

Analysis of the Status Quo of Intellectual Property Protection in China in the Era of Big Data

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Abstract: The development of economy and technology promotes the continuous progress of society. The improvement and perfection of the level of science and technology needs to be played by individuals and collectives. The protection of intellectual property rights is the guarantee of public wisdom, and it can also ensure the stable development of society. In the era of big data, from the perspective of national laws and regulations, a detailed analysis of how to improve the intellectual property protection in the primary stage of socialism can ensure the continuous development of science and technology. As the owner of intellectual property rights, we should also have the awareness of safeguarding rights, and give full play to individual initiative under the protection of policies, so as to make due contributions to the development of science and technology.

1. Introduction

Protecting intellectual property rights is not only to cultivate the foundation of scientific development, but also to provide guarantee for the development of advanced technology. Therefore, in the process of realizing the protection of intellectual property rights, the state must base itself on a lofty goal and make use of new scientific and technological means to change the mode of economic growth from the perspective of national competition. The protection of intellectual property rights also reflects the developed level of a country. Science is the core competitiveness. Only by giving full play to the initiative of individuals and collectives and making knowledge an important element to promote technological development can we change the traditional mode of economic growth and provide a solid foundation for the progress of the country and society.

2. The Importance of Protecting Intellectual Property Rights

In the era of big data with the continuous development of science and technology, technological progress has become the foundation of core competitiveness of countries. The improvement of technology level depends on the innovation and development of technology. And the source of all this is knowledge. Whether it is an individual or a collective, in the process of practice, it is necessary to constantly learn, absorb new nutrients, combine existing experience, update knowledge reserves, and provide intellectual support for economic and social development [1]. Based on this thinking, in order to realize the interests of the economy and play the role of intellectual property rights, it is necessary to integrate with the world and strengthen the observance of intellectual property conventions. The

recognition of public intellectual property protection can stimulate public innovation and make intellectual property the basis of promoting individual research. From the international perspective, both trade and political exchanges depend on the spread and development of knowledge. Paying attention to intellectual property issues can not only solve the problems existing in trade disputes, but also promote the continuous development of China's economy. Besides the economic benefits, we can also examine the importance of intellectual property protection from other angles. For example, in the development of science and technology, individuals need to spend a lot of energy, financial resources and material resources in the process of research, and the research results can effectively guide the development of technology. If this kind of intellectual property right is not protected, it is easy to be plagiarized and falsified. When researchers are in a passive situation, it is difficult to have a sense of innovation. The protection of intellectual property rights can also arouse the public's thinking. With the progress of social economy, China is getting closer and closer to the level of international integration. Therefore, the fundamental element of protecting the development of scientific research is to improve the comprehensive strength of the country. The science and technology equivalent to the level of economic development are actively explored by all countries. Most multinational companies have invested a lot of money in the protection of independent property rights, and have built corresponding protection models. This plays an important role in improving the technical quality. The reason why China still has certain disadvantages in technology is that its independent research and development capability is low. With the progress of society and the influx of high-level talents, patent protection and technological development have become the embodiment of China's strength. In this regard, the protection of intellectual property rights plays a fundamental role in individual development, social progress and national development.

3. Current Situation of Intellectual Property Protection in China

In the process of analysis, the author found that China's intellectual property protection is relatively backward, and there are obvious disadvantages in technological innovation [2]. In this regard, we should not only pay attention to the protection of intellectual property rights, but also maintain the effectiveness of intellectual property protection, so as to improve the level of China's scientific and technological progress. At present, the strength of intellectual property protection in China is insufficient, especially in the face of high technology, and there is a problem of slow progress. In order to strengthen protection measures, the government should formulate relevant policies, supplemented by laws and regulations, and use strong means to safeguard intellectual property rights. However, in the process of practice, there is a lack of efficiency, which can't effectively crack down on the illegal embezzlement of other people's achievements. Therefore, the relevant legal system of intellectual property protection has not yet played its due role. In addition, intellectual property protection can inhibit the innovation of some enterprises to some extent. This is what we call R&D inertia. Due to the protection of intellectual property rights, which overemphasizes the ownership of knowledge, enterprises will have scruples about investing in talents, and will not even take the initiative to participate in independent research and development. This has affected the development of innovative technology to some extent. In the long run, this lack of innovative consciousness will also affect the technological progress of our country. Therefore, in order to make China a member of an innovative country, we must solve the problem between enterprise innovation and intellectual property protection, and improve the independent innovation ability of enterprises. Undoubtedly, it is necessary to pay more attention to the protection of intellectual property rights. In order to solve this problem, the government should consciously eliminate the innovation inertia of enterprises and encourage them to actively research and develop new products and create new situations [3].

4. Measures to Strengthen Intellectual Property Protection

4.1 Strengthening System Construction

In order to implement the specific work of intellectual property protection, the state and government must put forward the corresponding protection mechanism, which fully reflects the importance attached to intellectual property protection. Therefore, the government and judicial departments should update and improve the relevant laws in light of the actual situation. For example, from the perspective of patent law, works law, etc., the protection of intellectual property rights is clearly defined. Count the related infringements, and formulate corresponding punishment measures for these infringements, and further improve the judicial supervision system, so that the owners and beneficiaries of intellectual property rights can be protected by law [4]. In addition, to improve the relevant professional protection system, we need to mobilize various forces. These forces mainly reflect the state's emphasis on intellectual property protection. As long as the government and the state take corresponding measures, people's awareness of safeguarding rights can be raised. This fundamentally ensures that the owners of intellectual property rights can constantly innovate in the process of practice and actively research and develop technology projects that are beneficial to national development. Thus, the support and protection of the law is the basis for promoting the progress of science and technology, and it is also an authoritative means. As a researcher in the new era, we should not only pay attention to the research and development of technology, but also learn to protect our legitimate rights and interests by legal means. Only in this way can we build a good technology research and development system and play an important role in intellectual property protection. In addition, the state and the government should combine with individuals to fully raise the awareness of individual rights protection, so that people can have no worries in innovation and ensure the smooth progress of all work in China.

4.2 Improve the Management Mechanism.

Intellectual property protection needs to rely on the corresponding platform and media. Therefore, the protection of intellectual property rights should have a systematic and scientific concept and system [5]. The relevant departments of the state should play an important role in laws and regulations, and at the same time, they should attach importance to cultivating non-governmental organizations to strengthen people's knowledge of intellectual property rights. No matter the state organs or relevant institutions should take the protection of intellectual property rights as the starting point and strengthen the effectiveness of management. When the state sets up intellectual property management agencies, it should clarify the functions of various management departments, safeguard the rights and interests of management groups with perfect legal knowledge, and give full play to the role of management agencies to truly serve the protection of intellectual property rights. In addition, we should innovate the specific forms of intellectual property protection and strengthen the construction of professionals. To protect intellectual property rights, the key lies in giving full play to people's advantages. Cultivating intellectual property talents is the foundation of intellectual property service. Such talents are not only familiar with the relevant legal provisions and specific business of intellectual property protection, but also skilled in using the intellectual property system to help people solve problems. Thus, a professional team is the key to the protection of intellectual property rights. In order to improve the efficiency of service management, services such as intellectual property agency, legal support and information consultation can be added. These services are inseparable from professionals [6]. In order to ensure the quality and service ability of employees, it is necessary to strengthen business training, so that employees can accumulate experience in the process of practice, strengthen their own understanding of intellectual property protection and do a good job.

In order to stimulate the autonomy and innovation of employees, we can actively carry out business training and military training activities, so that people can get the opportunity to show themselves and build a self-development platform for talents. Promoting the specialization of talents is also an issue that intellectual property management agencies should pay attention to. The cultivation of talents is not only to promote the development of the industry, to ensure the effective implementation of intellectual property services, but also to ensure the foundation of social scientific and technological progress. No matter from which level, protecting talents can bring huge economic and social benefits. There is no doubt about this. Therefore, what we can do is to cultivate talents, improve the treatment level of talents, so that people with lofty ideals can contribute to intellectual property protection.

4.3 Strengthen Management

To protect the interests of intellectual property owners and strengthen the effectiveness of intellectual property protection, it is necessary to improve and perfect the relevant mechanism of property rights management, so as to provide an important support for the implementation of the law. We should also focus on different types of enterprise development [7]. Especially for high-tech enterprises, the protection of intellectual property rights is not only the basis to ensure the effective implementation of all enterprises' work, but also the ownership of rights, which plays an important role in personnel training and economic development of enterprises. In the process of perfecting and constructing the intellectual property mechanism, detailed guidelines should be formulated according to the specific development needs of enterprises. What we should think about is that perfecting the enterprise intellectual property management system is an important aspect of intellectual property protection in China. Based on this, enterprises should make clear the relevant management mechanism, and at the same time, formulate relevant management policies, so that all kinds of personnel in posts can understand their duties and powers, so as to ensure that intellectual property rights and related patent contents will not be stolen and leaked. This mechanism can not only strengthen the management level, but also improve the patent declaration mechanism of enterprises. From the perspective of intellectual property protection, employees play an important role in protecting the knowledge content of enterprises. Therefore, enterprises should improve the enthusiasm of employees, clarify the ownership of intellectual property, and improve the reward system so that every innovator can realize his own value [8].

5. Conclusion

To sum up, based on the requirements of social development and national prosperity, we should start with the protection of intellectual property rights and encourage some people to make positive contributions in the field of scientific development. At the same time, strengthening the protection of intellectual property rights can also improve individuals' awareness of safeguarding rights and actively encourage individuals to conduct professional research. Based on this, relevant departments should set up corresponding fund projects, encourage more people to create new ideas, research and develop new technologies and master new methods in social development, and constantly promote the promotion of China's comprehensive national strength.

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