

Research on Basic Problems of Enterprise Intellectual Property Management

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ABSTRACT. As an intangible property, intellectual property is of great importance for enterprises. Enterprise intellectual property management is very important. At present, there are many problems in enterprise intellectual property management in China, which hinder the development of enterprises. This paper mainly analyzes the basic problems of enterprise intellectual property management, so as to formulate specific management measures for intellectual property and improve management efficiency. It can also further promote the development of enterprises with the help of intellectual property.

KEYWORDS: Enterprise, Intellectual property, Basic problems, Management measures

1. Introduction

As an intangible property, intellectual property is of great importance for enterprises. At present, the competition among enterprises is more and more fierce, and the problems of intellectual property management are gradually getting focused by enterprise managers. More and more managers are aware of the importance of intellectual property management. However, the problems in intellectual property management still exist, which further hinder the development of enterprises. Therefore, it is necessary to strengthen the analysis of the basic problems in enterprise intellectual property management.

2. Concept Analysis of Intellectual Property Management

The management of intellectual property is a part of enterprise management. If enterprises want to improve the standardization of intellectual property work, they need to implement intellectual property management and reflect fully the intellectual property management system. They also need to promote the development of enterprises, and enhance their independent innovation ability. As a comprehensive management activity, enterprise intellectual property management is mainly to strengthen the development, protection and operation management of intellectual property. Especially in the era of knowledge economy, it is more important to strengthen the management of intellectual property, and there is a high degree of consistency between the objectives of intellectual property management and enterprise development.

3. The Basic Problems in the Enterprise Intellectual Property Management

3.1 Lack of Intellectual Property Management System

The lack of enterprise intellectual property management system is mainly reflected in the following aspects. First, the protection system for the benefits of the intellectual property owner has not been implemented, so the intellectual property owner will have negative management emotions, which will easily lead to unfair competition, cost and other behaviors. Second, the process of building the intellectual property management system is also a process of continuous innovation and improvement. At this stage, our government departments are relatively backward in the reform of intellectual property management. For example, there is a lag in the legislative process, which is difficult to promote the efficient implementation of intellectual property management. [1]

3.2 The Influence of Historical Reasons on Enterprise Intellectual Property Management

The enterprise intellectual property management is greatly influenced by historical reasons. In particular, China's market economic system started late, which affected the development of intellectual property management. In addition, under the influence of planned economy system, there are many problems in the intellectual property management. For example, there are still many enterprises that take intellectual property management passively. Furthermore, affected by the time limit of intellectual property itself, it also further increases the difficulty of enterprise management. The so-called time limit means that intellectual property is effective within a specific period of time, but it will not play the original role beyond that period of time.

3.3 Enterprises Lack of a Correct Understanding of Intellectual Property Management

By investigating the patent application problems of Chinese enterprises, it is found that more than 95% of small enterprises in China have not further improved their patent application procedures, and more than 70% of medium and large enterprises have not further improved their patent application procedures. Many enterprises still have a large degree of passivity in intellectual property management, which makes it difficult to carry out intellectual property management efficiently. In addition, some enterprises are always pursuing higher economic benefits and keep focusing on economic benefits. The management concept of this mode is difficult to improve the management efficiency of enterprises, and also further hinders the operation and development of enterprises. The personnel involved in the enterprise intellectual property management lack of correct understanding of intellectual property management, and there are problems in management ability, management level, knowledge reserve, learning ability, etc. These factors affect the management level of intellectual property of enterprises, and it is difficult to play the effectiveness of intellectual property. [2]

4. Effective Measures for Enterprises to Further Strengthen the Management of Intellectual Property

4.1 Enterprises Should Strengthen the Construction of Intellectual Property Culture

The function of intellectual property is to promote enterprises to develop new technologies in the process of development and promote the sustainable development of China's social economy. In order to ensure the efficient and orderly progress of scientific and technological innovation, enterprises need to improve their ability and level of intellectual property management. The government needs to actively encourage all the enterprises to adopt fair competition mechanism and build "intellectual property cultural competition activities". The government should encourage enterprises to participate, and integrate intellectual property management into the operation and production of enterprises, so as to improve the competitive position of intellectual property in the market. In the process of construction of intellectual property culture, it is necessary to take the credit mechanism as the basis, and ensure that every enterprise adheres to the principle of integrity. They should also build their own idea of enterprise culture, and realize the rational and scientific management of intellectual property. [3]

4.2 Enterprises Should Establish a Sound Intellectual Property Management System

In the process of intellectual property management, enterprises need to build a sound intellectual property management system. Intellectual property management system mainly includes the following aspects.

First, enterprises should strengthen the professional training of intellectual property managers and improve their professional capabilities. In the process of operation and production, enterprises need to focus on strengthening the training of personnel in intellectual property management, improving the attention to intellectual property management issues, strengthening personnel's training in economy, law, management, science and technology, so as to ensure that the personnel involved in intellectual property management have sufficient knowledge and the service areas is more diversified.

Second, we need to further innovate and improve the protection mechanism of intellectual property. It is very important to innovate and improve the protection mechanism of intellectual property. In the process of intellectual property management, enterprises need to build sound systems, such as the signing system of intellectual contracts, the regular system of technical information input, the application and review system of intellectual property and the achievement registration system. Taking Mitsubishi Chemical Corporation as an example, it is clearly requires that the employee's employment contract should include confidentiality agreement of intellectual property, and requires that the employee can be freely employed in the form of a labor contract after 1-2 years leaving the company. The company's approach is to protect intellectual property rights. Therefore, in order to further innovate the China's protection mechanism of intellectual property, it is necessary to actively learn foreign protection rules of intellectual property, so as to promote the continuous improvement of China's protection mechanism of intellectual property. [4]

Third, enterprises need to build a management mechanism for intellectual property conflicts. This mechanism is applicable to the situation of intellectual property rights conflicts in China. There will be conflicts in intellectual property rights of different types and regions, which will not help enterprises to obtain the benefits they deserve in a timely manner from intellectual property rights. To solve this problem, enterprises need to have a better understanding of relevant technology and business information, and uphold the management concept of “confirm rights according to law” when conflicts arise in intellectual property management. Enterprises can handle conflicts in patent and trademark applications in accordance with the “application first” principle.

Fourthly, enterprises need to further improve the operation and management mechanism of intellectual property. First of all, in terms of license transactions, enterprises should issue different licenses based on the universality, advancement and product sales, etc. Such as sole license, exclusive license and general license. Different types of licenses facilitate enterprises to obtain potential economic benefits of intellectual property. Furthermore, enterprises need to incorporate franchise into intellectual property management, and they can sell their patents and trademarks openly with reference to some methods, including self-evaluation. For example, McDonald's in the United States has opened many branches by means of public sale, which has achieved great economic benefits. [5]

4.3 Enterprises Should Build an Information Platform of Intellectual Property Management

According to relevant statistics, there are more than 40 million patent documents in the world. In the process of intellectual property management, enterprises mainly rely on intellectual property to improve their management level, so as to obtain more economic benefits, and promote the further development of enterprises. With the rapid development of science and technology, enterprises need to build an information platform of intellectual property management with the help of modern information technology, and improve the support for the construction of information platform of intellectual property management from the government, scientific research institutions and universities. The enterprise's information platform of intellectual property management is established under the leadership of the government departments. It plays the role of coordinating resources and integrating resources. On this basis, the enterprise's intellectual property management level can be improved.

4.4 Enterprises Should Construct the Evaluation System of Intellectual Property

The main function of enterprise intellectual property management is to raise managers' awareness to protect intellectual property. In the process of intellectual property management, enterprise managers need to build a scientific and reasonable value evaluation system of intellectual property in combination with the current development of enterprises and their own management ability. The value evaluation system of intellectual property should include the value evaluation index of intellectual property and the method of quantitative calculation. In order to further improve the scientificity and completeness of the evaluation system of intellectual property value, enterprise managers should learn some foreign experience in intellectual property management. A quantitative index system can be established with reference to the experience of foreign countries. The openness of intellectual property can be measured with reference to magnitude value. Managers should make it clear what it is left for enterprises' own use and what can be used by others, or whether it needs to apply for patents or whether it can be a enterprise' secret to protect. [6]

5. Conclusion

In a word, as an indispensable part of enterprise management, intellectual property management becomes more important, especially in the era of knowledge economy. At present, some enterprises in China still have many problems in intellectual property management, which is not conducive to promoting the development of enterprises. Therefore, it is necessary for enterprises to formulate effective measures to improve the level of intellectual property management, and give full play to the effectiveness of intellectual property management, and create good conditions for the sustainable development of enterprises in China.

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