

INTELLECTUAL PROPERTY: DEFINITION, STRUCTURE AND ROLE IN THE CURRENT ECONOMIC CONDITIONS

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The article describes the main approaches to the definition of “intellectual property” as the totality of the results of intellectual activities of human beings in scientific, artistic, industrial and other areas, and related property and non-property (personal) rights. The analysis of existing classifications of intellectual property is made on the basis of the Convention, which established the world intellectual property organization (WIPO), and the known Russian scientists. Described the place and role of intellectual property in the activities of business entities and the dynamics of financing the development of intellectual property through the prism of innovation activity in Ukraine. It is proposed

to create departments to carry out research that will attract additional capital investment, provide competitive advantage and to earn additional income from the sale of licenses to use intellectual property. It is clear that in the current crisis a significant number of companies cannot afford to innovate at their own expense, and the underdevelopment of the domestic stock market and the difficulty of attracting loans do not allow the use of these classical instruments to raise funds. A way out of this situation is the state support of innovation and innovative mechanisms for attracting investments, one of the most popular of which in recent years has become crowdfunding.