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INTELLECTUAL PROPERTY STRATEGY IN JAPAN

In many organizations, strategy and legal functions are poorly integrated. As a consequence, firms miss opportunities to create and exploit the value of intellectual property. As a consequence, firms and countries miss opportunities to create and exploit the value of intellectual property. More important, however, is the lack of a common framework and even language that would allow engineers, lawyers, and business executives to manage IP assets better.

In the article the results of researches are expounded in relation intellectual property strategy in Japan, it is well-proven that at the today's stage of development, a priority resource is knowledge which

becomes new actual basis of competitive activity of economic subjects in a modern global economy.

However, the importance of the various means to protect and benefit from IP depends on firm strategy, the competitive environment, and the rapidly changing framework of intellectual property law.

A glance at the map will make clear that this article by no means offers a comprehensive comparative evaluation of the strategies available either to countries holding IP rights or to firms considering entering fields already occupied by IP holders. Our ambition, though, has been to illustrate countries' and companies' principal choices in a systematic manner.