

# Use of Intellectual Property Objects in the Process of Forming the Innovation Environment of the Cluster

Shahlo Nematova<sup>1</sup>

**Annotation:** Within the framework of this research, it is important to understand how the existing economic and legal bases of intellectual property management systems can be used for the development of cluster structures, what are the limitations and potential in the direction of joint ownership and their use.

**Keywords:** intellectual property, innovation, clusters, strategy.

**Introduction.** Intellectual property. Studies conducted on the leading clusters of Russia have shown that the use of intellectual property can accelerate the formation of an innovative environment in clusters and change it in terms of quality. In addition, for the practical implementation of approaches to the joint use of intellectual property objects, it is necessary to assess the level of theoretical validity of such decisions and the level of their methodological development.

Based on the fact that the development of the field of intellectual property is the main factor in the world integration of our country, in order to improve the system of protection of intellectual property objects, as well as to consistently implement the tasks defined in the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, "Intellectual property" "On measures to improve the system of protection of objects" dated January 28, 2021 PQ-4965, the decision of the President of the Republic of Uzbekistan was introduced [1].

If we consider intellectual property as a resource for development, especially cluster development, it is necessary to understand that its value is shared by all its participants. Although the understanding of the economic nature of intellectual property is different, it is related to the traditions of its use, evaluation, management and protection.

The interpretation of the concept of intellectual property is often conditional, because the form of expression of the result is valued not by the fact of its existence, but as a certain way of transferring information and knowledge. And therefore, the transition from the understanding of the value of ownership of the object to the carrier of intellectual property stored in the form of a record to the evaluation of the potential of its use in production requires the implementation of transitional measures in terms of training the participants of use [2].

The characteristics of intellectual property require, first of all, to clarify the range of rights recognized for its owner, author and user.

These rights include:

1. In the field of knowledge related to innovation:

- scientific discoveries;
- inventions;
- industrial samples.

2. More related to commercial promotion of goods and services:

- trademarks;
- service marks;
- trade names;
- the right to be protected from unfair competition.

3. Having a creative, artistic expression:

- literary, artistic works;
- sound recordings, radio and television recordings and broadcasts.

Based on the above list and according to the results of studying the opinions of scientists, it should be said that the list cannot be final. There is constant progress in scientific creativity, the form of expression of the result of intellectual activity

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<sup>1</sup> lecturer of Economics and Service, Fergana State University

is changing, the characteristics of carriers are changing. This means that approaches to managing intellectual property must also be reconsidered.

From the point of view of economic circulation, the most interesting are the functions performed by intellectual property. If intellectual property includes copyright, related rights and industrial intellectual property, the common, unifying factor for them is the result of creativity based on intangible nature. Thus, intellectual property:

- can be used by an unlimited number of users, because its copying is only related to the transmission speed of the carrier;
- use for competition, thereby increasing the level of services and products;
- if the secrets are known to competitors and can be repeated by them, they quickly cease to be important and useful [3].

Intellectual property to be used to create competitive advantages is also tied to the territory where these rights apply. If the legal practice in the ownership of something (the right to own material objects) refers only to buildings, constructions and land plots, it is not possible to move without losing the property. On the basis of agreements concluded on the protection of intellectual property, there is a right to protect intellectual property in the territory of one country, several countries or the Union. The problem of regional connectivity is being solved gradually, but not fast enough in terms of economic advantages.

Currently, there is almost no need for authors and inventors to "replicate" their actions, because international conventions have been adopted and ratified in the field of copyright and inventors that allow the extension of rights to intellectual property registered in one country.

In order to fully present the characteristics of intellectual property, it is appropriate to determine the existing types and objects of intellectual property (Table 1).

The activity of foreign companies in registering intellectual property rights in Uzbekistan proves that intellectual property is currently one of the most important means of achieving economic and technological development. For clusters operating in knowledge-intensive industries and creating intellectual property as a result of their activities, the value of information assets often exceeds the value of material assets. Thus, the protection of intellectual property is a very important task. Proper use and management of information resources is very important.

**Table 1. Intellectual property types and objects**

<b>Faoliyatning xususiyati</b>	<b>Ilmiy-texnik ijodkorlik</b>	<b>Maxsus bo'lmagan harakatlar</b>	<b>Adabiy, badiiy va ilmiy ijod</b>	<b>Faoliyatni amalga oshirish</b>
<i>IM turlari</i>	<i>Sanoat mulki</i>	<i>Nou-hau; Nouhau</i>	<i>Mualliflik huquqi</i>	<i>Tegishli huquqlar</i>
	Ixtirolar	Texnik va texnologik	Adabiy asarlar	Ovozli yozuvlar
	Foydali modellar	Ishlab chiqarish	San'at asarlari	Televizion va radio eshittirishlari
	Sanoat namunalari	Tijorat	Ilmiy ishlar	Faoliyatni amalga oshirish
	Tovar belgilari, xizmat ko'rsatish belgilari, tovar kelib chiqqan joy nomlari	Tashkiliy va boshqaruv	San'at asarlari	Aranjirovkalar
	Naslchilik yutuqlari		Kompyuter dasturlari va ma'lumotlar bazalari	Rejissiorlik faoliyati
	Insofsiz raqobatni bostirish		Integral mikroshemalar topologiyalari	

Both in the organization and in cluster-type structures, the intellectual property management system should include the following elements [4]:

- organization of assessment of intellectual property objects;
- organization of processes of registration and provision of rights to intellectual property objects;
- operation of the risk management subsystem for the use of intellectual property objects;
- training of employees of organizations of cluster participants in the field of intellectual property management;
- organization of information provision of processes, including providing information about the possibilities of using intellectual property;
- organization of design works to create new objects or include already evaluated ones in clusters in development projects.

The modern practice of managing intellectual property in clusters shows the lack of consistency and insufficient legal, organizational and personnel provision of these issues. Often, all activities in scientific organizations and clusters are reduced to the activities of former patent (patent-licensing) departments or patent experts. There is no unified management system.

Any cluster structure includes tangible and intangible resources. Each of these resources must be properly managed for the cluster to grow effectively. Material resources include all labor items and objects. They are focused on the development and creation of innovative products that will later bring financial resources. In turn, financial resources enter the cluster as a special type of material in the form of profit or investment, and leave it as a result of acquiring the necessary material resources, paying wages, etc. Intangible assets include intellectual property objects, which represent absolute or proprietary rights. The method of managing intangible assets is not yet formed and there is no regulation. Each cluster, including foreign ones, forms its own mechanisms for the implementation of existing intellectual property objects, but not all of them are successful [5].

Thus, taking into account the characteristics of intellectual property, its main types and objects present in integrated cluster structures were determined. Relationships related to the development of integration processes in the innovation environment in clusters or targeted actions on the development of integration processes in the field of intellectual property distribution in the process of cluster development management are not given priority.

Normative documents and analyzed data on the use of intellectual property objects by clusters do not indicate approaches or solutions other than those available to participating and non-participating enterprises in clusters. It also confirms the rules of the hypothesis that intellectual property is insufficiently involved as a resource in the development of integration processes in the innovation environment of clusters. At the same time, it is clear that the activity of any cluster under consideration is aimed at developing an innovative component that allows to increase the economic, industrial and other potential of production in the technological process.

As can be seen from the above signs, most of the existing clusters have a scientific and technical nature, which allows them to create intellectual property objects and use them effectively. Also, the study of scientific literature in this direction showed that currently there is no single systematic approach to the management of intellectual property objects in clusters. Thus, if clusters work to create intangible assets, their subsequent implementation remains, in most cases, an open question.

At the same time, it is worth noting that without a systematic approach to intellectual property management, it is difficult to develop integration processes in the innovation environment of any cluster. In order to determine the development direction and dynamics of integration processes in the innovative environment of clusters, it is necessary to consider how the issues of strategy formation and implementation and intellectual property management are reflected in the strategies.

Violation of intellectual property rights has become a pressing issue today. In particular, the development of digital technologies and the expansion of the Internet are the main factors in this.

At the meeting of the head of our state on the measures to improve the intellectual property protection system held on October 12, the development of science and innovation, the reliable protection of intellectual property objects in the transformation of achievements in this field into products with high added value provision was emphasized. It was also noted that the brand value of goods is high in the world, intellectual property makes up 45% of the gross domestic product in Europe, 12% in China, and 7% in Russia. "Our country has distanced itself from the world market in this regard. Neither official agencies nor regional leaders paid attention to the issue of intellectual property. That is why our inventors, scientists, creators went abroad. Our research institutes failed to innovate and industries failed to create consumer developments and brands. However, one cannot be self-possessed. The requirements in this regard are outdated," the head of state said.

In developed countries, effective use of human capital, wide introduction of created intellectual property into the process of commercialization, and turning intellectual property into one of the developed sectors of the economy are important indicators of economic development. A single brand that is successfully used in product packaging can represent the image of a large company or even the entire country. Well-known brands such as Rolex, Nike, Adidas, Apple, Toyota, and Mercedes Benz are clear examples of this.

In many cases, when we talk about the economic development of advanced countries such as Singapore, South Korea or Japan, we immediately think of the innovative economy. This is certainly not in vain. Because in these countries,

innovation is the fundamental basis that encourages the creation of intellectual property and ensures its legal protection. The issue of implementing an intellectual property strategy is a unique and fundamental solution, especially for countries whose economies are in crisis, in the context of global resource shortages.

In many countries of the world, intellectual property is protected by the state. Considering that intellectual property is becoming an important component of our country's economy, improving the legislation in this regard is an urgent task. Six laws aimed at protecting intellectual property have been adopted in our country.

In our country, the rights of authors of inventions, scientific developments, rationalization proposals, scientific and creative works are protected on the basis of these laws. However, the rapidly changing times and the introduction of various innovations in the field require changes and additions to the national legislation.

In order to implement the latest changes and innovations in the field, on August 5, 2020, the law "On amendments and additions to certain legal documents of the Republic of Uzbekistan" was adopted. Civil and Customs Codes, "On Trademarks, Services", "On Inventions, Utility Models and Industrial Designs", "On Legal Protection of Topologies of Integrated Microcircuits" regulating the sphere of intellectual property Amendments and additions were made to the competition achievements and "Legal protection of programs and databases for EHM".

In the rapid development of modern intellectual property relations, it is necessary to comprehensively modernize the norms governing the institution of intellectual property. This goal requires the implementation of legal and practical measures to change the business environment in the field of intellectual property. In particular, measures to encourage technological development, strengthen the protection of copyright holders, open new opportunities for intellectual activity, reduce barriers to obtaining a patent, issue electronic patents, and form the legal basis for the use of 3D models in patent applications are among them.

The analysis of the practice of law enforcement showed that the work on timely detection and elimination of violations in the field of intellectual property, protection of intellectual property objects, lack of qualified personnel in the field of intellectual property, as well as , high patent duties and fees have a negative impact on the development of this industry.

Intellectual property includes copyright, related rights, and industrial property. It also includes all the brands associated with the brand. Copyright and related rights mainly concern the media and IT sector. This market is more active than industrial property in our country.

Working with patents in our country is not yet developed. Companies from other countries are actively working on patents - they actively participate in buying and selling, creating patent funds, using patents and trademarks to capitalize the company, as well as launching their products on the market or indirectly competing with goods.

An improved system of intellectual property protection will benefit both the enterprise and the country. This is due to advances in research and increased spending on research and development (a set of work that includes the production of research prototypes and small-scale product samples before the production of a new product or system in the industry).

R&D expenses are an important indicator of the company's innovation.

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