

# INTELLECTUAL PROPERTY AS THE FOUNDATION OF THE INNOVATIVE MODEL OF ENTERPRISE DEVELOPMENT

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In modern economic conditions, intellectual property becomes an effective means of increasing the competitiveness of an enterprise. At the current stage of economic development, leading countries consider intellectual property as one of the main components of national wealth.

The object of intellectual property is the ideal product, which has intrinsic qualities, but which is reflected on the material carrier. The objects of intellectual property are unlimited in space and can be used by any number of persons. Unlimited time and space affect the inalienability of some intellectual property objects.

Analysis of the work of various scholars allowed establishing that intellectual property objects can be considered as potential sources of increasing the competitiveness of the company.

The introduction of intelligent objects into production makes it possible to receive additional profit. Commercialization of intellectual property objects is the transformation of the results of intellectual activity into market goods in order to receive profit or other market benefits. Commercialization of intellectual property in conditions of market relations requires considering the intellectual property of it as a commodity and as a capital.

Intellectual property is one of the most valuable assets of any enterprise, so proper intellectual property management helps to improve the whole process of enterprise management, which ensures maximal profit for minimal expenses. Implementation of innovations can provide monopolistic advantages over competitors.