

Intellectual Property Protection in the Digital Economy: Challenges and Countermeasures

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Abstract: Under the background of continuous innovation of science and technology and rapid popularization of the Internet, human beings have stepped into the era of digital economy. In the era of digital economy, the development of intellectual property protection has brought great opportunities, but it has also put forward a series of new challenges. In order to effectively promote the protection and management of intellectual property rights, it is imperative to seize the opportunities of the digital economy, innovate and apply modern management technologies, and enhance the intensity and level of intellectual property protection, so as to promote the development of the digital economy and enhance the overall national strength. Based on this, the article first Outlines the meaning and development status of digital economy; Secondly, it analyzes the importance of intellectual property protection in the era of digital economy; Then it analyzes the challenges of intellectual property protection in the era of digital economy; Finally, it probes into the innovative countermeasures of intellectual property protection in the era of digital economy.

1. Introduction

Under the new situation, developing the digital economy and building a digital China is an important strategic content of China's development in the new era. The digital economy plays an important role in restoring production and life, and also provides internal driving force for high-quality economic development. In order to meet the actual needs of the development of the digital economy era, it is suggested to pay attention to the protection of intellectual property rights, in order to promote sustainable innovation in the field of digital economy, but the reality is that there are still some obvious problems in the process of intellectual property protection, which are reflected in the low efficiency of intellectual property legislation and the poor effectiveness of protection, which hinder the quality of intellectual property protection[1]. Therefore, it is necessary to make use of the opportunities brought by the development of digital economy to analyze the problems existing in the protection of intellectual property, and formulate effective protection strategies and methods to improve the level of intellectual property protection.

2. Analysis of the importance of intellectual property protection in the digital economy era

2.1 Intellectual property protection enhances the competitiveness of digital economy

In the digital economy era, the division of labor in China's new industries has not yet formed, and the industrial structure is in a stage of constant adjustment. In this process, we should attach great importance to intellectual property protection and strengthen the cultivation of patents. Only by playing the game well can we gain an advantage in the competition and promote the development of the digital economy. At the same time, strengthening the protection of intellectual property rights will help promote the security level of technology and industrial chains and avoid the occurrence of intellectual property risks[2]. In addition, the establishment and improvement of intellectual property protection system and innovation of intellectual property protection rules can contribute Chinese wisdom and solutions to the development and management of the global digital economy, and enhance the core competitiveness of China's digital economy development.

2.2 Intellectual property protection supports the high-quality development of the digital economy

At present, although China's economy is growing rapidly, it has not yet achieved high-quality development in the real sense. Strengthening intellectual property protection is the key to achieving high-quality development of the digital economy. It is necessary to clarify the importance of intellectual property protection and management, realize the deep integration of innovation with the economy, trade and culture, and explore new models and new paths for the development of the digital economy. At the same time, the optimization of intellectual property management helps to allocate innovative resources, break through the bottleneck of digital economy development, further consolidate the foundation of digital economy development, improve the efficiency of digital economy development, and promote the high-quality development of digital economy.

3. Challenges in intellectual property protection in the digital economy era

3.1 The contradiction between the internal development of digital economy and the external constraints of intellectual property

In the process of digital economy development, if scattered data information can be integrated to tap its intrinsic value and create better economic benefits, usually these scattered data mainly come from ngos, enterprises and other subjects, which are the owners of the data and are protected by intellectual property rights. However, the realization situation is that at present, there is no perfect public trading market, all kinds of idle data cannot be freely traded, and most economic subjects producing data are willing to worry about revealing business secrets and do not want to carry out data transactions, so it is difficult to comprehensively summarize and reuse it, and it is difficult to ensure the rapid development of digital economy[3]. This shows that the characteristics and laws of the internal development of the digital economy and the external constraints of intellectual property are affected by a number of factors, and there are still some significant contradictions. The requirements for intellectual property protection and management are getting higher and higher, and perfect strategies and methods should be formulated in time to improve the level of intellectual property management.

3.2 The effectiveness of intellectual property protection needs to be strengthened

In practice, due to a number of factors, the effectiveness of intellectual property protection needs to be strengthened, mainly reflected in the following aspects: first, the lack of technological innovation in intellectual property protection. Whether intellectual property protection technology is advanced and scientific is related to the ultimate effect of intellectual property protection. Only by controlling the development trend of The Times and using various advanced protection technologies can we enhance the efficiency and quality of intellectual property protection and provide guarantee for the fast and sound development of the digital economy. Due to the lack of efforts in the development and innovation of intellectual property protection technologies and the lack of appropriate technical support in the practice process, the application of various technologies is not in place, and it is difficult to improve the level of intellectual property protection. Second, the quality of intellectual property protection personnel needs to be improved. Under the background of digital economy, intellectual property protection is a professional and complex task. Only by cultivating a team of highly educated and compound personnel can we provide talent guarantee for intellectual property protection. However, due to the inadequate training of intellectual property protection personnel and the failure to introduce high quality talents, it is difficult to ensure that intellectual property protection is in place.

3.3 The boundary of intellectual property protection needs to be clearly defined and the protection mechanism needs to be improved

There is a close correlation between the digital economy and intellectual property protection. The essence of the digital economy is innovation and the core is integration. It mainly takes digital knowledge and information as an important production factor, takes digital technology innovation as the core driving force, and takes modern network as an important carrier. At present, in the process of intellectual property protection, in order to make the protection effect better, it is recommended to clarify the actual boundary of intellectual property protection according to relevant requirements and norms, and carry out various work on this basis. At present, the scope of the subject rights of intellectual property is still to be determined, and the object is clear. Only by putting these into practice can intellectual property protection obtain better results[4]. At the same time, a sound intellectual property protection mechanism can lay a good foundation for the smooth implementation and development of various activities, embed it in all business links, form a general pattern of intellectual property protection, consolidate the foundation of intellectual property protection, clarify the main responsibilities of each responsible department and personnel, and help the high-quality integration of digital economy and real economy.

4. Strategies for intellectual property protection in the digital economy era

4.1 Do a good job in intellectual property protection administration

The administration of intellectual property rights, as a relevant institution, manages all matters related to intellectual property rights in strict accordance with relevant laws and regulations in order to achieve a scientific and reasonable allocation of intellectual resources and promote the increase of non-material wealth in society. In the process of intellectual property protection, strict implementation of administrative management is an important way to improve the level of intellectual property protection, the most core is to set up intellectual property protection and management agencies with clear responsibilities, should be integrated according to the actual situation, the existing intellectual property protection administrative departments, patent, trademark, copyright and other

core intellectual property administrative agencies as the core, do an effective integration. It is helpful to solve the coordination and communication between the management of different types of intellectual property rights, and to clarify the responsibilities of the personnel of each agency, and carry out various work in high quality to improve the level of intellectual property protection and management.

4.2 Establish an intellectual property protection system in the digital economy

In the era of digital economy, intellectual property disputes occur from time to time. In addition to establishing a sound intellectual property protection agency, it is also suggested to form a sound protection system according to the reality of the digital economy and the actual needs of intellectual property protection, clarify the responsibilities of personnel in each link, realize the responsibility to the person, and provide guidance for the smooth implementation of intellectual property protection. To obtain better protection effect[5]. At the same time, intellectual property protection as a dynamic work, in order to make the relevant protection system applicable and operable, we should optimize and adjust the relevant protection system in practice, timely screen out unreasonable content, provide corresponding institutional constraints for intellectual property protection, standardize the operation of personnel in all aspects, and ensure the compliance and standard of intellectual property protection. And then we need to greatly improve the level of intellectual property protection.

4.3 Clarify the boundary of intellectual property protection and improve the mechanism of intellectual property protection

In order to ensure the better effect of intellectual property protection, it is suggested to define the boundary of intellectual property protection in advance, to clarify the object of intellectual property protection, determine the scope of intellectual property rights, and the changes brought about by the digital economy, so as to provide guidance for the protection of intellectual property in place, and effectively ensure the smooth and orderly development of intellectual property protection. In addition, it is necessary to improve the intellectual property protection mechanism on the basis of the above, and always firmly build the general pattern of intellectual property protection of "strict protection, great protection and rapid protection", which is integrated into the whole process of intellectual property creation, protection, application and management. At the same time, it is necessary to actively give play to the role of intellectual property protection in promoting innovation and optimizing the development environment, jointly promote standardized governance and self-discipline of the industry, focus on accelerating the improvement of intellectual property protection in the digital culture fields such as online games, online animation and online live broadcast, implement the model of "industry self-discipline, active commitment and supervision by public opinion", and build a new mechanism in the field of digital culture. We need to lay a solid foundation for the smooth promotion of intellectual property protection, so that intellectual property protection can obtain better results.

5. Conclusions

To sum up, the digital economy plays an important role in driving China's economic growth, so strengthening the protection of intellectual property rights in the data economy can lay a good foundation for the rapid development of the digital economy. In this process, it is necessary to pay attention to the innovation and optimization of talents, technology and legislation, so as to promote the protection of intellectual property rights to be guaranteed by talents, technology, laws and regulations, in this context, to promote the better development of the digital economy, thus enhancing

China's competitive position in the international market.

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