ABSTRACT: The Article is devoted to issues of innovative development of Ukrainian society in the context of more efficient use and intellectual property protection as important means of improving the national economy and the legal system. The general trend of development and some problems of optimization of intellectual property rights are considered, attention is accentuated on priority of the role of science, culture and technology in production. Since the adoption of the National Strategy for the development of intellectual property in Ukraine, at first, its comprehensive research and comments are made. Based on analysis of current legislation and this strategy the main tasks and methods of elimination of weaknesses and creation of an effective and efficient legal mechanism for protection of intellectual property have been outlined.


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