

Analysis on Strategic System Construction of Intellectual Property Rights

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Abstract: It is important and helpful to change the economic growth mode of Jilin province, which is an old industrial bases in northeast China, that implement the intellectual property rights (IPRs) strategy of the Changchun-Jilin-Tumenjiang pioneer zone. The paper analyses the current situation of the IPRs strategy of the Changchun-Jilin-Tumenjiang pioneer zone from four aspects such as short term, long term, resource obtaining and integration. According to 《CJT pioneer zone plan schema》 we define the IPRs strategic system. Then the characters and problems of the IPRs of pioneer zone are concluded. Associating with the resource strengths and economic development features of the Changchun-Jilin-Tumenjiang pioneer zone and the aim of forming the economic development impetus of the pioneer zone, at the end we construct the IPRs strategy of the pioneer zone from the practical operation level. One is the resources obtaining strategy that are talent, capital, technology and information. The other is resources integration strategy including "culture industry" breakthrough strategy and "patent CSIB" construction strategy.

1. Introduction

In Aug.2009, our government approved an exclusive plan of developing and opening pioneer in the border-“Cooperation and development plan schema of China TUMEN River region-regarding Changchun-Jilin-Tumenjiang (CJT) as a pioneer zone of developing and opening” [1]. It means that cooperation and development of China TUMEN river region has been extended to be a national strategy. The Promulgation of this strategy provides strong policy guarantee for the regional economics development in Northeast. The problems still exist obviously in the progress of the regional economics development in Northeast, which are economic structure adjusted slowly, resource allocated unreasonably and utilized lowly, science and technology transformed into actual productivity weakly, advanced technology industrialized lowly and so on. To promote innovation and enhance permanent core competitiveness of CJT pioneer zone, and accelerate the transformation of economic growth pattern in the Northeast Old Industrial Base (NOIB), it is important to refine scientifically strategy system of IPRs, and make strategic choice according to different development phase and industrial characteristic in CJY pioneer zone, then realize the transformation of economic growth pattern in the NOIB.

2. Current Situation of the Iprs Strategy in the Cjt Pioneer Zone

A The Iprs Work Running Orderly in the Short Run

IPRs work has set on the right track basically in recent years. The Jilin provincial government issued “‘cooperation and development plan schema of China TUMEN river region –regarding CJT as a pioneer zone of developing and opening’ implement program” in Jan.2010 [2]. By the end of 2010, Jilin provincial People's Government issued “the opinion of strengthening the IPRs work deeply” and brought it into “the development of science and technology of 12th five-year plan in Jilin province” [3]. In early 2011, work leading group and office were established which are responsible to implement IPRs strategy. In Mar.2011, the leading group perfected and revised “the work plan of the IPRs strategy implementation in 2011”. In the

process of plan implementation, they adopt the ways that combine regular and irregular inspection with supervising implementation to solve the problem.

B Lack of the Stable And Systematic Strategy Plan of the Iprs in the Long Run

At present, there are lack of systematic, stabile and long-term IPRs plan in the CJT and Jilin province. Core conditions of IPRs transformation are insufficient in practice, namely IPRs quality is not high which restrict seriously the function of IPRs promoting economic growth. Comparing with the national developed province of Jiangsu, Zhejiang, Guangdong, rate of IPRs transformation is low, such as scientific and technological achievements and registered trademark [4]. The work of the patent education and IPRs protection should also been strengthened.

C Reources Quality Needing to Be Improved from Resource Obtaining Perspective

Talent, technology, capital and information are the fundamental resources to create, utilize and manage IPRs. First, the amount of talents are enough, but high-end core technology talents, lawyers proficient in IPRs of creation, utilization and management, and law enforcement officials are scarce in the CJT[5]. Second, way of technology obtaining is limited, mainly through external way to get the technology. The competency of independent innovation is low, and technological level is not high, which seriously restrict the function of IPRs. Third, although funds has been put into yearly, but compared with the developed provinces, the total amounts of capital investment are seriously insufficient [6]. The existing problems are funds investment too scattered and funds utilization rate is low. Fourth, there are information asymmetry between suppliers and demanders. Information demanders are in the completely passive and neglected situation. The quality of information provided by suppliers is not high, and communication channel between them is narrow, etc.

D Low Efficiency and Inconspicuous Effect from Resources Integration Perspective

According to the results of interviewing and survey, it shows that the role of the patent is more limited, failed to produce the comprehensive effectiveness, and patent competitiveness is low. What is more, the only mission patent created by some universities and research institutes is taken as indicators of the performance evaluation. Thus it can be seen that the integration of resources, such as talent, technology, capital and information and other basic resources, has low efficiency and the inconspicuous effect in the CJT.

3. Definition of Iprs Strategic System in Cjt Pioneer Zone

IPRs strategy of CJT pioneer zone is not only an important part of the national IPRs strategy, but also a key strategy to develop the NOIB. It perfects the IPRs law system and market environment, improves the level of IPR management, implementation and creation, protection. Through promoting the reformation of governmental IPR management function and increasing the level of public service, IPRs strategy of CJT pioneer zone solves the systematical and structural problem of the NOIB. It is also a regional strategy to promote comprehensive, coordinated and sustainable development of the NOIB.

According to 《CJT pioneer zone plan schema》, in the process of developing the NOIB, the implementation of CJT pioneer zone IPRs strategy involves element obtaining and integration. Through the efficient using of resources advantage of CJT pioneer zone, it gives full play to the special competitiveness, optimizes the allocation of internal resources, and establishes and perfects the IPR management institution and management system, in order to enhance the creation, protection and operation of the IPRs, produce the branded products with independent IPRs, and improve the consciousness of IPRs in the old industrial base, shape into the core competitiveness of enterprises. Through constructing pyramid of IPRs strategy from long-term to short-term, and macroscopy to microscopy in CJT pioneer zone, it finally promote the pattern

transformation of economic growth in the northeast old industrial base.

4. Iprs Strategic System Construction in Cjt Pioneer Zone

A. Constructing the resources obtaining strategy of IPRs in CJT pioneer zone

Talent, technology, capital and information is the basic resources to create, utilize and manage IPRs, so IPRs strategy of resources obtaining need to be built based on the several strategic aspect of talent, technology, capital and information .

1) Dynamic reservoir talent strategy

Talent is the decisive factor of IPRs strategy putting into play, efficient flow and the employment of talent is an important guarantee of implementing IPRs strategy successfully. With talents flow, it should ensure to match the IPRs professional talent supply to demand. And it is also important to make sure qualitative, quantitative, qualified, and professional talents are provided to create, utilize, and manage IPRs in CJT pioneer zone.

2) Technology alliance strategy

In the economic globalization background, the market competition is more complicated and instable. Economic competition gradually transfers into technological competition. The key of the core corporate competitiveness is technological competition, who can master faster and use advanced technology quickly will capture market commanding heights. So it accelerates technology obtaining and improves the quality of R&D through establishing all kinds of technological alliance in CJT pioneer zone.

3) "Using" motivating "financing" capital strategy

By improving efficiency of the fund usage, increasing speed of IPRs transferring into productivity, it makes the enterprises gain benefits. The enterprise will more actively expand financing channels and enhance the confidence of investment. And then the financier will be motivated. The financing quantity and quality will be improved. When the strategic goal is to raise the rate of utilization and return on capital which is taken as the organizational credit carrier, it will expand financing channel and increase the financing scale.

4) Information highway strategy

Through building a number of information highways based on the three locations in Changchun, Jilin, YanJi, they transmit information to the city and districts, reduce serious information asymmetry between supply and demand of IPRs information, and increase the speed and quality of information transmission. To strive in the 5-8 years, three bidirectional information highways would be gradually set up among Changchun-Jilin, Changchun-YanJi, Jilin-YanJi by taking Changchun, Jilin, Yanji as network node. Information involving in important areas and important projects of IPRs would be specially managed in CJT pioneer zone. Through constructing the platform of conglomerative information service from IPRs creation to operation, information transmission channels would be reduced, opportunities of information exchange for major projects would be increased; IPRs efficiency to create and operate would be improved [7].

B. Constructing the strategy IPRs Resources integration in CJT pioneer zone

The IPRs resources integration strategy is a key one of IPRs strategy system in CJT pioneer zone. According to resources advantage in CJT pioneer zone and Jilin province, it should be regarding "cultural industry" and "patent base construction" strategy as a breakthrough point to realize the development of diversified resources in the old industrial base.

1) The IPRs "culture industry" breakthrough strategy

Jilin province is known as its famous culture, "culture industry" strategy should be regarded as the breakthrough strategy in CJT pioneer zone. With IPRs public service platform, it should develop the

products of native cultures in CJT pioneer zone. For example, "firing shipyard legend" as the intangible cultural heritage in Jilin province, it can be produced the related film and tourist products about this story. More than 50 films to reflect the rural were produced by Changchun film studios. The government should support strongly in financing, information service, talent, film marketing etc., encourage the film copyright holder to produce the film propagandizing native cultures, and support the social group to run the movie school and theatre.

2) The IPRs "patent CSIB" construction strategy

Building "Patent CSIB" not only cultivates effectively creative capability of organizational science and technology, but also accelerates the new economic growth in CJT pioneer zone. As far as automobile industry be concerned, it is important to construct the automobile CSIB on the central districts of Jilin and Changchun, hatch automobile patent CSIB focus on self-owned brands such as Jiefang, Besturn, Red Banner series, and energy-saving small cars, and improve the patent capability of self-owned brands such as sedans, heavy trucks, light and mini vehicles; As far as agricultural industry be concerned, it is important to encourage the patent application and usage for the agricultural science and technology, new ingredient of fertilizers and animal feed, pesticides and veterinary drugs combination, processing technology of food, drink and seasoning and so on, construct CJT modern agriculture patent CSIB in CJT pioneer zone; As far as medical industry be concerned, it is important to encourage the well-known pharmaceutical enterprise to joint development and cooperation, and develop the creation, application and protection of IPRs together with each other. Medical industry will be gotten ground with medical CSIB of IPRs construction in Jilin province. According to layout and current situation of key industries in CJT pioneer zone, firstly, it is to set up patent group of CSIB of high-tech industry and the pillar industry. Secondly, it is to achieve a certain quantitative and qualitative patent CSIB in each key industry field. Thirdly, it is to form and develop the collective effect of patent group of CSIB.

5. Conclusion

About IPRs strategy research, its content are quite rich, study direction also relatively broad, but so far, in this field about "the construction of regional economic IPRs strategy", integrated research framework has not been formed. In guidance of IPRs strategic theory, and in the foundation of studying domestic and foreign scholars in IPRs strategy research, this paper defines IPRs strategy of CJT, and constructs resources obtaining strategy of IPRs from four key resources--human, capital, technology, information. Taking "cultural industry" and "patent base construction" as a breakthrough point, it constructs IPRs resources integration strategy of CJT pioneer zone. Based on the perspective of regional economic development, it not only enriches the theoretical research of IPRs strategy, but also perfects the practical the operational level for "the construction of regional economic IPRs strategy".

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