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«Management of intellectual property (for example, the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise»)

Research Field:

Intellectual property as an object of international trade

Over the past decade, new approaches to the technological process have emerged, in particular, the rational use of intellectual property, as well as improving the educational level of managers. All this has led to the fact that the introduction of intellectual property management in the enterprise is a necessary condition for their successful work in the market conditions of management.

The purpose of the research is to manage intellectual property in an enterprise (for example, the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise»).

The subject of the research is the management of intellectual property in the enterprise.

As the object of study was chosen the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise».

The company's activity is the creation and implementation of a unified automated system of information and information support in the agricultural sector of the region, the development and implementation of new automated control systems and their support, the acceleration of scientific and technological progress in agricultural enterprises and organizations using the latest achievements of science and technology. and organization of production.

In accordance with this goal, the following tasks were set and solved:

– study the theoretical aspects of intellectual property management;

– to analysis the effectiveness of intellectual property management on the example the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise»).

– develop measures to improve the efficiency of intellectual property management on the example the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise»).

As a result of the research, it was found:

1. Intellectual property (IP) – a set of exclusive rights to specific results of human intellectual activity in any field (industrial, scientific, literary, artistic, etc.), as well as rights to means of individualization of legal entities, products, works performed, services.

IP is divided into two main areas of rights:

- copyright and related rights (works of science, literature, art, computer programs; performances, performances, phonograms, broadcasts of broadcasting and cable organizations);
- industrial property (solutions in the field of technology, means of individualization, selection achievements, know-how, etc.)

Intellectual property of an enterprise is developed, systematized and specific knowledge about creating the necessary product. This knowledge can be expressed in a new technological process, previously unknown, in a device, in an innovative product model. The main feature of such knowledge is that with their primary immateriality, they find a concrete embodiment.

2. The effectiveness of the use of intellectual property rights must be evaluated through the indicators of profit and profitability, precisely because the use of new technology and achievements of STP, directly affects the change in profit and profitability of the enterprise as a whole.

The main goals of the company in the field of intellectual property are: to attract additional funds from activities in the field of protection and commercialization of intellectual property; to increase the level of scientific research by activating creative activities.

In order to achieve these goals, the enterprise or organization must implement an appropriate intellectual property policy. This policy concerns the management of factors that provide certain advantages of the enterprise in the market.

Analysis of economic and financial indicators makes it possible to assess the potential of the enterprise. Overall, the development trend is positive, but there are also negative development factors. It is worth noting the instability of some indicators.

Based on the analysis of the effectiveness of intellectual property management, the following conclusions can be drawn: the share of intellectual property in the company's capital

and the share of the company's profit that falls on intellectual property is insignificant, but during the period under review, there is an increase in the profit of intellectual property.

Based on the analysis of the intellectual property management system at the unitary municipal production enterprise «Information and Computing Center of the regional agricultural enterprise», the following conclusions can be drawn: the main division responsible for intellectual property management is the information technology development and maintenance department, which reports to the chief engineer. The development and implementation of effective intellectual property management systems is an urgent task for the company. To increase the level of efficiency of intellectual property management, it is also necessary to improve the level of qualification of employees of departments responsible for intellectual property management.

Based on the analysis, ways to improve the efficiency of intellectual property management were proposed:

1. Increasing the level of automation of the information technology department, development and maintenance. The introduction of an automated patent search system will significantly reduce the complexity of operations, reduce the likelihood of errors and allow you to save up to 518.4 rubles.

2. Increasing the level of qualifications of the department responsible for the management of IP. Operating costs per year will be: 21450 rubles for the new version; 121450 rubles for the basic version. Cost savings will amount to 11372.52 rubles.

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«Directions for improving the mechanism of application of protective measures in the EAEC»

Research Field:

Customs in the age of globalization and regionalization

Customs regulation is one of the important methods of state influence on the economy. The system of customs regulation includes tariff, non-tariff measures, as well as other measures used by the state to protect national interests.