

# Effective Measurement for Protection of Enterprise Intellectual Property

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**Abstract:** With diversified market competition of products, factories and marketing means, the protection of intellectual property is imminent. Effective measurement should be taken to protect the market based on immature protection action and consciousness of enterprises. In order to protect intellectual property, maintenance consciousness should be intensified. Law and marketing activity should be combined to protect intellectual property.

## 1 INTRODUCTION

Enterprise's intellectual property includes technique patent application, intellectual property dispute and infringement action between enterprises. Enterprise's intellectual property, innovation and brand strategies constitute challenges of economic field at present. Protection activities of product innovation, patent and brand are improved to lay foundation for market competition and marketing in famous companies. With improvement of intellectual property under market competition, guiders and technicians should intensify innovation based on intellectual property, thus promoting market competition force and adaptability of enterprises.

## 2 PROBLEMS OF ENTERPRISE'S INTELLECTUAL PROPERTY PROTECTION

### 2.1 Enterprise's delay on intellectual property protection

Enterprise existence depends on irreplaceability of internal technology and products as well as support of consumers. Internal technology and intellectual property, as the important protection objectives of enterprises, can bring enterprises with benefits and link the whole product operation process. As the key factors of product and technology fields, they can represent developing level of technology, innovation

and marketing strategy in certain industry. Intellectual property protection focuses on enterprise's core technology, brand and product packing as well as product patent and work of other enterprises. The principle can promote market competition in intellectual property and protect legal rights of stakeholders in the market. With the development of commodity market and competitive means, infringement of intellectual property is common. Infringement contains steal of advanced production technology, plagiarism of brand commodity packing as well as misrepresent of works. The above behaviors go against regulations to protect intellectual property in General Civil Law of People's Republic of China and infringe the rights of intellectual property owners (Wang Yali, Zhai Jiawen, Gao Jie, Gong Yuepeng, Lv Yanghong, 2014). The products with poor quality and insurance can threaten market order and life of consumers. However, diversified products and information acquisition lag can cause that the illegal behaviors cannot be controlled in time. In addition, the defective products with lower price can replace the optimal ones in individual area.

### 2.2 Blind protection of intellectual property

Most enterprises have certain understanding of intellectual property protection. Actually, the infringement in the market cannot be effectively controlled. The reason is that some enterprises blindly follow and imitate common measurement of

intellectual property protection, instead of deeply performing individual research on patent, brand and work. Enterprises or technicians relax the guard of competition in the same industry, thus causing unnecessary economic loss and market share decrease. With the characteristic of non-independence, intellectual property strategy has been the important way to adjust marketing strategy, optimize internal structure and achieve limited resource reorganization by enterprises. Intellectual property strategy can rationally apply the core technology resource to make development and operation of the product more scientific, thus promoting the whole competitive force of enterprises. E.g., Enterprise brand, involving marketing distribution strategy, advertising means and market competition mode, can permeate links including production, output, launch and distribution. The protection of brand should be conducted with adaptive adjustment to maximize the use of immaterial asset. A good logo use and protection can expand influence of products and consumer groups, thus inciting consumers' choice tendency and transforming knowledge into wealth (Zhang Dong, 2014).

### **2.3 Irrational methods of intellectual property protection**

Some enterprises cannot crack down on infringement of illegal traders and enterprises in time based on certain right-defending consciousness and channel. This depends on cunning of infringers, leak and time difference of market supervision as well as infringement performed by enterprises. E.g., Factory B was found to manufacture and sell counterfeits of Enterprise A at a low price. After that, Enterprise A called Factory B to stop this infringement behavior—production and sale of counterfeits. The sequencing of development and manufacture was emphasized to clear originality of products in the later marketing, thus increasing product delivery quantity. It seemed fair to infringers, market and consumers. However, Enterprise A wasn't rewarded, and Factory B didn't exit the market quickly. With decreased benefit, Enterprise A was at the edge of delisting. The reason is that Enterprise A focused on production priority in the market by useless argument, thus propagating products of Factory B with transparent profit relationship. The consumers will select counterfeits with lower price, thus causing recession of Enterprise A's products. In right-defending, most enterprises emphasize uniqueness and originality

rather than original advantage of marketing. The direct economic loss resulted from uncontrolled infringement will cause greater damage to the enterprises.

## **3 MEASUREMENT OF INTELLECTUAL PROPERTY PROTECTION**

### **3.1 Intensifying legal consciousness and relevant knowledge of enterprises**

After product marketing and competition for a long time, most enterprises emphasize intellectual property protection more or less. The enterprise with larger scale and competitive power performs right-defending more carefully. In developing technology industry with small and middle scale, the enterpriser or operator should emphasize intellectual property protection while developing internal technology and marketing. The scientific security system should be formed to promote development of products according to legal procedure, thus completing registration link and each step of right-defending based on law. In addition, after the launch of new products, enterprises should perform tracking and environment analysis for a long time, including regional distribution, competitiveness and marketing of competitors (Yu Xiangyang, 2014). Combined with practical data, the reliable analysis results are obtained by professional staffs, thus feeding back reference information to technical section and enterprise leaders. If intellectual property is found damaged in the tracking process, relevant section will report to the market supervision department after quick investigation and evidence collection. If necessary, a lawsuit will be raised to infringement. The infringers are required to eliminate bad influence of infringement among consumers in the market and bear legal liability.

### **3.2 Protecting core patent in priority**

As a special part of marketing, enterprise's intellectual property contains patent, product design, brand, special identification, trade name, etc. With diversification of product market, the concept is expanding constantly. For enterprises, intellectual property protection should focus on point, time and specific form of right-defending. Technicians or leaders of some technical enterprises should register core technology of maximum value at the early stage

of development, thus preventing technology risk such as leak or rush registration. Technology registration in priority, with advantages including low cost and high marginal value, can protect enterprise's specific technology or key development link. This method widely used in enterprises aboard should be emphasized in technical enterprises. In 1970s and 1980s, Japan was sharply hit by touching basic patent technology that American enterprises had registered with high economic compensation. Patent is protected for innovation and achievement as well as initial benefit. For enterprises lacking order and right-defending consciousness, this trial can transform the original intention into regulations and law, thus regulating competition of the whole technical market and research field. Consequently, basic and core technology will be the goal of development and improvement rather than the restraint of market competition. Enterprise operation under big data background will be the strong force to make progress on market and society.

### 3.3 Legal right-defending and marketing method adjustment

Law is the best tool for enterprise to protect intellectual property. After realizing infringement, leaders and technicians should collect certification relevant to intellectual property and infringement. If the certifications are incomplete, leaders should legally perform registration and patent application of product packing, brand and technology. Accusation and recoument of infringement are legal based on these above behaviors. Relevant staffs should be investigated in time because of business secrets of technical enterprises in some infringement cases. If necessary, a lawyer's letter will be sent. The professional staffs of industrial and commercial sectors should determine responsibility and order the relevant staffs to stop infringement. Besides of legal procedure, the present marketing plan should be adjusted to reply burst cut-throat competition. Right-defending can be performed through the whole links of product operation and sale. Large-scale right-defending in common counterfeit areas by product distribution section can eliminate confusion of counterfeits and lead certified good selection. Consignee and retail outlet are made to give up sale of counterfeits, thus restraining inflow of counterfeits from the origin of narrow sense market. In addition, smart enterprisers should encourage the whole operation team to face hits caused by diversified market based on psychological guidance and nervousness elimination. The consciousness of

intellectual property protection should be intensified for better prevention.

## 4 CONCLUSIONS

Individuals should have strong consciousness of intellectual property protection, thus ensuring legal benefit of technicians and enterprises. Prosperous market culture and internal structure of market and enterprises can be optimized to accord with characteristics of economic development in future. Strict law procedure and enterpriser's market sensitivity are required to reduce infringement and improve measurements of protection and emergency for intellectual property.

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