Conclusion

The global trend towards stronger intellectual property rights that has taken place in the past two decades has progressed in different dimensions. Geographically, the trend towards stronger protection of intellectual property rights has extended from developed to developing countries, affecting even pharmaceuticals and medical devices where, for several decades, many developing countries have imposed restrictions on patenting or simply refused to allow it. IPR protection plays a key role in gaining competitive advantage in terms of

technological gains for achieving higher economic growth in a market driven economy. It has extended from invention to discovery; from mechanical devices to living organisms (Bystrom et al., 1999; Chakravarthi, 1999); from privately funded research and development to publicly funded scientific and technological results; from information about technology to information about scientific information (David, 2000); from industrial products and technological processes to services and financial and administrative methods (Lerner, 2000), and from 'brick' to 'click' trademarks (Bubert and Buning, 2001 and Forero-Pineda, 2006).

It is felt that IPR requires greater understanding and attention by the industries. Majority of the countries have adopted strategies for implementing strong IPR protection for strengthening their industries and trades. Indian industries are lagging behind in recognizing the importance of IPR and adopting IPR as a business strategy for enhancing competitiveness (MSME, 2010). Therefore, the general public and industries, not only LIS professionals and institutions, should have fair knowledge on intellectual property rights. The government should take necessary steps to create awareness among the public on these acts.

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About the authors:



Dr. D. GNANASEKARAN is currently serving as Librarian in Anand Institute of Higher Technology, Chennai. He has more than 10 years experience in various libraries. He obtained B.L.I.S and M.L.I.S degrees from Annamalai University, M.Phil degree from Alagappa University and Ph.D. from Bharathiar University. He has published about 25 papers in peer reviewed national and international journals, festschrifts and conference proceedings. Email: gsekard@gmail.com



Dr. S. BALAMURUGAN is working as Librarian in GITAM University, Bengaluru. He obtained his M.L.I.Sc degree from Annamalai University and M.Phil degree from Alagappa University. He has published more than 20 papers in national and international journals and seminar proceeding. Email: sbalamurugan06@gmail.com