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COMMERCIAL USE OF INTELLECTUAL PROPERTY AS A DRIVER OF INNOVATIVE GROWTH OF THE ENTERPRISE

In the modern economy, innovative development of enterprises is key to competitiveness and sustainability. Competent management of intellectual property allows for the most efficient use of resources and increases economic benefits [1].

The existing literature covers various aspects of intellectual property management, including patenting, licensing, and rights protection. However, more attention needs to be paid to integrating intellectual property into the strategy for innovative development.

The main goal of the study is to analyze and develop methods for the commercialization of intellectual property aimed at enhancing the innovative development of enterprises. The research identifies key success factors and develops recommendations for managing intellectual property to achieve maximum economic benefits.

Every product embodies the results of the intellectual activity of individual employees. These can be original technical, technological, commercial, and organizational solutions that give the product new, in-demand properties. Such solutions include information about the constructive features of the product, technological methods of its production, data on suppliers and clients, and other important business information that ultimately generates income. This information is the object of intellectual activity.

An innovative enterprise oriented towards development actively conducts research and development, seeks new ideas, and methods for their implementation. The main goal of innovative development is to gain competitive advantages and additional profit.

Intellectual property plays a key role in the innovation process and requires competent management. Without proper guidance and organization, intellectual property will not bring the expected profit, and its commercialization process may turn out to be ineffective [2].

The commercialization of intellectual property is the process of involving the results of intellectual activity in economic turnover or using them in economic activities to obtain economic benefits [3].

Main directions of commercial use of intellectual property include:

1) Implementation of intellectual property in production: This increases productivity and technological efficiency.

2) Full transfer of intellectual property rights to third parties: This involves selling the rights to developments for their further use by other companies, allowing the enterprise to profit immediately after the deal. There are two approaches: selling a full license or a patent [4].

3) Patent sale: This implies transferring the right to patent any development carried out during research to the customer. This is relevant in case of lack of funding or the development not being connected with the main activity [4].

4) Transfer of rights with the possibility of own use: In this case, the enterprise retains the possibility to use intellectual property in its activities and sell the rights to it an unlimited number of times [4].

Thus, competent commercialization of the results of intellectual activity allows not only to increase productivity and technological efficiency but also significantly increase the company's profit. The application of various approaches to the use of intellectual property ensures flexibility and adaptability in a changing market environment, making the enterprise more competitive and resilient to external influences.

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