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Abstract: Strengthening the protection of intellectual property rights and enhancing the core competitiveness of enterprises are the basic means and guarantee for modern enterprises to win in international competition. Among all assets of a company, intellectual property is one of the important intangible assets and plays a crucial role in the composition of the company's assets. Intellectual property ownership helps enhance a company's competitiveness, so strengthening the protection of intellectual property is particularly important. In the context of economic globalization, in order to meet the urgent demand for talent in enterprise development and comply with international competition trends, China must rely on the leading and supporting role of the intellectual property system to accelerate economic structural adjustment and industrial optimization. Next, in order to achieve high-quality development of the enterprise in the process of business development, it is necessary to follow the trend of the times and implement the enterprise's intellectual property strategy as soon as possible. This is the guarantee and magic weapon for modern enterprises to become stronger and bigger in international competition.

Keywords: intellectual property; Implement property rights protection; Intellectual Property Strategy

Introduction

With the rapid development of the knowledge economy today, intellectual property has a significant impact on the survival and development of enterprises. In the rapidly developing new environment of modern society, the role of enterprise intellectual property in its development is becoming increasingly significant, and enterprises are paying more attention to intellectual property protection work. However, many small and medium-sized enterprises tend to focus more on production and distribution in their actual business processes, often resulting in insufficient investment in their intellectual property rights. Enterprise leaders and executives should fully recognize the intellectual property issues that exist in the actual development of modern enterprises, take effective measures to strengthen the protection of intellectual property, accelerate the implementation of intellectual property strategies, and enable effective strategic decision-making within the company. Therefore, modern enterprises should pay more attention to the accumulation and cultivation of intellectual property rights, and focus on the management and protection of intellectual property rights, so as to make enterprises more competitive in the increasingly competitive market.

Effective strategies for protecting intellectual property rights in enterprises

1.1 Strengthen awareness of intellectual property protection

Firstly, as a company manager, it is necessary to strengthen the importance of intellectual property rights, enhance awareness of intellectual property protection, and formulate development plans related to intellectual property protection. To effectively integrate with other enterprises within the company, in order to achieve common growth and improvement among different enterprises. Only with this premise can enterprises better adapt to the trend of the times.

Secondly, we need to strengthen the protection and promotion of intellectual property rights. Selecting typical cases of intellectual property as textbooks to provide executives and employees with a comprehensive understanding of intellectual property. By conducting intellectual property training within the company, we hope to further deepen employees' understanding of intellectual property protection issues. Can help employees establish a good awareness of

intellectual property protection, consciously safeguard the rights and interests of enterprise patents and technologies, cultivate enterprise brands, and maintain enterprise trade secrets.

Finally, enterprises need to strengthen their intellectual property rights. When it discovers that intellectual property rights have been infringed, it should use legal means to protect its interests in order to better achieve the goal of protecting intellectual property rights.

1.2 Further improve the intellectual property management system

It is also very important to establish a sound intellectual property management system while protecting the company's intellectual property rights, which can provide a good foundation and guarantee for intellectual property protection. In the construction of the intellectual property system, enterprises must conduct rational research and planning based on their own knowledge and cultural status, combined with the successful construction of other cultural intellectual property systems. Currently, enterprises need to establish an intellectual property innovation system internally, and actively play a leading role in protecting intellectual property rights. In formulating development strategies, enterprises should make positive contributions to their own historical and cultural heritage. For example, brand, company name, and corporate slogan. These contents can all become excellent corporate culture and be incorporated into the company's own intellectual property system. In addition, government departments should improve the methods of patent infringement investigations, increase the upper limit of infringement compensation, and establish a punitive damages system to reduce the incidence of infringement and achieve better results in intellectual property protection. In specific production practices, enterprises should combine their corporate image and cultural connotations to make reasonable and effective use of intellectual property rights, incorporate them into their development strategies, and smoothly achieve creative reform and development.

2. Enterprise Intellectual Property Strategy and Measures

2.1 Enterprise Intellectual Property License

In the current implementation of the company's intellectual property strategy, intellectual property licensing plays a very important role as a fundamental content. So, we need to pay attention to the issue of intellectual property licensing. At present, intellectual property licensing mainly includes various methods such as conventional licensing, cross licensing, and shared licensing. The most common way is cross licensing, which is the preferred licensing method in the execution of enterprise intellectual property strategies. Cross licensing means that certain other enterprises own their intellectual property and claim and demand to acquire intellectual property for the same value. This authorization method can save some of the costs incurred by intellectual property in the actual research and development process, and effectively reduce research and development risks. However, in the implementation of the intellectual property licensing strategy, enterprises should be careful not to focus too much on immediate benefits, let alone engage in arbitrary intellectual property exchanges.

2.2 Enterprise Intellectual Property Transfer Strategy

In the implementation of enterprise intellectual property strategy, the intellectual property transfer strategy also has significant importance, mainly involving enterprises that obtain transfer funds by transferring their intellectual property. When implementing the strategy of intellectual property transfer, it holds significant value for both buyers and sellers of intellectual property. For the buyer, there is no need to invest funds in the development and development risks of intellectual property rights, and they can directly obtain intellectual property rights and use them

to gain a better market advantage. For the seller, transferring intellectual property can generate a significant amount of funds, which can be better invested in other aspects of the company's operations.

However, when implementing the strategy of intellectual property transfer enterprises, both buyers and sellers of intellectual property must pay more attention to the following issues: firstly, as buyers, they need to systematically understand and evaluate the intellectual property that the company will soon own, conduct comprehensive research on market conditions, and understand the value of intellectual property. This can not only avoid excessive investment costs, but also avoid purchasing outdated intellectual property. Secondly, before implementing the intellectual property transfer strategy, a comprehensive evaluation should be conducted on the enterprises that sell intellectual property. That is to say, from the perspective of enterprise strategic operation, to evaluate the effects of intellectual property transfer on the operation and development of enterprises, in order to avoid focusing on immediate benefits and harming the long-term development of enterprises.

epilogue

In short, enterprises are market entities, and in order to survive and develop, they must have long-term planning, which is enterprise strategy. In the current development and operation of enterprises, intellectual property has become an important intangible asset, and its proportion in enterprises is also increasing. So, we need to acknowledge the value of intellectual property. In today's constantly developing market economy, intellectual property has become an important means of the market, and the optimal allocation and effective use of enterprise intellectual property resources are closely related to the development strategies they implement. Enterprise leaders and executives should fully understand the significance and value of intellectual property rights, strengthen the protection of their own intellectual property rights, and actively promote intellectual property strategies to better fulfill the functions of intellectual property rights and provide better support and guarantee for the better operation and development of enterprises.

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