

# FORMATION OF STAGES OF MANAGEMENT OF INTELLECTUAL PROPERTY IN AN INDUSTRIAL ENTERPRISE

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One of the components of the intellectual capital of the enterprise is intellectual property. An essential condition for increasing the competitiveness of intellectual capital is the commercialization and effective management of intellectual property objects. In recent years, there has been a clearer trend towards a widening gap between the market value of enterprises and the value of their assets. The additional cost of the enterprise is called goodwill.

Under the concept of "intellectual property management", we propose to understand an integrated system of training and provision of various levels of management for effective planning, control and management decision-making regarding intellectual property objects. It is designed to ensure coordination, interaction and consistency of individual controls to achieve the strategic goals of the enterprise and its effective operation. The main goal of intellectual property management is to ensure the possibility of systematic formation and development of unique relationships, knowledge and abilities to produce unique products with their unique properties to fully meet market demand.

Management of intellectual property in an industrial enterprise is carried out according to a certain algorithm, which includes several to a certain extent independent stage.

*Step 1. Evaluation of intellectual property objects.* The content of this stage includes a comparison of costs and benefits in the operation of intellectual property objects. The feasibility of patenting is determined by the purposes of using intellectual property: the sale of products of its own production or the sale of technology.

*Step 2. Protection of intellectual property objects.* The development and protection of intellectual property throughout the world is carried out by the World Intellectual Property Organization, founded in 1967, and since 1974 has been a specialized agency of the United Nations on creativity and intellectual property. Protection of intellectual property. Legislation of Ukraine on intellectual property.

*Step 3. Assessment of the potential for commercialization of intellectual property objects.* Organizations that are engaged in the valuation of intellectual property in Ukraine can be included in such all-Ukrainian public organizations as "All-Ukrainian Association of Valuation Specialists", "Ukrainian Society of Appraisers", "Federation of Business and Intellectual Property Appraisers"

*Step 4. Commercialization of intellectual property objects.* Forms of commercialization of intellectual property: engineering, industrial cooperation, technology transfer within the framework of joint ventures, technical assistance, franchising, leasing.

Let us highlight the main tasks of enterprise intellectual property management:

- analysis of the use of intellectual property;
- identification of redundant and necessary objects of intellectual property;

- determination of forms and methods of legal protection of intellectual property;
- identification of the key object of intellectual property;
- implementation of procedures for the legal protection of intellectual property;
- commercialization (monetization) of intellectual property;
- suppression of violations of intellectual property rights;
- recovery of compensation and fines for the illegal use of intellectual property.

Thus, to ensure the competitiveness and development of the enterprise, a very important direction is the management of intellectual property, the main purpose of which is to provide an opportunity for the systematic formation and development of unique relationships, knowledge and abilities to produce unique products with their unique properties to fully meet market demand.

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