

The Importance of Intellectual Property in the Formation of an Innovative Economy

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ABSTRACT

In today's dynamically changing era, countries determine their development path through the development of intellectual property. The introduction of limitless scientific achievements in all spheres of society requires further improvement of the sphere of intellectual property in our country. This article examines the role of intellectual property in the innovation economy and important aspects of its development.

KEYWORDS: *intellectual property, human capital, GDP, World trade organization, World Intellectual Property Organization (WIPO), trademarks, commercialization*

INTRODUCTION

Innovations are the most important factors in the modernization and diversification of the economy, ensuring its dynamic development and competitiveness, and further increasing the role and authority of the country in the world community. Therefore, today every state pays great attention to the wide use of innovative opportunities to ensure the stability of its economy and improve the well-being of the population. Innovation is based on intellectual property. The importance of intellectual property in the formation of an innovative economy is invaluable and closely interrelated.

Head of our state Sh. M. Mirziyoev noted: "If we do not raise the issue of intellectual property to the level of state policy, then Uzbekistan will not be competitive in 10 years." [1]

In today's era of rapid changes and updates, it is necessary not to limit with the existing achievements, but to intensify work on the development of new, based on the requirements of today's intellectual property products, innovations and improvement of intellectual property objects. One of the urgent tasks is to conduct research on these issues and develop scientifically based proposals and recommendations.

REVIEW OF LITERATURE

Issues of intellectual property and its significance, protection as a separate subject of research are studied in the works of a number of foreign and our scientists. Analyzing the methods and means of intellectual property rights protection, Akramkhodzhaeva Z. S. focuses on the development of theoretical and practical conclusions on improving the legal norms and also the importance of the sphere of intellectual property in the economy. [2]

Toshev B.N. based his research on the development of intellectual property and copyright rights in a market economy, the essence of international acts in the field of intellectual property.[3]

Russian researcher N. N. Karpova gave her own definition of the concept of intellectual property. At the same time, for developing countries, WTO accession has highlighted the positive and negative aspects in ensuring intellectual property rights. In particular, the positive aspects include the following:

1. effective protection of intellectual property rights improves the investment climate;
2. development of a unified interpretation of the concept of the use of intellectual property rights (amendments to accounting, tax and financial statements in connection with the accounting of the use of intellectual property);
3. support for national manufacturers;
4. recognition of generally accepted trademarks on the national market;
5. lead to a reduction in the number of counterfeit and pirated products.

At the same time, for a developing state that becomes a new member of the WTO, the following negative aspects of intellectual property protection are noted:

1. the emergence of high competition in the foreign market;
2. reduction of requirements for industrial scientific and technical expertise;
- 3) loss of national producers of their positions in the market as a result of high competition between trademarks in the local market;
4. non-payment to the state budget of the fees paid when obtaining a patent by foreign applicants. [4]

RESEARCH METHODOLOGY

Methods such as statistical analysis, systematic analysis, comparative analysis are widely used in scientific research.

ANALYSIS AND RESULTS

Today, the effective use of human capital, the widespread introduction of the created objects of intellectual property into the process of commercialization and the transformation of the industry into a leading branch of the economy are among the most important indicators for the economically developed countries of the world. There are such intangible assets, that is, trademarks, the value of which can be the GDP of the entire state. For example, the American online retailer Amazon for the third year in a row occupies high positions in the list of the most expensive brands in the world, its value today is \$ 254.2 billion. The list of the most expensive brands is led by Apple (\$263.8 billion), Google (\$191.2 billion), Microsoft (\$140.4 billion), Samsung (\$102.623 billion), Walmart Inc. (\$93.2 billion), Mercedes-Benz (\$65.04 billion) and others. [5]

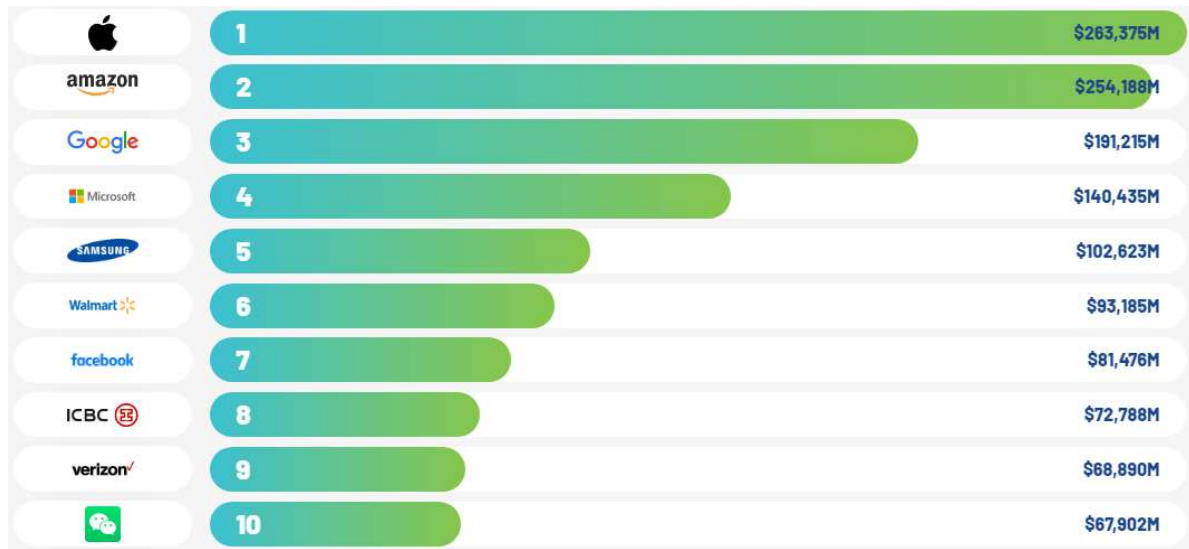


Figure 1 The world's leading brands and their values (The Global Top 10) [5]

Brand awareness is an important element of the marketing strategy, and geographical indicators contain information about the features of the product related to its origin. They serve as a means of individualizing the product in the market, giving consumers the opportunity to distinguish clearly the product from other products based on its geographical origin. One of the important tasks facing us is to increase the authority of national producers and ensure the added value of products.

In Uzbekistan, there is no precise data on the share of intellectual property in the country's GDP, which is a very small amount. One of the main reasons for this is that our country has a poorly established system for evaluating intellectual property objects. These indicators are determined by the number of industrial property objects transferred and registered with the intellectual property organization in our country (Figure 2).[7]

Year	Patent	Trademark (class count)	Industrial Design (design count)	GDP (Constant 2017 US\$)
2010	374	4,100	250	132.86
2011	304	4,510	301	143.20
2012	270	6,633	224	153.76
2013	308	5,134	297	165.43
2014	374	5,475	366	177.30
2015	305	4,777	406	190.51
2016	385	6,610	359	202.12
2017	366	7,368	326	211.14
2018	480	7,993	309	222.63
2019	456	8,504	250	235.02

Figure 2 IP (Intellectual property) filings and Economic Growth [7]
 Source: WIPO statistics database; last updated 03/21

The figure 3 shows that the GDP of Uzbekistan tends to grow. In proportion to this, for the period 2010-2019, the number of registered objects of industrial properties - inventions and trademarks increased, in particular, the invention increased by 1.2 times, the trademark by 2.1 times, and the number of industrial designs remained unchanged (Figure 3).[7]

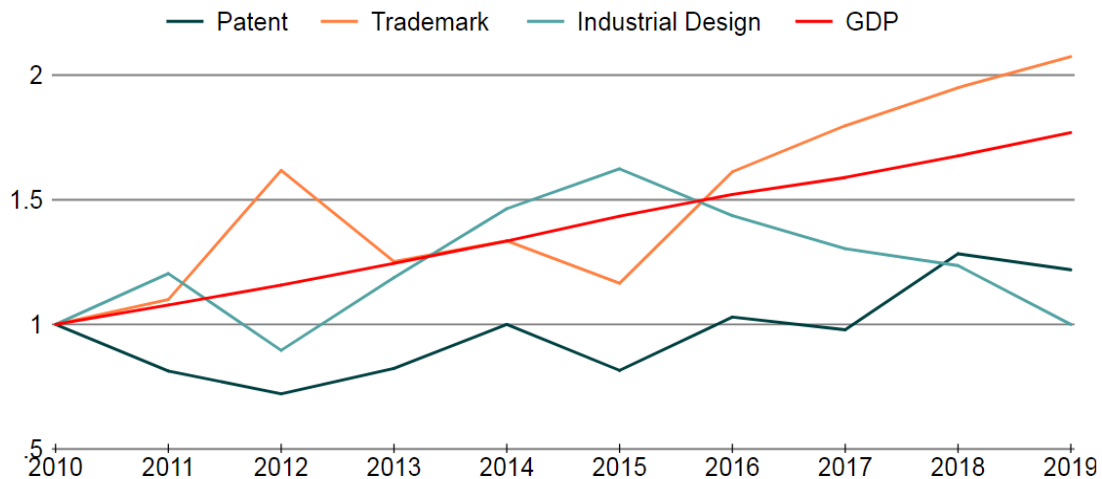


Figure 3 IP (Intellectual property) filings and Economic Growth [7]
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The importance of developing the field of intellectual property lies in the fact that it consists mainly of intangible assets, and in achieving its high value, the main place is occupied by intellectual and technological products. With the growth of production using intellectual resources, their value does not devalue, but, on the contrary, increases.

Based on the above, one of the important tasks facing us is to establish a system of training appraisers with specialists of the World Intellectual Property Organization. International experience shows that large countries have established large institutions in this area, and created evaluation standards. Using special criteria, you can determine the cost of any goods and services.

CONCLUSIONS AND RECOMMENDATIONS

In the modern technological progress, intellectual property is becoming increasingly important in the development of the economy of each country, determining the competitiveness of the state in the world economy.

For the development of intellectual property in Uzbekistan, it is advisable to adhere to the following practical recommendations:

- development of the national strategy of the Republic of Uzbekistan in the field of intellectual property development;
- introduction of scientific achievements in each department and industry to strengthen the protection of intellectual property;
- commercialization of scientific developments, popularization of national brands;
- establishing close cooperation with the World Intellectual Property Organization.

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