Some Measures and Suggestions for Carrying Out Intellectual Property Education under the Background of One Belt and One Road

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Keywords: One Belt and One Road, Intellectual Property, Talent Training, Professional Education, Universal Education.

Abstract. Since the "One Belt and One Road" initiative was put forward, countries along the belt and road have responded positively. Meanwhile, intellectual property rights education becomes an integral part in the process of cooperation with related countries, intellectual property right talents training is the core of intellectual property rights education, colleges should play important roles in this aspect, it also faces unclear training goal, professional education is not so prominent, popularization education is not so popularized, internationalized characteristic is not obvious, teaching contents are narrow, teaching methods and teaching means are not modernized, with insufficient innovation, through comprehensive analysis, the specific countermeasures and Suggestions are given.

Introduction

The "One Belt and One Road" initiative has rich connotations, including investment cooperation, economic trade, culture and art, as well as cooperation in talent training and intellectual property. The measures launched by China in intellectual property education have enabled countries along the "One Belt and One Road" to have a further understanding of China and become more familiar with China's intellectual property system, greatly increasing the possibility and operability of their intellectual property cooperation with China[1]. At the same time, Those measures like that conducted the online and offline interactive communication with 22 countries along the "One Belt and One Road" on intellectual property education, developed corresponding websites, created more cooperation platforms and other measures enable China and "One Belt and One Road" countries to carry out intellectual property talent training in a more effective way and bring benefits to each other.

The Problems of Intellectual Property Education in Colleges and Universities

The Objective of Intellectual Property Talent Training Cannot Meet the Needs of Intellectual Property Strategy Development under the Initiative of "One Belt and One Road"

As we all known, the cultivation of intellectual property talent training in China is mainly concentrated in the law school and law department of some ordinary institutions of higher learning. The objective of the cultivation of intellectual property talent training is basically the same. Therefore, limited by the professional background of science and engineering, the cultivation of students' intellectual property practice ability is mostly formal and superficial, and it is difficult to make an analysis and interpretation of the generation principle and operation mechanism of intellectual property in essence, which leads to the obvious deficiency of students in the breadth and depth of practical training links[2]. The students majoring in intellectual property, cultivated by this education mode and mechanism, often have a high theoretical level of intellectual property but poor practice ability and operation ability, which s out of line with the current and future economic and social demand for applied talents of intellectual property, especially under the background of "One Belt and
One Road" booster Chinese companies in the "One Belt and One Road" all the way along the countries still has long way to implement the strategy of intellectual property rights.

**The Phenomenon that Intellectual Property Education Shows the Imbalance between Professional Education and Universal Education Has been Around for a Long Time**

Intellectual property education in China's universities has basically covered the pyramidal training levels including undergraduate education, postgraduate education and doctoral education. On the other hand, limited by enrollment scale and number of students, the number of undergraduate students, master students and doctoral students of intellectual property major who graduate every year is so limited, which leads to the limitation of their role in the society. This shows that the other hand of intellectual property education is not enough to popularize education. The breadth and depth of the popularization of intellectual property education are obviously insufficient. It shows that intellectual property education is "hard in one hand, soft in the other". The so-called hard in one hand refers to the intellectual property specialty education dominated by the law school and law department of colleges and universities. Its educational means, educational methods and teaching quality are generally good, reflecting the "hard" side. The so-called soft in the other hand means that the vast majority of college students have not received the basic education of intellectual property in school, and their cognition of intellectual property concept and consciousness is almost blank, that is to say, there are weaknesses in the aspect of universal education, which reflects the "soft" side. The imbalance between the soft and hard will affect the innovation ability of our country over a longer period of time, and there is no advantage to build an innovation-oriented country, to the "area" initiative in the implementation of intellectual property rights education cooperation and countries along the "area" in intellectual property talent cultivation and cooperation as well as the implementation of the strategy of intellectual property rights to go out[3].

**Poor Teaching Content, Lack of Directivity**

Intellectual property has distinct characteristics of time and international, and also reflects the regional and technological characteristics. At present, most of the teaching contents of intellectual property in colleges and universities still rely on traditional intellectual property textbooks, which are characterized by abundant contents of legal principles and legal provisions, but rarely involve the contents of new economy and new science and technology.

In the future, the demand for intellectual property professionals not only requires legal knowledge of the major, but also knowledge of management, literature, society and economy. At the same time, the implementation of the "One Belt and One Road" initiative, its essence is knowledge, the internationalization of goods, services, and in the process, to this kind of the cultivation of the students in English ability should focus on strengthening in order that can make it real to take under the international background, use and protection of intellectual property rights international cooperation and exchanges, and earnestly safeguard the legitimate rights and interests of the holder of the intellectual property right[4].

**The Teaching Method Lacks Flexibility and Effectiveness**

Teaching method is the individualized technical means and approach that teachers adopt to carry out teaching tasks, and it is also an important guarantee to improve teaching quality. Intellectual property education has its own characteristics of discipline and specialty, and its teaching methods should be different from other specialties. Unfortunately, most of the current teaching methods of intellectual property in most colleges and universities are still based on the traditional teaching method of lecturing. In classroom teaching, teachers occupy the core position, and the situation of cramming teaching and students' passive acceptance has not been fundamentally improved. This kind of teaching method is difficult to mobilize students' initiative and enthusiasm in learning, cannot effectively improve students’ practical ability and guarantee the learning effect, and is difficult to
adapt to the current and future economic and social needs for intellectual property talents, let alone to adapt to the "One Belt and One Road" initiative of intellectual property internationalization strategy.

Measures and Suggestions for Intellectual Property Education

The Goal of Intellectual Property Talent Training Should be Forward-looking

Intellectual property talent training should adjust measures to local conditions, according to the national medium and long-term development strategy planning, closely combined with the new trend of development of the professional intellectual property rights, comply with the "One Belt and One Road" initiative under the intellectual property rights under the new situation of international cooperation to "One Belt and One Road" all the way along the country's current situation of the development of intellectual property rights and actual economic and social development level, both at home and abroad based on the current reality, and to set aside the appropriate space for future development, on the basis of full investigation and study to further develop training talented person raise goal. Under the of the training objective, different curriculum standards are classified and formulated, and differentiated training programs are adopted to realize the classified training model that professional education and universal education go hand in hand and theory and practice are unified. When developing relevant training scheme and training plan, should distinguish between these two kinds of different employment direction and career development direction training requirements, outstanding characteristics, in order to through the effective implementation of the training plan and training plan, the better the implementation of the curriculum and training scheme in the service of training target, training goal guidance and drive the direction of the talent training[5].

The Intellectual Property Talent Training Should be Carried Out with Both Hands

Under the actual condition of the relative absence of intellectual property enlightenment education, it is particularly necessary and important for China to realize the measures of "grasping at both hands" to train intellectual property talent training in the professional education at the university stage and the high-level universal education at the university stage. On the one hand, intellectual property professional education reveal the systematic and professionalization and specialization, and realized the general trend for future talent needs, on the other hand, the universal education of intellectual property rights is the concept of intellectual property rights, intellectual property rights consciousness, value of intellectual property rights, intellectual property culture deeply rooted in the minds of the young generation helps to cultivate the whole society and even the whole country on the degree of importance and respect intellectual property rights, can effectively improve the intellectual property rights consciousness, to become the driving force of national innovation and entrepreneurship.

The Teaching Contents Should be Reformed According to the Training Objective, and the Pertinence and Practicability of the Teaching Contents Should be Strengthened

The ultimate goal of intellectual property education is to cultivate innovative and creative talents, who are also the basic conditions for the existence and development of intellectual property. In view of the professional education of intellectual property, the teaching content should focus on strengthening the education and teaching of intellectual property concept, intellectual property awareness, protection, transfer, rights protection, literature retrieval, document writing and modification, intellectual property law, international treaties and conventions related to intellectual property. In view of the popularization of intellectual property education, it is necessary to strengthen the education and teaching of intellectual property from spontaneity to consciousness, cognition, protection, respect, culture, value and tort liability. Although the education and teaching of the two directions have different emphasis, they all focus on the cultivation of intellectual property talents training in the new era.

In the future intellectual property talent training, flexible practical teaching forms should be adopted to improve students' practical skills according to the actual level of economic and social
development and the future development trend. First, the emphasis should be on increasing the proportion of practical teaching courses to ensure that the class hours of practical links are not less than 30% of the total class hours. Second, in the teaching practice of intellectual property, the content of patent literature retrieval, patent application writing, trademark registration, software copyright registration and other practical aspects should be added to encourage students to design reasonable intellectual property strategies for enterprises. Third, actively participate in off-campus intellectual property practice teaching activities, and carry out community service work or professional practice with wide coverage, high participation and strong effectiveness. For example, actively organize students to engage in social practice and graduation practice in various intellectual property agency and intellectual property legal service institutions. Fourthly, the teaching content of foreign intellectual property system and international intellectual property treaty should be increased, especially the intellectual property legal system of countries along the "One Belt And One Road" to expand students' international vision[6].

Innovate Teaching Method and Teaching Means Around Cultivating Target

Focusing on the implementation of the "One Belt and One Road" initiative and combining with the level of economic and social development of countries along the "One Belt and One Road", reform and innovation of teaching methods have become an inevitable choice in the process of international cooperation in intellectual property rights and talent training.

It is not uncommon to mention that students are the subject of classroom teaching. How to reflect the subject status of students and enhance their initiative is an unavoidable topic for intellectual property educators. Online classes, MOOCs, micro-classes, "Internet plus" and other new classes have emerged in an endless stream, and Case teaching method, clinic teaching method, discussion teaching method and other new teaching methods keep emerging. These new classrooms or new teaching methods without exception focus on enhancing the attractiveness of the classroom, using innovative methods and ideas to make students return to the classroom, highlight the dominant position of students in teaching, mobilize students' learning initiative, increase the frequency of interaction between teachers and students, and make the teaching effect more efficient and practical.

Innovating the application of multimedia teaching method in intellectual property teaching. In the teaching of the intellectual property rights, whether it be a case analysis, case collection, reduction, the focus of controversy or case fact inductive or the introduction of new knowledge, can use modern multimedia technology in teaching, make the class presents a vivid, illustrated, immersive effect, this will to a great extent, to cultivate students' interests in intellectual property rights, cognitive initiative and understanding of the complex intellectual property cases, achieve the effect of get twice the result with half the effort. In the era of mobile Internet, the use of WeChat public account, mobile terminal APP and other advanced teaching means and carriers should also become an important means for universities to develop international intellectual property talents[7].

Intellectual Property Universal Education and Professional Education Should have Their Own Emphasis and Characteristics

Intellectual property rights of professional education teaching content in addition to including the ministry of education proposed fourteen core courses of law major, still should, according to the characteristics of university intellectual property professional courses offer a wide range of intellectual property rights, these courses should follow the era of scientific and technological progress, economic development and cultural innovation of distinctive characteristics, for students to choose, can cover biopharmaceutical, genetic engineering and software engineering, art creation, intellectual property rights strategy and management, property crime of information age, and so on. The establishment of these elective courses closely follows the latest development of the economy and society, and provides students with sufficient choice space to engage in intellectual property career or further improve their professional knowledge.
Conclusion

The cultivation of intellectual property talent training is not only the foundation of China's economic growth, but also the comprehensive embodiment of the future national competitiveness. Intellectual property education is related to the implementation of the national innovation strategy. Intellectual property education in colleges and universities not only includes teaching basic theoretical knowledge of intellectual property, but also focuses on imparting practical skills of intellectual property. China should grasp the rare historical opportunity to cultivate as soon as possible a large number of intellectual property professionals who are brave in innovation, diligent in innovation, good at innovation, familiar with and good at using the modern intellectual property system and relevant international rules. Only by constantly improving the ability of independent innovation and aiming at building an innovative country can intellectual property talents play a greater role in the implementation of the "One Belt and One Road" initiative.

References


