

INTELLECTUAL PROPERTY IN THE CONTEXT OF INNOVATIVE ACTIVITY DEVELOPMENT

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Modern world is characterized by the active innovative and new technology adoption, intellectual property development in general, especially in the context of Digital Single Market. Intellectual property has been at the center of the European agenda for decades and it continues to be subject to intense legislative and judicial scrutiny.

While various economic, technological, social and other factors influence innovative and creative activity, intellectual property (IP) rights – copyrights, patents, trademarks, trade secrets and other appropriation mechanisms – play an increasingly important role [1].

There are many different points of view as to the definition of intellectual property in general and intellectual property law in particular. Nowadays this issue is actualized because of the development of innovative activity and processes. At the present point in time innovative development is defined by the science. It is brought about by the fact that innovation is based on the creation and development of absolutely new and economically relevant knowledge. Thus we can assert that intellectual property in general casts oneself in the role of the innovation foundation.

According to Christopher M. Kalanje, intellectual property rights can be used effectively to facilitate successful innovation [2]. In turn the given processes help to provide all incomes necessary for the science development. So innovation we can understand as the main key to national economic growth. In one's turn,

innovative activity has a great and important influence on onrush of the amount of intellectual property objects. At the same time it causes the necessity for its definition, structuring and first of all intellectual property objects protection.

According to the aforementioned, intellectual property holds key position in the context of national innovation system development as the way of economy upgrading and consolidation. Innovative model of the development is based on the effective usage of intellectual potential.

So there is point-to-point service between intellectual property and innovative activity. It should be mentioned that innovative activity is activity aimed at scientific research results usage and its commercialization. Its ultimate aim is achievement of the result in the nature of innovative product.

Providing insight into the product of innovative activity we can define intellectual property objects and connected with them rights as a primary product without missing a beat. In this case innovative activity is represented as one of the main point in the intellectual property volume increasing, in particular, in intellectual property objects volume increasing.

Level of innovativeness is in direct proportion to intellectual property institutes development. Due to this precise reason innovative growth of country is not conceivable without intellectual property objects. In Ukraine the biggest part of such objects are created at Universities and scientific organization. In this case Universities should play a great role in the innovation activity of country.

According to the above and foregoing, one of the most important aspects of incentives for innovative activity in general comes from the protection of intellectual property. Thus creators and innovators in their sole discretion decide on an innovation strategy and way of their innovations protection from competitors. There are different forms and ways of intellectual property protection: patent, copyright and trademarks. It depends on the kind of intellectual property object.

In this case we are persuaded that sufficient intellectual property protection is a key to promoting innovative activity.

Literature:

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