Intellectual Property Policy Effect Analysis in the Development of Local Industry Transformation and Innovation

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Abstract. The local industrial transformation requires a combination of regional economics and information economic, which depends on an intellectual property policy effect analysis at an innovative platform of the economic benefits. The essence of local industry transformation is to enhance the core competitiveness of enterprises. It requires a high level of intellectual property management platform by the class nature of industrial upgrading. At present, China is facing the problem of the lack of advancing intellectual property development and other in construction. Therefore, strengthen the technical innovation and the development of intellectual property policy-building has great important significance, such as the promotion of production, teaching and research with innovation system, the support of industrial innovation strategic Alliance, promote innovation chain and Industry chain interaction, win the market competition advantage position and promote life from “made in China” to “created in China” of industrial transformation. The intellectual property policy plays a great role in promoting the local industry in the theoretical research and the social reality. This investigation could be helpful for upgrading of the intellectual property management with the local administrators policy.

Introduction

Local industry is an economics concept of a spatial, regional economic perspective. It is a series of activities to adjust the industrial structure, improve industrial efficiency, to enhance industry coordination development and structure, to promote factors of production to optimize the combination and to improve the product quality which based on technological progress. The policy of the intellectual property rights is a professional terminology in the field of the economics information and laws definition \cite{1, 2}. It is proprietary rights which the law gives to intellectual achievement completed people for their specific creative intellectual achievement in a certain period of time \cite{3}.

Since the year of 1990s, the era of knowledge economy has made a new stage on economic globalization and trade liberalization, which triggers a revolutionary change on many areas. The place of industrial transformation is required in need. There are some edificatory cases, such as the Chinese Pearl River Delta region's creative industries development and protection of intellectual property rights as well as Zhejiang Province region of the enterprise brand innovation and IP strategy interactive \cite{4}. So it is extremely necessary to have a local industry transformation and innovation in the development of intellectual property policy effect analysis, which combines regional economics perspectives on the economic benefits of an innovative platform \cite{5-7}.

The Intellectual Property Issues in Local Industrial Transformation

The local industrial restructuring is closely linked with resolve overcapacity, strict control of new capacity, promoting technological innovation, adjustment the industrial layout and industry transfer,
optimization the business environment, reorganization of the market environment and other issues [8]. Local industrial transformation is related to foster and promote industrial upgrading. Its essence is to enhance the enterprise's core competitiveness. On one hand, it relates to the product and promotion of popular consumer favorite products and subsequently to build companies Exclusive brand. On the other hand, it is natural to how to within the legal system to effectively protect the outputs of the product and the accompanying brand. So when we face the local industry, it is natural to focus on the intellectual property.

In order to establish and maintain their own products, brand, enterprises need to make full use of the patent system. One of the most primary is to establish a high level of intellectual property management platform. In our current environment, the intellectual property office is the organization to assume the appropriate responsibilities. What conducive to truly achieve the country's industrial upgrading goals is the actively promote and encourage agents to domestic enterprises. The overall flow with advocating the enterprise culture of excellent intellectual property management personnel is improving the domestic enterprises of intellectual property protection level.

Secondly, the industrial upgrading of the ladder and intellectual property protection strategy is also closely linked together. Intellectual property strategy only can be targeted after fully aware of the current environment priority to the development of industries. Industrial upgrading has been promoted for many years in China, but it has not been able to obtain a sufficient effect in essence. One of the main reasons is the company didn’t pay enough attention to the classic nature of industrial upgrading, but blindly immersed in the high-tech strategy with neglecting the current China's national conditions and the actual effective grasp. Moreover some officials and scholars accustomed to the industrial upgrading was equivalent to developing technology, and put on the high-tech focus on computer technology, communication technology, aerospace technology and other fields. Thereby, the development and popularization of people’s livelihood of technology and popularity never be effectively promoted.

In addition, the intellectual property work in China is still facing the problem of insufficient advance of intellectual work, due to the lack of reach of the intellectual property rights of this innovative tool the importance of the consensus. It also has the problems in the weak intellectual property of integrated ability in construction, due to the IP architecture unreasonable and the level of low lead. Thereby, it naturally leads to the discussion of the intellectual property management’s administrative law enforcement and the means should be changes and improved. And it also related to the attention of the enterprise innovation means is low, the lack of advance intellectual ability to work and so on.

Due to the maximized performance wants, the administrator performance evaluation system will directly affect the administrator's priorities and ways of working. It is needed to strengthen the intellectual property legal system construction and further improve intellectual property related laws and regulations. On the one hand, we should pay attention to intellectual property legal system construction in line with international standards. On the other hand, we should build in line with China's national conditions of the intellectual property legal system and supporting. To improve the administrative law enforcement capacity, we should establish the fight against intellectual property violations long-term mechanism.

To the enterprise innovation ability cultivation, we can cooperate with the industrial transformation and upgrade strategy, support and encourage enterprises to change business model, through the extensive type to the epitaxial growth model to intensive connotation growth mode. Then it achieves independent innovation and self-brand, and strive to improve enterprise's science and technology competitiveness and brand competitiveness. It improves the patent application and trademark quality. With aims of the advance scientific and technological achievements conversion, we should also carry out good business and financial institutions to communicate and promote innovation-oriented enterprises financing. It can promote risk capital involvement of innovative enterprises support, etc., enhance the innovative enterprise strength and foster scientific and technological achievements conversion.
Intellectual Property Protect Policies in the Technical Innovation

Because of the new interests of intellectual property and standard integration will surely profound implications to the industry development and market competition pattern, the intellectual property protection policy will deeply promote the research with the innovation system [9]. The intellectual property regime for the innovation system provides a good legal environment. More enterprises have the confidence to invest in more technology innovation and intellectual property accumulation. On the contrary, the intellectual property protection is insufficient or excessive, which will reduce enthusiasm of innovation, increase innovation costs, and block technological innovation sustainability. It can be seen as the importance and urgency of the intellectual property policies for our nation’s high-tech industry transformation and upgrading, and the great important significance of the intellectual property policy for promotion high-tech industry transformation and development.

Secondly, the intellectual property policies for the protection also support the development of industry innovation strategic alliance. The combination of standards with intellectual property is an important bridge linked for industry innovation strategic, which it not only affects the main policy measures of support industry alliance development, but also the power and boosters to promote their development. If it is loosely linked between companies, the development will be hampered. If the interest is firmly held together through a big band like intellectual property and standards, it will be easy to obtain competitive advantage in the market, and achieve the enterprise’s financial common goals. However, if the industry alliance is just the representative of business interests, in this process, we should timely help to the administrator’s guidance and regulatory roles for the establishment mutual checks and balances of the system. It is in order to prevent industrial union abuse of intellectual property rights and to pursuit the local interest’s maxima.

Thirdly, intellectual property policies for the protection of the construction will promote innovation chain and Industry chain interaction. Over the years, the link up of innovation system and the industrialization and application of large-scale convergence is always failed to realize, with some limited innovative resources is difficult to become the effective driving force. Innovation can be cured to the standard through the combination of standard with intellectual property, and then form the innovation of effective utilization of resources through standard implementation, promotion of intellectual property trading and distribution. From them all the higher value-added industrial system can be built and form industrial clusters. This is a tangible ecological chain of intellectual property, and it truly achieves the transfer from the technical to the industrial. With the help of this pathway, the administrator should come up with the standards and draw up the rules according to the industrial development. The research results to can achieve rapid diffusion and interests return through a patent pool, and achieve engineering, socialization and the scale of industrialization to enterprises. The whole of the administrator, enterprises and research institutions can obtain the tax profit and patent license fees from the industry development.

Fourthly, the building of the intellectual property policies for the protection helps to win the market competition for a dominant position. If an enterprise who owns new technique standard wants to establish a competitive advantage in the market status, he must enhance his core competitivenss through the IP. He must force competitors to use his protected intellectual property, i.e., the later ones such as to be produced or provided in compliance with the technical specifications or requirements and can be accepted by consumers of the product, is inseparable from their intellectual property. The intellectual property is the key of the winner in the market. Some transnational corporations or the companies alliance with advantages on technical and managerial, are making the standard as their business strategy. They apply its strategy by means of its powerful technical advantages as backing, and actively submit to the intellectual property protection of the technical solutions involved in the development of international standards. They often win the market competition of the initiative.

Fifthly, the building of the policies for the protection will promote the transition from the “made in China” to “created in China”. To response the new requirements of new international pressures, our country has been in the bottom of the global industrial chain and value chain. The fundamental reason is that the intellectual property accumulation is the foundation to enhance the knowledge
competitiveness, the technical standards is the important carrier to effectively promote intellectual property industrial application. So we are in the bottom of the intellectual chain. With the new international economic situation, Chinese knowledge accumulation and production productivity has been no match. It is the reason that there are numerous multinational companies viewing China as a product of manufacture. When China is becoming a manufacturing powerhouse, on the one hand, we need to face the inland current situation of weak technological and thin knowledge base. On the other hand, China needs to face the international market increasingly fierce standard competition rules more. There are standard intellectual property disposal rules in the patent technical strength of competition, patent licensing policy of competition and other aspects of the new pressure. The domestic industry has suffered too much fee cases from the standards-related patent. Chinese enterprises need to skilled with the use of standards in intellectual property, competitive strategy, and effectively to enhance the important standards in intellectual property competitiveness. It helps to achieve cluster upgrade from the knowledge chain to industrial chain, promote industry transition.

Promotion of the Intellectual Property Policies for Local Industrial Transformation

In the current international financial environment, achieve industrial upgrading as soon as possible is a matter of global priority [10]. To smoothly realize industrial upgrading, you must be fully use the intellectual property system. For the class nature of industrial upgrading, intellectual property strategy can be targeted only after clearly realizing the industrial upgrading of the ladder and the road map. Accordingly, the intellectual property policies can make a promoting effect to local industrial transformation only after making an effective and holistic plan. Mr. Xue-shan Yang mentioned at the 13th session of the information technology area patent landscape conference speech and said that the next phase would focus on services to improve the innovation capability and promote industrial transformation and upgrading. It adheres to the enterprises as the main body, the administrator to promote and guide the principle, to the focus of the work in close connection with the principle, and to continue the strength with the intellectual property authorities [4]. Thus, it needs to analyze intellectual property policy’s promoting role on local industry by combining regional economics with information economics and laws on the platform of economic innovation benefits.

The intellectual property policy is a professional terminology, generally is proprietary rights which the law gives to intellectual achievement completed people for their specific creative intellectual achievement in a certain period of time. As referred above, the local industry is an economics concept of a spatial, regional economic perspective. From a theoretical analysis perspective, there is an ought-to-be possible and needed investigation by the theory of the information economics, local administrator management policy, regional economics and laws. The promotion of local industry transformation through intellectual property policy is contributed to promote the research of economic agents’ behavior. It comes from the information development of the asymmetry and spatial distribution of the imbalance under the influence of body movement behavior.

To analyze the development with configuration problems of information and space as economic development is a necessary condition in the scarce allocation resources. It is needed to consider the inter-district, aging resources, optimize the combination of human elements of the population flow from theory and applications, from microscopic and macroscopic, from dynamic and static, from traditional and modern which thereby advanced the information economics in regional economic theory investigation.

From the social reality, the development of policies to guarantee the appropriate intellectual property rights effectively encourages people to carry out the research initiative. It directly guides the promotion of knowledge and technology production. It supports basic intellect for the local industry transition, to ensure the inevitable implementation and optimization of the local industry. In a previous induction, it demonstrates that policy efforts can significantly promote new products sales rate, while the number of the patent authorization will be limited. Rights define the target significantly promote the technical innovation performance.
However, the infringement of disciplinary objectives significantly limits the technology innovation performance. The mainly administrative measures have little effects on technology innovation performance, and the real effective tax measures do not get enough attentions. Such phenomena indicates that, in the current globalization of the economy, in order to make the promotion of knowledge and technology in the world of creation, industrialization and diffusion, it is really needed the knowledge creation and technological innovation. It is needed to meet the requirements in high-tech industry development which driven by innovation, and the need of good intellectual property rights institutional environment in order to maximize the protection of the technical invention is indeed.

**Summary**

The intellectual property policy is important in the promotion of the local industry with the process of the industrial transformation and the industrial restructuring. The investigation of the theoretical research and the social reality shows the contributing in the promotion. The good intellectual property policy could help the company to be more innovative, effective, responsive, flexible, and accountable. The innovation is the nucleus competitive ability in the company. Therefore it is necessary to pay more attentions to the intellectual property policy, especially in the high and new technology industry and the strategic emerging industries.

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