

Answer ALL questions.

The assessment focuses on the Case Study *RoboMop*.

1. Lucy has a good idea for a product that will automatically mop and polish the floor nicknamed *RoboMop*. A friend has warned her that she must register *RoboMop* with the UK Patent office to stop anybody stealing her intellectual property. As Lucy is not familiar with the process, advise Lucy on what she should do next.

(a) On the left are the four main types of Intellectual Property. On the right is an explanation of how each offers protection (as identified by the UK Patent Office). Connect each type of intellectual property to the correct description.

Type	Description
Patents	legally protects a new idea, innovation, product or process
Trade mark	legally protects the appearance of a product
Copyright	used for the identification of a brand and is used to identify companies and products
Registration	used to protect the creative skill or item of work and is not required to be registered

(4)



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(b) Explain how Lucy may benefit from registering her intellectual property for her product *RoboMop*.

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(3)

(c) Explain why the other three types of intellectual property; patents, trade mark and copyright are not appropriate for Lucy's product at this time.

Patents

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Trade mark

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Copyright

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(3)

Q1

(Total 10 marks)

2. Before Lucy can launch her product she must research and develop her idea.

(a) List areas of research Lucy must undertake before she can reach the development stage of her project.

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(3)



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(b) Briefly explain why this research is essential to the success of *RoboMop*.

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..... (3)

(c) Describe **two** appropriate primary and **two** secondary sources Lucy could use for her research.

Primary

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Secondary

..... (4)

Q2

(Total 10 marks)

3. As this is Lucy's first invention she has neglected to produce a financial plan for her proposal.

(a) Describe **four** reasons why Lucy will need to receive financial backing for her product to succeed.

1

2

3

4 (4)



Leave
blank

(b) Give **three** ways Lucy could raise funds for her product.

1

2

3

(3)

(c) Suggest **three** suitable organisations that could be interested in helping Lucy raise funds and give the reasons for your answer.

1

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2

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3

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(3)

Q3

(Total 10 marks)



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6. Lucy is very conscious that the manufacture of *RoboMop* is environmentally friendly and that it operates as a green product.

(a) Describe how Lucy can increase energy efficiency, reduce waste and the use of raw materials in the manufacture of *RoboMop*.

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(4)

(b) Identify design features that Lucy could include to ensure the operation of *RoboMop* is more environmentally friendly.

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(3)

(c) Lucy is insisting that *RoboMop* will need to obtain its power from a natural sustainable source. Describe a method how Lucy could achieve this.

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(3)

(Total 10 marks)

Q6

TOTAL FOR PAPER: 60 MARKS

END

