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## Intellectual Property Management System of Market Relations

Lira K. Gurieva<sup>1</sup>, Iskandar S. Kobersy<sup>2</sup>, Dmitry V. Shkurkin<sup>3</sup>, Asemgul B. Bekmuhametova<sup>4</sup> and Olga V. Ignatyeva<sup>5</sup>

<sup>1</sup>North Ossetian State University named after K.L. Khetagurov, Vladikavkaz, Russia. Email: 443879@mail.ru

<sup>2</sup>Don State Technical University, Taganrog, Russia

<sup>3</sup>Limited Liability Company "ELDirect", Nevinnomyssk, Russia

<sup>4</sup>Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan

<sup>5</sup>Moscow State University of Mechanical Engineering, Moscow, Russia

### ABSTRACT

It must be said that the formation and development of scientific and technological progress brings obsolescence of products and the development of scientific research provides the entry into the market of new intelligent products, technological inventions and innovations. Intelligent product has a public utility, it essentially represents the beginning of the public, be subject to property of others. Intelligent product is not fully item. Results of intellectual activities are an important component of the resource base of business. The past 20 years of social and economic reforms in Russia, talking about coming to the fore of intellectual property management in the overall enterprise management system. Poorly formed Russian market of intellectual products and the necessary legal protection of the country carries enormous damage when the results of research, development and engineering works are made available to foreign partners. Designation determines the relevance and scientific value of the research of intellectual property management, socio-economic characteristics of intellectual activity results and management features of their economic turnover. The article the author reveals the direction of research: the conditions and prerequisites for the formation and development of intellectual property relations; realization and protection of intellectual property; economic and legal forms of intellectual property.

**JEL Classification:** O34, M10, A13, P48.

**Keywords:** Management, intellectual property, market relations, intellectual property protection.

## **1. INTRODUCTION**

Intellectual products, scientific knowledge, information, professional, scientific, spiritual and cultural potential of the society today are the driving force of economic growth, the competitiveness of production is determined. All this determines the strengthening of intellectual property.

Results of intellectual activities are an important component of Russia's national wealth. With the transition to a market economy, the lion's share of these results goes to market, often without having an objective valuation and the necessary legal protection. Until now we have scientific methods of assessing intellectual products.

During the development of foreign economic relations and the absence of a monopoly on the exercise of their foreign partners get access to new ideas, technologies and other results of intellectual activity. In the absence of management on the Russian market of intellectual products and the necessary legal protection of the country carries enormous damage when the results of research, development and engineering works are made available to foreign partners, turning them into "generous gifts".

All of the above leads to greater relevance and scientific significance of the politico-economic studies of intellectual property management, public properties of the results of intellectual activity and the characteristics of their economic turnover.

## **2. THEORETICAL ANALYSIS**

Theoretical and methodological basis of the study served as a scientific work, based on the fundamental positions developed by Russian and foreign scientists in the field of management and administration of products and intellectual property services. In the study, the authors relied on the scientific methods of analysis: scientific abstraction, generalization of the system, logic, comparison. Information and empirical basis of the study was based on specialized publications, official statistics, materials business practices and analytical data published by official sources and obtained through the Internet.

A theoretical analysis of the issues of intellectual property management depends largely on the representations of the economic essence of property relations in general, and the evolution of private property in particular. As is known, the original form of property after decomposition of primitive society is private property. For her, it was characterized by the fact that the owner, the user and the administrator of the objects acted the same person. In other words, initially private property was personified. But it would be a mistake to assume that this situation may remain unchanged for a long time.

Without going into the history of the issue, focusing on the processes that are characteristic of modern society and have a certain influence on the evolution of private property.

End of the Millennium highlighted the full line of qualitative changes in the social life of mankind: the birth of "post-industrial" (information) society, "human revolution", "noosphere" (or at least the "sustainable development").

For the first time the fact of the formation of post-industrial (information) society says Spengler, in the 20-ies., Proclaimed, albeit in a tragic and romantic manner, the current decline of the industrial civilization, but not to shape a new, coming to replace. In 40-ies. Austrian economist K. Klark already quite definitely spoke about the occurrence of information society services, the company with the new economy and technology. In the late 50-ies. American economist F. Mahlup put forward the thesis about

the formation of the information economy and the transformation of information into a commodity, and in the late 60s. the leader of the theory of post-industrialism D. Bell predicts the transformation of industrial society into the information. In the early 80-ies. the emergence of the information society, at least in the most developed countries in the West and in Japan, there have been a professor of American J. Martin and Japanese professor Y. Massuda (Afanasiev, 2009; Bell, 1973; Blaug & Frits, 2009; Peters, 2001 & Porat & Rubin, 1978).

Economic theory of information as a scientific discipline is still in its infancy (its development dates back several decades). But today in the domestic and foreign economic literature contains a considerable amount of work, covering the issues directly related to the peculiarities of information production (Toffler, 1970; Baryshnikov, 2003 & Zaretskaya, 2007). In these economists shows the unity of the two productive areas (production of material products and spiritual sphere, in particular, the production of non-material forms of wealth), justified the concept of two types of productive accumulation (tangible and intangible), identified the urgent qualitative changes in the economy in terms of STP Mullakhmetov, Nazmiev and Akhmetshin (2015), put the problem of economic efficiency of a number of non-material production sectors.

“If the industrial society” – writes (Bell, 1973) – “based on machine production, the post-industrial society is characterized by intellectual production. And if capital and labor are the main structural features of industrial society, information and knowledge are those of the post-industrial society”.

According Y. Masudy, informational mode of production is characterized by a change of self-expansion of the self-expansion of capital information. Scientist specifically highlights the Quaternary, the information sector in the structure of the economic system (Korotkov, Kristalnyj & Kurnosov, 2007).

Changes in the social structure under the influence of the transition to the informational mode of production, according to many scientists, so visible that are bloodless revolution. It is stated the growth trend of employees in the service sector and information. This phenomenon was first recorded in the accounting records: the salary of those persons constituted in 1987 for the US 63% of the total salaries of the population, in 1988 – 67%; 1990 G. - 75%.

Information saturation of modern production is reflected in the growth of science-intensive products and services produced (Vasilev, Tuktarova & Akhmetshin, 2013), increasing organizational complexity of enterprises, the rapid change in consumer standards and, accordingly, the need to consider the time factor in the development of strategy and tactics on the micro and macro level.

According to UNESCO, currently has more than half of the total employed population of the most developed countries, directly or indirectly participate in the production and distribution of information.

K. Kibiridzh identifies the following trends, considering the process of informatization:

1. Growth in the share of products of the information sector in GDP volume.
2. Expansion of interdisciplinary knowledge base in the field of science studies: at least 20 areas of knowledge and disciplines interact with information science (cybernetics, psychology, computer science, linguistics, etc.).
3. The displacement of manual information processing method automatically introducing a paperless environment.

4. Changes in the structure of the information market, the increasing complexity of supply and demand with the advent of new technological opportunities.
5. Changes in the structure of the material information carriers: the gradual replacement of printed materials electronic media – magnetic tapes, disks, e-mail distribution.
6. Increase the number of employees in the information business.
7. Expansion of international exchange of information, increased competition in the domestic and international market information.
8. Expanding and improving access to information, improving the computer literacy of the population, increasing the speed of computer systems.

Every year on the world market there are tens and hundreds of new computers and software, means of communication, information services (Shkurkin, Mayatskaya, Nikonova, Novikov, Vasilyeva & Karepova, 2016). The main engine of STP are just information technology. Experts believe that up to 80% of all technological innovations based on the use of information technology.

The ability to receive and use the vast reservoir of knowledge, access to scientific, technical, social information solves many problems on the one hand, but it is new, the other “information environment” habitat change the traditional way of life of many people, converts forms and methods of communication, forms a new way of life and way of thinking. Information has “a decisive influence on the methods of social work, the way people live”.

To characterize the extent of the process of information in modern society, we present some facts which indicate about the value of information in the economic development of the United States, which are now the clear leader in the field of information industry. So, by 1995 in the United States 70% of the total fund of working time spent on information activities; 67% of the total wage bill went to the compensation of employees information complex, and their wages were on average 35% higher than those employed in other sectors; to the category of information worker concerned 54% of those employed in social production.

Following the US in terms of the production of information by Japan, Canada, Sweden, Spain, Australia, a number of Western European countries. In these countries, total public time spent on the production and exchange of information is much higher than consumed in the production and exchange of material goods.

So, (Bell, 1973) in one of his works determines the characteristics of the information society, seeing it as a post-industrial in comparison with the previous stages of social development – pre-industrial and industrial society.

According (Bell, 1973), information society takes place as part of the overall transition from industrial to post-industrial phase of development in which the main role will be played by theoretical knowledge.

Development of intellectual property management in the Russian economy is directly related to the reform process and the approximation of the relations of production level of productive forces, the development trend of global economic system. A qualitative change in the current economic system is that there is a transition from an industrial economy to an information, the main driving force is the production and consumption is not wealth, and the wealth of different information. Information technology is widely

distributed in the material and non-material production. There is a new process of division of labor, where science and information technology are not so much new as universal means of production.

In the process complexity and differentiation of the means of production as a relatively independent element highlighted information tools (software packages, original databases, etc.), Which leads to the emergence of intellectual property, which are the main objects of knowledge and information (Kobersy, Karyagina, Karyagina & Shkurkin, 2015). Knowledge and information are not the only factors of production, but also immaterial results of functioning of the intellectual labor that can be attributed to the objects of intellectual property are some characteristics of the human capital, in particular intelligence as a means of production.

Formation of the market in Russia takes place under conditions where apart, there are two kinds of objects - corporeal and intelligent. The difficulty lies in the fact that the right is not received consistent expression. There are still remnants of the traditional Soviet attitude toward intellectual property as something almost ephemeral and cannot exist without any preferential treatment.

However, the modern development of Russia in new accents in the ratio of rational and subjectivist approaches to intellectual property. All the more openly and persistently sound opinion that the definition of intellectual property management should be a value estimated factor (Nadtochy, Klochko, Danilina, Gurieva, Bazhenov & Bakharev, 2016).

Today, on the assessment of the individual contributions of the individual more and more occupy jurists, however jurisprudential approaches are often inadequate, there is a need for comprehensive studies of employment rights issues.

The current development is characterized by the increasing role of the results of intellectual activity in the management of human life – both in spiritual and in material production. Today the right to speak of intellectual products market. And that entails certain legal consequences. Versatile and reasonable legal regulation in this area is essential for all stakeholders.

The question of assessing the rights in intellectual property management is of great importance in the modern period. However, the fragmentation of regulatory provisions on the issue of legal regulation often leads to significant violations of the interests involved in the civil turnover of organizations and individuals.

We believe that the issue of its evaluation must be adequately reflected in the intellectual property law, which requires the joint efforts of lawyers, economists, technicians. In this regard, it would be useful to step up preparation of legislative acts on the issues (Ragulina & Zavalko, 2013).

The structure occupies an important place legal relationship object. After all, the specificity of intellectual property causes social and legal nature of these relationships. It is necessary to distinguish between intellectual property rights and the objects of property law in which they are embodied, materialized (Vasilev & Akhmetshin, 2014). This difference is crucial, enabling better and more deeply understand the essence of intellectual property as a legal and economic phenomenon. The content of intellectual property rights are the powers possessed by the subject of rights in relation to the object.

Feature content of intellectual property rights is based on the practice of legal regulation of the subject and the doctrinal interpretation of the question.

Determination of the content and features of the rights given by the legal science in intellectual property law, are different – and these differences are due, primarily, those which adhere to the concept of a particular author in relation to results of intellectual activity, their essence and legal nature (Kirillov, Vinichenko, Melnichuk, Melnichuk & Lakina, 2015).

The most important intellectual property unlike the proprietary property lies in the fact that the intellectual property right in full inexpressible, it always remains connected with the creator, the author of an object.

As an essential distinguishing feature include the ability to use the same IP object indefinitely wide range of people. This feature is due to this characteristic property of intellectual property as replicability, in respect of real objects is impossible.

Results of intellectual activity, as a rule, are not for personal use, and for the “society”: to objects of industrial property is the consequence of their appointment, and for objects of copyright is defined by the authors of the goals. In most cases, these objectives is public recognition of the work, which, of course, is impossible without the reproduction and distribution.

All third parties (“users”) are not dealing with the original and a copy of object of intellectual property.

It is because of this unique property of intellectual property becomes a potential situation in which the various actors can use a single invention or a product of a completely autonomously and independently of each other. Of course, the right to use, in order to be lawful, must occur on the grounds provided by law (Mamycheva, Melnichuk, Taranova, Chernykh, Gadzhieva & Ratiev, 2016; Ghasemi, 2016 & Ksenofontov, Savon, Serba & Shkurkin, 2016). Hence, by the way, it comes one of the most difficult problems associated with the illegal reproduction of intellectual property. The present level of development of technical tools makes it easy to reproduce these objects, and their availability makes it impossible to exercise proper control over the legality of such action. As a result of this “piracy” in respect of intellectual property has reached today an unprecedented scale, and is a major concern for many countries. The paper deals with legal issues of combating piracy and reasoned proposals are made on these issues.

### **3. RESULTS**

Intelligent product – the result of the spiritual, mental, intellectual activity. Intellectual products are inventions, discoveries, patents, scientific reports and papers, projects, technology descriptions, literary, musical, artistic works, works of art.

Intellectual products – products of creative activity or, more generally, intellectual property created for the needs of renovation of any public values.

Intelligent product has a public utility, it essentially represents the beginning of the public, be subject to property of others. Intelligent product is not fully item. There are at least three major differences in product and intellectual product: (1) The goods have reified form of the labor of private producers; (2) with an intellectual product consumption of its utility does not disappear like a traditional product; (3) at the base of the intellectual value of the product are not socially necessary, and individual labor costs as the product of intelligence is unique. Thus, the intellectual product serves as a phenomenon goods, due to the fact that it is the product of labor for the exchange market, essentially the same as a public utility.



Intellectual products are classified into replicable, which are the subject of mass production, and social and new – products-innovations. Intelligent products offer the following features: (a) the products of natural monopolies intelligence creators; (b) is not fully disposed of and borrowed and therefore may be subject to multiple transactions; (c) the most intelligent products consists of a carrier material and ideological part, which is the object of legal protection.

Intellectual products produced in the process of reproduction of intellectual capital, may not always be implemented in the enterprise. Hence, there is an additional activity – implementation of an intellectual product. Abroad, many examples of this type of business organization (Mullakhmetov, Aminova & Akhmetshin, 2014 & Novikov et al., 2016). For example, the company “General Electric” in the US is the company for the development of new business areas, one of whose functions is to sell the patents. For an annual fee consumers are coming out every month a list of new ideas for the various business areas. For a more detailed introduction to the content of some of them have to pay extra.

The development of a new market as a result of the release of a new product (service), the establishment of control over it, and as a result, the opportunity to dictate the high monopoly prices and to extract high monopoly profits costly by large associations. Making these costs, they are interested in as long as possible to benefit from its position in the market, so a quick change from one product to another is often contrary to the interests of large organizations. The development of scientific and technological progress accelerates the obsolescence of products and the development of science allows the introduction of new products, technologies and inventions. Terms of monopoly control over the production and sale of goods in conflict with the objective processes to reduce the time periods between the occurrence of innovation in various fields of science and technology and their introduction into production. Therefore, the role of economic agents, the sale of mastering new products usually take the small and medium-sized enterprises who are interested in obtaining a certain market share due to the commercialization of new high-tech products. In addition, the ratio of the number of innovations to the costs of research and development in small and medium-sized enterprises is 3-4 times higher than in large ones.

As practice shows, the innovation of large and small enterprises linked. Thus, durable goods structurally designed in such a way that not all the details are available ordinary user, and if some part breaks down, you need to buy a new one, that is, production and sale of long-term use goods entails the development of service industry. That is what strengthens and expands the relationship of small businesses to large. Large innovative companies, in turn, create the preconditions for the development of small, as very often innovations are used by large companies, are the result of innovative activity of small, but the subsequent implementation is carried out by enterprises having to do the best financial and material resources, good logistics base and relevant personnel.

Among the smaller organizational forms, aimed at the intensification of the innovation process, the importance of the venture is owned engineering and Development Company. Engineering company – a kind of link between research and development, on the one hand, and between innovation and production – on the other. Engineering activities related to the creation of industrial property, work on the design, manufacture and operation of machinery, equipment, organization of production processes based on their functionality, safety and efficiency.

Engineering firms carried out: assessment of the likely significance of commercial conditions and technical forecasting of innovative ideas, new technology, utility model, and invention; perform rework and

bring innovation to the industrial implementation; providing services and advice in the implementation of the development of the facility; produce commissioning, test operation on behalf of the industry.

Development company and contribute to the development of the innovation process and, as a rule, specialize in the implementation of the unused patent holder of technology, to promote the market promising inventions licenses developed by individual inventors, finishing inventions to the industrial stage in the production of small experimental batches of industrial property with the subsequent sale of the license.

A special role among the structures that support the development of innovative activity, play technopark structures that convert input resources (fixed and current assets, investments, intellectual resources) at the weekend innovative services. Technopark structures can vary widely in structure and scope of inputs and output services, these characteristics change in a significant range and determine the form – from simple structures such as scientific “hotels” that can be placed in a small building, and have 2-3 kinds of services to Technopolis science or regions, occupying considerable space and representing complex regional economic complexes with innovative orientation (Kobersy, Khasiyeva, Yakhina, Ignatyeva, Goloshchapova, Shkurkin, & Sadykova, 2016). By increasing the degree of complexity of technopark structures can be positioned as follows: incubators, technology parks, techno, areas of science and technology.

With reference to today’s Russia cannot fail to recognize the potential of object-subject of intellectual products market. The large number of intellectual products of varying degrees of readiness for the implementation of the market allows us to speak about asynchronous intellectual product market development in Russia. The number and the behavior of the subjects in this market is predetermined by the general economic situation. We emphasize once again the role of various intermediaries (research agencies, “Exchanges”), allowing quick reduce cooperants, to combine their capabilities and efforts, on the basis of relevant information files (technology banks) to scale up innovation through replicating innovations, remove from the shelves and put to work gained technological advance.

The complexity of the innovation sphere in Russia is the unsuitability of the old innovation management system to the new economic conditions. Most active NGOs were the only scientific-industrial complex, although their constituent enterprises have a certain independence. They are organizations with different sources of remuneration and material incentives for scientists and production workers. As a rule, the NGO had sufficiently powerful and well-equipped production base, which allows to quickly produce and test prototypes and small batches of new technology. Organizational elements of the innovation process was a system of scientific and technical information in the form of various organizations for the collection, organization and analysis of information in the field of scientific and technical progress. In general, such a state system of scientific and technical information is unique, which had no analogues abroad. In the course of the country, the system broke up economic reforms, innovative enterprises have economic freedom, which affected their performance is not always for the better.

In Russia, the innovation processes implemented differently in different industries, in particular, in view of the current imbalances prevailing in the innovation sphere. Typical for Russia is a multi-structural – the presence in the sectors of the economy, and even sub-sector innovation, are at different stages of the life cycle, which consists of three stages: nucleation, growth, and maturity (Chueva, Niyazova, Metsler, Shkurkin, Aznabaeva & Kim, 2016). Along with the development of high technology products and high level were innovation, are at the final stage of the life cycle. For example, a serious lag in electronics has not



excluded the extensive development of avionics. Such technological stratification was maintained mainly due to the peculiar subsistence farming in the scientific and technical sphere. Price liberalization and open borders have caused such serious damage to the natural economy.

In addition to the former Soviet Union have been characterized by low speed the innovation process and the weak link between the various stages. Due to the lack of consistency between steps (Unaddressed products, the monopoly position of some participants in the process chain, departmental barriers) innovation process in some cases interrupted. For example, the world's first dental laser system was invented at the Institute of Physics, but the practical application of this innovation in Russia not received.

For Russia and is characterized by regional disparities. By the end of 1991, the Russian research and development activities have been concentrated in the central cities: about 45% – in Moscow and Moscow suburbs, 15% – in St. Petersburg and the region, the rest of the mass is mainly accounted for the former closed cities.

In addition, according to the State Statistics Committee of Russia, in recent years the number of employed in science and scientific services to the population fell. During the years of economic reforms have the highest rate of decline in employment in science and scientific services to the population, which could not but affect the development of this vital sector of the economy.

The incomplete use of the potential of innovations in Russia is manifested, in particular, in the slow pace of doing some research, in the absence of the potential progressive economic mechanism. The task of increasing the efficiency of production today requires an intensification of innovation. It is necessary to identify and use all reserves to accelerate its pace.

In recent years, Russia continues the trend of deterioration of indicators of creation and development of new technology.

As a result of shortcomings in the implementation of new technology inherent with the development of its economic effect is much lower than that which could be obtained in a timely manner using the planned volume.

According to estimates of the American National Science Foundation in the mid 80s in the former USSR research and development, much of which was concentrated in Russia, about 1.5 million (Shkurkin, Novikov, Kobersy, Kobersy & Borisova, 2015). The scientists and specialists were employed, that is approximately 2 times greater than the in USA.

According to Western experts, the level of basic research in the former Soviet Union was very high, the scope and quality of theoretical research comparable with Western; it is primarily concerned with the natural sciences, it is largely due to the high mathematical training of scientists.

One of the most acute problems in Russia today – it's "brain drain" to other countries. In all likelihood, it is within this problem should be seen functioning in our country various foreign scientific funds (Soros Foundation). The fact that, on the one hand, these funds include cash rewards our scientists for certain projects, but on the other hand, this makes it possible to export from the Russian costly ideas and developments.

In recent years, Russia has undergone significant changes in the training of scientific personnel: reduction in the number of research institutions with post-graduate studies, decreased release of graduate

students and the number of defended dissertations (from 1992 to 1995 reduced the number of candidates from 111.4 thousand in the country up to 95 thousand. people).

The development of scientific and technological progress in all areas of the economy is determined by the presence of legal entities – research organizations to solve complex and targeted not only research, but also in accordance with the contractual relations with enterprises and organizations of various industries engaged in the implementation of innovative ideas into concrete products, products, new technologies.

Consequently, the leading actors of innovation activities are commercial organizations that implement innovative ideas into concrete projects and receives a financial result in the form of profits. Therefore, the subjects of innovative business activities regardless of ownership include research and design organizations, enterprises and organizations of various industries, higher education institutions.

Today, as we have already noted, we see in Russia a sharp reduction in the number of organizations that perform research and development, which is primarily attributable to a reduction in funding for science and renewal of fixed assets of scientific organizations, resulting in increased wear and deteriorating technical level of scientific equipment research organizations, that is, reduced material and technical base of Russian science. Sharply reduced the volume of investments from all sources of funds allocated for the establishment of scientific and technical and experimental base of science.

#### 4. DISCUSSION

Intellectual property – a “special kind of property that require special regulation because of its intangible nature”. Achieving maximum efficiency in the implementation of intellectual property is possible only with a strong institutional framework, including the legislative sphere (Duma, 1993).

As noted above, the process of implementation of the intellectual property inherent in a multi-stage character. The transition from one form to another as follows: “idea → innovation → develop → final product”. Let us consider in more detail in the third stage. The transition from the development to innovation is accompanied by a multiplier effect. Therefore, to achieve maximum economic efficiency is needed is a clear specification of rights and the distribution of powers in the intellectual product.

Speaking of the “use” of intellectual property, it should also be noted that these objects non-expendable. Some of them (for example, works of art) does not apply the concept of obsolescence, as their market value over time may increase.

The authority orders in the theory of law is traditionally understood as the ability to determine the legal fate of the property by changing its affiliation, status or destination (in the form of alienation under the agreement, hereditary transmission, destruction, etc.). It is believed that, in general, such a definition holds true for the subjects of intellectual property, taking into account characteristics specific to intellectual property. In particular, it can be transmitted only property rights, i.e. the right to use intellectual property.

Proponents of the theory of exclusive rights to results of intellectual activity are faced with the problem of a combination of exclusive rights and the rights of authorship. It draws conclusions about a certain ‘duality’ relationships that are emerging about the results of intellectual activity (Shkurkin, Shestopal, Gurieva, Blaginina & Gurianov, 2016). They put forward various concepts that combine exceptional and copyrights.

Analysis of the legislation reveals two groups of rights that constitute the intellectual property rights: individual rights; property (exclusive) rights. These rights are to some extent intertwined and cannot always be clearly differentiated. However, this division has become customary.

The first group of rights known as “personal non-property” or “moral” rights. These rights are an essential component of intellectual property rights, because they recognized the inextricable link between the creator of the object and the object as a result of his intellectual labor.

The moral rights of the author are the legal expression of the essence of intellectual property and define the most important features of its legal settlement. By the moral rights of the subject of intellectual property include: the right of authorship, i.e. the right to be considered the author of the object; right to a name, i.e. the right to determine the form of specifying the object name of the author (under his own name, conditional name (pseudonym) or anonymously); right to inviolability (integrity), i.e. the right to protection of intellectual property against various distortions or other infringements capable of inflicting damage to the honor and dignity of the author. Individual rights are inalienable and protected in perpetuity. They arise due to the fact of the creation of intellectual property and does not require compliance with any formalities for their recognition and implementation. Moral rights belong to the author independently of his economic rights and retain them in case of an assignment of property (exclusive) rights to use the work.

Individual rights are non-transferable, therefore the intellectual property rights in general, as opposed to the proprietary property is indescribable.

The second group includes property rights (exclusive) rights. The legal nature of them is that it is the exclusive right of intellectual property of the author and to carry out (or) to authorize the use of the object. Author (creator) has the right to use his work in different ways, which are realized by himself or other entities under contract with the author.

The right to use the intellectual property of the object may be associated with an object or material carriers are not directly associated with them.

An integral part of everyone’s powers on the use of intellectual property is entitled to royalties, which always occurs in connection with or otherwise use the object.

The use of intellectual property by other persons is not permitted, except with the consent of the author, and the payment of compensation, except in cases provided by law.

A characteristic feature of the right to intellectual property is strictly limited their territorial nature, i.e., these rights are limited to the territory of the State where they originally emerged.

Intellectual property law is the core of the emerging legal industry now, which, as will be shown below, we suggest be called intellectual property rights (i.e. intellectual property rights in the broadest sense).

## **5. CONCLUSION**

In the field of intellectual property and the property we now, although with great delay, but are involved in a global intellectual community and many risk, losing time for the dynamic transformation of Russia into a truly legal, informational, intellectual society, in the developed technically and technologically advanced power in stability, social and national security.

It becomes a new phenomenon in our life management of products of intellectual activity; it is an effective form of implementation of science and technology in a market economy.

These days on the market, in addition to traditional financial products, more and more prominent place is occupied by intellectual products. This allows professionals to talk about the formation of separate markets for intellectual property buying and selling. Commercial interest in the intellectual property associated primarily with the possibility of generating income from the ownership of new technical solutions or the sale of patents and licenses. These essential features of creative works as progressiveness, originality and the ability to provide a stimulating effect on the scientific and technical progress, give them the right to be judged in the commodity market, depending on market conditions.

However, the perception of intellectual property as one of the most significant socio-economic and legal categories are still encountering some difficulties in Russia. Intellectual Property The approval process in the Russian legal field and in the market – a very complex and contradictory. In many ways, this is due to the fact that intellectual property management, as a new phenomenon of our time, requires a qualitatively different views and approaches than those that have been established in the previous period. It may be that familiar little innovative thinking is not yet fit into the usual, become traditional concepts and schemes. And this clash of old and new approaches, the priority of democratic values, their prevalence over the dogma of old times define today the formation of a new concept of intellectual property rights.

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