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STRUCTURAL INTELLECTUAL CAPITAL MANAGEMENT AT AGRARIAN ENTERPRISES

Current economic conditions for enterprises of the agricultural sector make it necessary to increase their competitiveness in the market, in particular by intensifying the development, implementation and use of intellectual property. In terms of intellectual capital of enterprise, in particular, exists its second part – structural capital. As you know, structural capital is everything created by employees of enterprise and associated with the formation of the intellectual potential (software, databases, patents, certificates, trademarks, etc.).

An important direction of economic development, particularly in the agricultural sector, is breeding research and achievements that are the objects of intellectual property, the product of human creativity. Special importance thus acquire patents (plant varieties, animal breeds) and trademarks.

Plant varieties – a separate group of plants within the lowest known botanical taxon, which, regardless of whether it fully satisfies or not the conditions of legal protection, can be considered as a whole in terms of its suitability for reproduction in whole kind of plant varieties.

Species of animals (animal breeds) – man-created numerous groups of animals of common origin which have genealogical structure and properties that allow to distinguish them from other animals of the same species and in its quantity sufficient for reproduction as species [2].

A trademark is a legal form of visual consolidation of goods (manufactured products) for a specific commodity.

Patents and certificates issued by the manufacturer of the above objects of the second group of enterprise's intellectual capital in the agricultural sector can be seen as ones that may be transferred to another user or be sold.

Speaking of management in the context of structural intellectual capital in agricultural enterprises should, above all, keep in mind its valuation and commercialization. Important is also the trademark policy formation and promotion of products on the market using it, which simplifies the identification for the consumer and creates additional attention to it, consumer's commitment and stable provided benefits [1].

The most effective way to commercialization of rights for plant varieties and animal breeds is using them in own manufacture. The possible alternative ways of commercialization are also an investment of capital to other enterprises in the form of rights and transfer of rights of use in terms of payment.

Of course, the mere fact of creation of a new plant variety or animal breed won't ensure agricultural productivity growth without scientifically proven mechanism for ordering research and implementation of their results in practice.

Unfortunately, businesses do not use the advantages of intelligent products in agricultural manufacture on the basis of license agreements. Moreover, it is not working principle of payment for the use of new varieties, breeds is the calculation and payment of royalties to authors, lump payments. The situation is complicated by the lack of legislative requirement to register license agreements. Implementation of the priorities for the commercialization of intellectual property will provide its reflection on the balance of agricultural enterprises as one of the most important resources of the modern economy. Adjusted account not only of patents, but of the licensing agreements as well will make it possible to control the order of government subsidies for new varieties and species, to protect owners of breeding developments and provide receipts from the sale of innovative products.

Literature

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