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PATENT POLICY DEVELOPMENT IN THE ANALYTICAL SUPPORT FOR MANAGEMENT OF INTANGIBLE ASSETS

SHELEST Viktoria,

Ph. D. in Economics,

Associate Professor of the Accounting and taxation Department

Kyiv National Economic University named after Vadym Hetman

Annotation. *Research of the existing models of intangible asset management was conducted in the article. The place of patent policy in the activities of business entities was determined. The process of analytical support for the management of intangible assets is described, which is added by the procedures confirming the patent policy of business entities, that encourage the implementation of innovative development strategy and allows identifying the key factors for the effective operation of such entities.*

Keywords: *intangible assets, patent policy, patent analysis, management of intangible assets, innovation strategy.*

The article proves that patent analysis as a modern tool for studying the main operational activity of an innovative-oriented enterprise enables to solve technical, legal and conjuncture problems associated with the development or promotion of products, which contains scientific and technological achievements.

The concept of "patent policy" proposed for the enterprise to attach such importance as an instruction for action and decision making at the creation and use of intangible assets in the operating activities of an enterprise that develops the achievement of goals in the protection of intellectual property rights, determines ways to stimulate the scientific and technological development of an enterprise, as well as the effective use of exclusive rights to intellectual property as assets of the enterprise; defines the rules for distributing income from the use of exclusive rights, resolves conflicts of interest between the owner and developers. It is noted that the company's patent policy is a local document, accompanied by a number of local acts (procedures, regulations, forms).

In the system of analytical provision of management of intangible assets for forming the patent policy of business entities, it is proposed to elaborate decision making by taking into account the various target information needs for management — to achieve strategic and tactical goals — for the following blocks: to form the optimal structure of the patent portfolio; to create sustainable competitive advantages; to choose the option of commercializing intangible assets; for the capitalization of the value of assets of the enterprise. For efficient management of intangible assets of innovation-oriented enterprises, it is suggested to apply portfolio analysis, selecting the patent portfolio as the object of analysis.

It is noted that the formation of modern innovation-oriented economy as a complex, open and dynamic system requires adequate scale and depth of scientific comprehension, the definition of objective patterns of development, the substantial modification of the current and the development of fundamentally new methodical tools for the analysis of intangible assets.

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