

## INTELLECTUAL PROPERTY AS THE LEVERAGE OF INNOVATIVE ECONOMIC RECOVERY

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Intellectual property is one of the most valuable assets of any company. The introduction of innovative technologies can provide a competitive advantage monopoly. The basis of the whole innovation production system is the availability of innovative products portfolio of intellectual property.

The article is aimed at studying the activity of the agricultural and industrial sectors in view of the presence and number of intellectual property in the market to determine their impact on the economic situation of the country.

Intellectual property rights in accordance with law institutions are divided into two groups: the objects of copyright and related rights and industrial property. The latter is the most popular in the industry, manufacturing, and trade.

The most common among industrial property are patents, utility models, industrial designs, and trademark, which have the great commercial value. In the agricultural sector, plant varieties occupy the basis of manufacturing.

The authors examined trends in process of flow of applications for inventions, utility models, trademarks for goods and services, qualified indications of origin, varieties, and hybrids of plants and obtaining protection for them. The impact of enterprise performance and implementation of foreign trade of the introduction of intellectual property are investigated. Increases in agricultural products exports and reduction of industrial exports are detected. The main reason for an imbalance of foreign trade – the dominance of exports of goods with raw materials orientation and a small proportion of products, which have high added value. Fostering innovation enterprises contribute to such national preferences as soft loans and tax levers.

Targeting manufacturers to produce high technology products will update the means of production, create new jobs, increase the production of innovative products, and change the vector of commodity exports in the other direction.