

SUMMARY

Name WRC: Commercialization of intellectual property in higher education

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The relevance of the research topic:

The processes of a person's mental, physical, creative activity are uniquely completed by the creation of a particular product, which must be presented / implemented in one way or another. Stabilization of this system should be facilitated by a carefully worked out conceptual and regulatory framework, which has been mentioned since the Middle Ages and the Renaissance. However, as the results of numerous studies show, improving the human life system automatically leads to a complication of the property system, the most complex component of which is intellectual property. It is the hardest to determine, classify, evaluate, protect and implement. Moreover, the complication of intellectual activities automatically leads to the complication of the most intelligent product, which may not fall under the existing traditional form of classification and legal norms. Consequently, the process of studying objects of intellectual property, improving the forms of its commercialization should be continuous.

In the field of view of modern specialists there are also subjects of the creation and commercialization of intellectual property, among which there are higher education institutions, the potential opportunities and experience of which in this direction deserves the utmost attention, requires study and popularization.

The purpose of study the essence of the process of commercialization of intellectual property in higher education and formulate a list of recommendations for its optimization.

Tasks:

- to study the theoretical aspects of the problem through the evolution of ideas about intellectual property;
- consider types of intellectual property rights in the context of IP protection;
- to reveal the specifics of the process of commercialization of an intellectual product in conjunction with its properties and characteristics;
- analyze the ways and forms of commercialization of intellectual property;
- to present practical experience of commercializing IP by higher educational institutions (on the example of FGBOU VO "PGU");
- to analyze the main aspects of the activities of the Technobusiness Park of the State Educational Establishment of Higher Professional Education in the "PGU" in order to formulate recommendations for its improvement.

Theoretical significance of the work. The theoretical basis of the research is also presented by scientific works, basic concepts and concepts contained in scientific works, articles of domestic and foreign scientists and specialists.

The practical significance of the research results lies primarily in the fact that the author's propositions and theses, tabular and sketchy material can supplement the relevant training thematic courses and be used in the teaching of relevant disciplines and sections.

The implementation of the main recommendations for improving the activities of the Technobusiness Park of the State Educational Institution of Higher Education "PSU" will improve its activities in the direction of generating intellectual ideas, protection and commercialization of intellectual property produced by the university.

Conclusions: The analysis of the process of the evolution of ideas about intellectual property convincingly demonstrates that this type of property is one of the most complex both from the point of view of the content side of the concept and from the position of its legal regulation. The history of the system for the definition, protection and commercialization of intellectual property is the history of the formation, first of all, of the regulatory framework that regulates the actions of participants in this process. And if in foreign countries this system quickly enough received a certain stability, in Russia for a long time there were no uniform approaches to the objects of intellectual property, as well as to the processes of its protection and the conclusion property, as well as to the processes of its protection and entry to the market.

Recommendations:

Briefly, the essence of our recommendations can be presented as follows:

- In our opinion, the process of examination of the selection of innovative proposals entering the Technobusiness Park (function 1) needs to be systematized and specified from the standpoint of the criteria;
- The process of organizing small enterprises opened by faculty and staff of the CCGT and engaged in the implementation of selected innovative projects and programs (function 2) needs to be intensified;
- studying current and forecasting the future market needs in the results of innovation and other activities requires additional marketing and financial-economic research (function 3);
- intensification requires the process of finding potential consumers of intellectual products and investors to finance the necessary measures to create, modify or implement intellectual property (functions 5 and 7);
- more products / items of intellectual property (function 11) already in the arsenal of the Technobusiness Park require more active promotion / promotion from the standpoint of advertising campaigns and campaigns;
- From the system of activity evaluation Technobisnesperka CCGT is not lawful, in our opinion, the qualitative indicators of intellectual property objects are excluded.