

**LEGAL PROTECTION OF INTELLECTUAL PROPERTY OBJECTS - A
CONDITION FOR THEIR SUCCESSFUL COMMERCIALIZATION**

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In order to commercialize the results of intellectual activity of industrial enterprises effectively and without unreasonable costs, it is first of all necessary to get an idea of the intellectual property already owned by enterprises and of which intellectual property objects can potentially benefit from the point of view of income, competitiveness, financial stability. This process includes, among other things, the study of the latest technologies of competitors. Such an analysis will give an idea of which intangible assets are necessary and which are useless, which intellectual property should be created within the company or acquired from other copyright holders.

For the commercialization of each intellectual property object, the most suitable legal protection regimes are extremely important. The rights to all objects are registered, deposited, patented, if necessary, a trade secret regime (know-how, production secrets) is introduced. The ways of commercialization of intellectual property that can maximize the profit of the company are determined.

Ensuring the legal protection of R&D results is one of the most important conditions for their introduction into economic circulation, the creation of an innovative market. Legal protection allows you to create a basis for observing the interests of our country, authors, investors and manufacturers of products from unfair competition in the process of disseminating these results.

The latest technologies have become the main factor in economic development, in connection with which economic competition is increasingly determined by scientific and technical competition, which increases the role of intellectual property and stimulates scientific and technological progress, because reliable legal protection is a necessary condition for the creation and use of new technologies.

No matter how good the proposed science-intensive products are, their successful implementation is impossible without ensuring the safety of the rights to it or ensuring the safety of the rights of third parties. Thus, the protection of intellectual property today is one of the main aspects of relations.

Leaders of various structures are aware that commercial success also depends on the effective use of intellectual property, but often do not link the management of intellectual property with appropriate production processes and management decisions.

It is very important to consider not only what commercial success is due to obtaining patent legal protection, but also how great is the risk of disclosure of information contained in the application materials. After all, by patenting an invention, we agree to the publication of the information contained in the patent in exchange for the provision of legal protection for a certain period. That is, we are granted exclusive rights, and the information becomes publicly available.

Therefore, special attention should be paid to the development of an intellectual property management strategy at all stages of its creation and development. In the absence of legal protection for objects of exclusive rights, which by law excludes the possibility of illegal reproduction or use by third parties of the same object, developers would hardly have an incentive to create and develop their creations.

It should be noted that in addition to the right holder, who benefits from the industrial use of intellectual property and the prohibition of its use by third parties, consumers also benefit in a sense, since the protection of intellectual property, fair competition and fair-trade practices promote creativity and thus lead to the creation more attractive and diverse consumer products.

In addition to patenting, there is another way to obtain protection, which is to keep information constituting a trade secret (know-how) as a trade secret. The complexity of this method lies in the fact that information protected in the trade secret regime can be simply disclosed or otherwise disclosed, and then its further preservation in the trade secret regime becomes meaningless, and the information becomes available to third parties. In the presence of a patent, it does not matter that someone else knows about the features of your invention, which can be gleaned from the description of the application for this invention. So, it doesn't matter how public the information is; if you have a patent, you will be protected.

In addition to these advantages for patent holders, there is also the danger of using the information contained in the materials of patent documentation for copying.

As can be seen, patent protection of intellectual property in different cases can be both a source of security threats and a tool to ensure it.

On the one hand, one of the threats to the economic security of an enterprise is the right of competitors to impose a ban on the production of products that are subject to their exclusive rights. On the other hand, the presence of an intellectual resource (that is, published information) expands the circle of participants in the innovation cycle, replicating products containing intellectual property, to the detriment of economic entities that have previously started in the innovation process.

Thus, the problem of protecting and protecting intellectual property is of particular importance for the security of the national economy. The prevalence of counterfeit products leads to a number of strategic losses for Ukrainian producers and consumers. Piracy not only brings losses to high-tech industries, owners of well-known domestic brands, corporations seeking to use advanced technologies, but also affects the country's reputation.

Therefore, an important stabilizing and stimulating role is played by a high-quality system of legal protection and protection of intellectual property, which helps to ensure fair competition, and also performs a control function over compliance with the law in the processes of creation, distribution and use of intellectual property, which will reduce the number of offenses in this area.

Another problem in the development of a competitive economy is the need to develop mechanisms for implementing the results of domestic research. This is possible only if the quality of domestic developments in the form of technologies ready for production is improved, especially since the presence of a patent regime for the protection of the results of intellectual activity in various countries of the world leads to the need to ensure their patent purity, which implies its use on the territory of certain countries without violating exclusive rights third parties.

Every year the importance of intellectual property and its legislative regulation in our country is growing, and companies are paying more and more attention to their developments and their protection. The commercialization of intellectual property in Russia is not yet widespread, but is gradually gaining momentum. For example, educational programs on business and entrepreneurship include relevant courses, there are a number of companies providing audit and consulting services, etc.

Intellectual property itself, without its further commercialization, does not always bring income. And at the same time, as we wanted to show in this report, the most important success factor is the legal protection and protection of intellectual property. In addition, the commercialization of an intellectual property object at industrial enterprises is an order of magnitude easier if it is initially planned when creating this object and even earlier - when planning research work to create it.

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