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**CULTURE OF INTELLECTUAL PROPERTY AS A COMPETITIVE
PERSONALITY-FORMING FACTOR**

Abstract
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Culture of intellectual property as a competitive personality-forming factor

Relevance of the research

Within the transition to the information society, social and cultural transformation directly related to rapid scientific and technological progress are taking place. Previous paradigms were based on industry, industrialization, possession of tangible assets and other aspects, while modern challenges pose conditions dealing with the use of intellectual capital, innovative technologies and increase in intangible assets.

In modern conditions it is important to achieve technological sovereignty of the state, one of the factors of which is the possession of breakthrough technologies. The possession of not the product itself, but the method of its production, is becoming increasingly valuable; the narrative of the information as one of the most important economic, political and cultural resources, is changing. It is obvious that such transformations also affect changes in the requirements imposed on a competitive personality relating not only to special skills of the profession, but also to the multifunctional skills of a person. As a consequence, for philosophers and economists, political scientists, historians, and anthropologists, the issue of revising the classical definitions of intellectual property is one of the most urgent today.

Such paradigm shift occurs due to the fact that information as an object of property differs from all other types of property by immateriality, ease of copying and difficulty in proving authorship. Hence, there is a reasonable need for legal regulation of technological progress, which also actualizes the need to study this problem.

The development of digital technologies, digital socialization, the renewal of the scientific and technological environment, the integration of technology into the humanitarian sphere, and the development of creative industries lead to a

modification of the attitude to creative work. Globalization, joining efforts to achieve sustainable development goals, inclusion, in the broadest sense of this concept, contribute to changes in the society. Accordingly, the study of the intellectual property culture is also needed in connection with understanding the mechanisms of its formation in a person living in new socio-cultural conditions. Therefore, we look at the problem of the intellectual property culture much broader, and the definition of only legal norms and the study thereof within the framework of legal science seem insufficient. In these conditions, the field of study of a new phenomenon takes an interdisciplinary form and assumes a comprehensive approach that incorporates the institutions of knowledge of both technical sciences, social sciences and the humanities.

Such approach is just beginning to take shape in the philosophical and cultural field of knowledge. It is covered in the scientific literature only partially, indicating the lack of systematic studies of the intellectual property culture. The need to solve this scientific problem is going up day by day, since certain contradictions that appear in the course of studying literature and understanding the processes of modern scientific and technological development are becoming more and more obvious. Let us highlight the main ones:

firstly, intellectual property has an immanent nature for the society focused on inclusivity, intercultural communication and consolidation of the dialogue positions. Technological development creates a demand for the functioning of an entire ecosystem of intellectual property, which not only promotes the improvement of legal protection, but also becomes one of the factors in the emergence of promising and advanced technologies. The scientific literature deals with the intellectual property mainly in the legal and economic spheres; this issue is hardly touched upon in the socio-humanitarian and cultural fields of knowledge;

secondly, the ever-increasing role of intellectual property creates new demands for knowledge and skills in this area across competitive individuals, regardless of professional field. However, at the moment, the study of the sphere of intellectual property takes place only in the plane of higher professional education,

practically not affecting the programs of secondary vocational and general education, as well as the process of personal inculturation;

thirdly, the intellectual property culture falls in the spheres of influence of various fields of scientific knowledge, as well as art and creative work, where it is limited mainly to research in the field of copyright. While being a part of general culture, as a cultural phenomenon, it is not defined theoretically, and its applied substance is not disclosed.

Thus, the author's vision of the nature of the intellectual property culture in new realities and the designation of its role in the development of a competitive personality is an urgent task of the study.

As part of the dissertation, we propose to approach the study of this issue in several directions, including:

1) Reinterpreting the vectors of development of the society in accordance with the goals of sustainable development, scientific, technological and digital transformation, structural adaptation of economic and legal factors, as well as expansion of the boundaries of cultural and social interaction create a request for the creation of new institutes for culture development and change as a rule of behavior in general. Intellectual property as an integral element of the culture of modern society contributes to the formation of values and ideals across the younger generation. Accordingly, there is an increasing need for theoretical research and development of a socio-humanitarian definition of this phenomenon as the basis for subsequent construction of legal and economic institutions, a description of the functional literacy of a competitive individual in the field of intellectual property, as well as the possibility of integrating the development of the intellectual property culture in the processes of inculturation of a personality;

2) Due to rapid progress of technology, expansion of opportunities for implementation of artificial intelligence into all spheres of human life and its competitive advantages, formation of a new socio-cultural environment, there is a notional expansion of the definition of competitiveness of a personality. Since a person requires "new literacy", supra-functional skills and abilities, and knowledge

of the basics in the field of intellectual property, the very concept of human integrity will change for successful existence in the global labor market and active social interaction. There is also an acute shortage of specialists in the field of intellectual property;

3) In the context of the growing role of creative industries, new forms of socio-cultural projects are being formed. Not only the creative industries, but also the field of art as a whole today is undergoing transformation due to the active use of robotics, 3D modeling, virtual reality, interactive interaction using IT solutions, new materials and methods of creating works, and more closely than ever ties the fields of creativity and technology. But we observe a situation when the objects of intellectual property are associated only with production activities and are not yet sufficiently assessed by the specialists in the creative industries, art and art-management;

4) The sphere of intellectual property is very multifaceted and covers various “results of intellectual activity and equivalent means of individualization of legal entities, goods, works, services and enterprises that are provided with legal protection”. In this study, we will consider some aspects of copyright, objects of patent law (inventions, utility models, industrial designs) and means of individualization (trademark, appellation of origin, geographical indication), that are the objects subject to legally significant actions on state registration performed by the federal executive body for intellectual property.

The dynamics of the development of scientific and technological processes require updating the outdated definitions of many social institutions. The cultural concept of “intellectual property” should not become an exception, but, on the contrary, become a part of the socio-cultural discourse that shapes the modern society creation process. Thus, the processes of updating the mechanisms of upbringing of the younger generation, the understanding of the intellectual property culture in a broad socio-humanitarian sense, as well as emphasizing its substance as a specific social institution are of particular relevance.

The origins of the humanitarian understanding of intellectual property are the reflection of the accumulated knowledge of the teachings of ancient philosophers. In Plato's concept of the material and ideal worlds, there arose prerequisites for the theoretical construct of the intellectual property, which inherently has a duality of its nature. The products of a person's creative (mental) work, the results of intellectual work are an immaterial (ideal) object, which through physical embodiment becomes material and can be implemented as an object of intellectual property, which can relate both to the production field and to the works of science and art.

In the 20th century, conceptual approaches to the intellectual property created a broader socio-humanitarian definition, moving away from legal and economic interpretations. The disclosure of the phenomenon of intellectual property in the socio-humanitarian context, as well as the identification of the link between the culture and law, are reflected in the works by G.A. Avanesova, A.M. Orekhov, I.A. Latypov, S.V. Egorov, V.K. Egorov, O.V. Vidyakina, N.Yu. Toropova, A.V. Zakharov and others. Today this sphere is understood as ownership of various information in any field, the main features of which are immateriality and creative approach of a person (I.A. Bliznets, N.S. Solopova, O.A. Puchkov, A.M. Basenko, etc.). The closest by analogy to the intellectual property culture is the legal culture, where the law regulates behavior, morality and relationships in the society. The functioning of legal culture as an integral factor of traditional culture is associated with the structure of professional, axiological and moral-mental space. Only after the culture of intellectual property becomes part of a person's moral and cultural values, further fruitful creative activity of the personality is possible.

The study of competition and competitive personality, its characteristics and competencies, was carried out by foreign researchers G. Stigler, J. Schumpeter, G. Allport and others. In the interpretations of Western scientists, the competition is associated primarily with the economic sphere: in the struggle for supremacy in the market, rivalry comes up between subjects, as well as constant interaction

between seller and buyer, which requires constant improvement of the personality (seller) to achieve goals.

The works by the national researchers E.A. Seregina, G.N. Sokolova, S.I. Sotnikova, O.V. Shlykova, etc., are concerned with the cross-functional human skills in the modern conditions. We have identified such characteristics of competitiveness of a personality as: basic competencies and advance competencies of a professional user; management competencies in the field of information technologies; ability to analyze a situation, clearly formulate a problem, use various approaches to finding accomplishment of tasks to achieve set goals. We propose to supplement the listed characteristics with the aspect of competent management of intangible intellectual assets, as well as the use of intellectual property mechanisms when addressing to the results of intellectual work of other subjects.

With the development of the society and technology, the requirements for human competence increase, the concept of “new literacy” comes up, including supra-functional competencies: critical thinking, creativity, communication, cooperation. A personality, in addition to basic education, requires constant self-development, a creative approach to business, and a search for his own individual advantages. The dissertation examines in detail the central softskills competencies. The characteristics of these competencies are given in the studies by V.N. Druzhinin, N.M. Mamedov, N.M. Mansurova, V.G. Ryndak, A.M. Rudenko, I.Yu. Tarkhanova, E.V. Khlyshcheva and others, as well as in regulatory documents on the organization and implementation of national projects. The skills related to intellectual work and cultural development are becoming the most in demand.

It is obvious that today the society is undergoing significant transformations of value and mental guide marks. This is connected with the general processes of the world globalization, the goals of sustainable development, with a change in the attitude to the personality through the development of inclusion, which brings to the forefront the potential of each person and his internal capital (N.M. Mamedov,

V.V. Perskaya, N.E. Sudakova). Human capital, considered as a set of professional and cultural knowledge and skills of a personality, has a cultural nature of functioning and requires constant investments to acquire new knowledge and competencies. On the basis of human capital, they distinguish cultural capital, which, through the use of various lines of education, science, etc. is built into the system. We consider the intellectual property culture as a phenomenon close in significance to the cultural capital, since it has similar goals: maintaining the development of the human society and social justice aimed at the development of the human capital.

The monograph "The Diversity of Human Capital: Cultural and Social Foundations" gives different approaches to understanding and assessing the role of human capital for cultural and civilizational development (O.N. Astafieva, V.K. Egorov, N.B. Kirillova, E.V. Nikonorova, O.V. Shlykova, etc.). The works by A.I. Dobrynin, V.T. Smirnov, N.R. Kelchevskaya, I.M. Chernenko, E.V. Shirinkina develop the ideas of G.S. Becker, T. Schultz and others. Summarizing, we come to a conclusion that knowledge and human capital play a fundamental role in the information society. The development of said aspects is impossible without a person possessing a high culture of intellectual property.

The problem of knowledge and competence formation in the field of intellectual property was formulated by national researchers E.L. Bogdanova, O.V. Vidyakina, E.V. Koroleva, N.V. Lopatina, O.P. Neretin, etc. Today in Russia there is a problem of an acute shortage of specialists in the field of intellectual property. Various interaction programs are now actively developing, both to fill the shortage of professionals and to improve the culture of intellectual property among young people and the society as a whole.

The considered mechanisms of formation of the intellectual property culture in the process of inculturation are based on the interpretation of this phenomenon by such researchers as I.M. Bykhovskaya, O.I. Goryainova I.A. Greshilova, A.Ya. Flier, I.V. Shindryaeva and others. Trends in inculturation in the field of intellectual property indicate an expansion of the target audience, especially among

young people. National and international patent offices and organizations offer educational and awareness projects in the field of intellectual property to various audiences. The introduction of new target groups is explained by the understanding of the conceptual significance of intellectual property among all groups of the society, regardless of the activity.

The dissertation gives practices for the formation of the intellectual property culture, implemented by the World Intellectual Property Organization, foreign patent offices and educational institutions in Russia, the United States, Japan, Korea, Brazil, and England. When analyzing global practices of inculturation processes, we have identified common features: open information exchange, variety of formats, distant interaction, reliance on cultural characteristics and cultural heritage of regions of the world. The considered practices make it possible to form a society that values the results of intellectual activity, which, in turn, forms an innovative state through emerging cultural and social demand.

Digital culture can be represented as a new type of culture that has emerged as a result of the intensive development of information technologies, artificial intelligence and robotics. The digital culture ensures the formation of new values, narratives and symbols that support the formation of new cultural practices, help personalities to identify themselves in a new space, create rules of behavior and updated logic, as well as interactions between man and technology. The aspects of the digital culture, digital socialization, preservation of digital heritage, intercultural communication in the context of the development of information and communication technologies are given in the works by O.N. Astafieva, E.V. Gnatyshina, I.I. Gorlova, L.B. Zubanova, N.B. Kirillova, T.F. Kuznetsova, A.A. Lisenkova, E.V. Nikonorova, A.P. Sadokhin, A.A. Stokov, G.M. Shapovalova, O.V. Shlykova, etc.

Along with the positive aspects of new information technologies, national researchers (A.A. Lisenkova, I.D. Tuzovsky) also note the negative factors of the global information space: inequality of access to digital resources, increase in false or dangerous content, functioning of social manipulations, total control, change in

the axiological-normative paradigm of the personality. Due to emergence of free access to various information resources, the information exchange systems are also subject to change. The use of their content (the results of intellectual activity) becomes more uncontrolled and there is a risk of copyright breach. The dissertation examines Plan S, the expansion of the practice of “free licenses”, and implementation of voluntary remuneration to authors. Such approach allows interested parties to have access to scientific achievements, promotes technological development and consolidation of the scientific community in solving theoretical and applied problems.

The author has examined the intellectual property culture in terms of the creative industries as a new relationship between creativity and economic well-being, where intellectual property is presented as an object of capitalization. Thus, it is becoming obvious that the creative personality is becoming the main subject of the cultural and economic spheres in the information community. Consequently, the intellectual property culture, as an integral part of the competent spectrum of a creative personality, is being transformed into the most extensive factor of the development of the modern society.

The development of the intellectual property culture has a long history, which can be divided into several periods. The generally accepted traditional periodization considers certain legal phenomena as the primary source of the intellectual property. We propose to consider the formation of the intellectual property culture from the point of view of a socio-humanitarian approach, based on which we draw a conclusion: the primary source of the relationship of intellectual property is the social and cultural demand of the society.

The author proposes the following historical and cultural stages in the formation of the intellectual property culture:

- 1 Fixing the authorship in the field of art and in the field of production;
- 2 Emergence of the first national legislative acts;
- 3 Development of the international institute of intellectual property.

Stage 1. The first mentions of fixing the authorship are found in the 9-8 millennium BC. The documented examples of disposition of the exclusive rights to intellectual property date back to the 6th – 5th centuries BC, information on which is mentioned in the works by B. Bugbee, W. Landes, M.Yu. Lapteva, I.V. Ponkin, E. Taylor. In the medieval Europe, the institution of authorship was not so expressed due to cultural, religious and social factors in the life of the society (A.Ya. Gurevich, S. May, E.V. Ovcharova, V.S. Trofimova). The first cases of obtaining state titles of protection for the results of creative work of inventors refer to the Renaissance. The studies by I.A. Bliznets, N.D. But, V.V. Guziy, A.V. Palamarchuk indicate that such cases were isolated and were used privately.

Stage 2. The works by L.A. Alyabyeva, A.P. Kolesnikova, O. Pronina, A.S. Pronin, V.S. Savina and others concern with the history of intellectual property of the 18th – 19th centuries. Due to the development of technology, the emergence of book printing, as well as the complication of socio-economic relations, there emerged in the society a socio-cultural demand for legal regulation of the use of the results of intellectual work. First of all, this pertains to the relationship between the author and the book publisher. One of the first legal documents that protected the rights of authors is the Statute of Queen Anne (1710). In France, after the revolution, the reinterpretation of the attitude to the work of the creator and creative personality led to the so-called “proprietary” approach, which theory was based on the equality of intellectual and physical labor.

In Russia, until the 19th century, only single security documents were granted for a production monopoly. Disparate systems and occasional cases of grant of privileges required generalizing the practice of protecting inventions, developing and adopting a uniform procedure for granting titles of protection, which served as the basis for the adoption in 1812 of the first legislative act in Russia in the field of intellectual property.

Stage 3. The starting point of the third stage was the ratification of two international documents: the Convention for the Protection of Industrial Property (Paris Convention) and the Convention for the Protection of Literary and Artistic

Works (Berne Convention). These documents were the basis for the evolution of the intellectual property ecosystem on an international scale, as they contain fundamental provisions in the field of intellectual property, ratified by most countries of the world. State legislative acts were adopted based on the principles of international conventions. The processes of globalization motivated a number of states to ratify in 1970 the Patent Cooperation Treaty (the last amendments were made in 2001), which made it possible to simplify the registration of inventions in the international space, the filing of international applications and performing of international search.

Today, in the conditions of the information society and the development of electronic technologies, the existing provisions require a revision of legal and economic relations in the field of intellectual property between the author, users and the state. Such processes are possible only with a philosophical, cultural, social reinterpretation of the intellectual property.

Object and subject of the research

The **object** of the study is intellectual property as a phenomenon of socio-cultural space that arises at the intersection of interaction of culture, science and technology.

The **subject** of the study is the dynamics of the cultural competence of a competitive personality in the context of changes in the socio-cultural space of the information society.

Purpose and objectives of the study

The **purpose** is to study the dynamics of the intellectual property culture in socio-cultural cognition and its implementation into the process of inculturation of a modern competitive personality.

The **objectives** are:

- to consider human capital and the role of knowledge, as well as the current state of intellectual property in the information society;

- to identify the concept and functions of a competitive personality, determine its competencies;
- to identify the substance and forms of manifestation of the intellectual property culture in the socio-humanitarian space, as well as to demonstrate the features of integration of the objects of intellectual property into the socio-cultural environment;
- to characterize the cultural features of the evolution of the intellectual property culture in Russia and foreign countries;
- to consider the trends in the formation of the intellectual property culture in the process of personal inculturation on the example of national and foreign practices.

Methodology and research methods

The methodological basis of the study was the ideas and scientific works of researchers in the field of cultural studies, philosophy, history, sociology, economics and law, disclosing the general patterns of the formation of the intellectual property culture and the formation of a modern competitive personality.

Due to the multifaceted nature of the problem under the study and the need to apply an interdisciplinary approach, the following methodological concepts have been used in the work:

- theoretical approaches to understanding the phenomenon of the intellectual property and legal culture; cultural and sociological studies of the formation of the intellectual property culture in the historical aspect; conceptual provisions on the competence of a competitive personality, as well as multifunctional personal skills; principles of a program-oriented approach to the formation of the intellectual property culture in the process of personal inculturation based on the analysis of the practices of social institutions.

To solve the posed problems, the following methods have been used: structural and functional method of studying the substance of intellectual property

(philosophy, cultural studies, sociology, law); systematic study of socio-cultural and scientific-methodological aspects of the formation of a competitive personality; identifying the role of intellectual property in the modern information society; evolutionary method of studying the formation of the intellectual property culture; a comparative method of practices for developing the intellectual property culture in Russia and the countries of the world; survey of participants of educational events to promote intellectual property.

Scientific novelty of the research:

1. The sphere of intellectual property has been subjected to scientific cultural examination:

- the interrelations of culture and law as a regulating institution of human life have been revealed. The culture and law emerged as a result of the social demand of the society, are presented as phenomena that shape the behavior of the individual, are carriers of moral and aesthetic values, as well as enable society to preserve accepted traditions and norms in a changing world;

- the links between intellectual property and human capital have been revealed: focusing on the creative and intellectual activity of a person, increasing the role of knowledge and possession of information in the development of the society and the state, emergence of new value orientations of the individual;

- the integration of the intellectual property into the information society and digital culture, as well as the processes of implementation into the socio-cultural space through the protection of the objects of intellectual property, as well as access to patent information, have been defined;

2. Based on an interdisciplinary approach, the understanding of the phenomenon of intellectual property in the socio-humanitarian knowledge has been identified, as a result of which the author proposes a definition of the term “intellectual property culture” as a set of economic and legal base, legal literacy and moral standards of the subjects of the field of intellectual property;

3. The dynamics of development of the sphere of intellectual property from the point of view of attitude towards the author has been studied. The historical boundaries of the evolution of intellectual property have been expanded, where the basis is not the factor of consolidating the legal foundations of state protection of the results of intellectual activity, but the socio-cultural request of the society to ensure the protection of the results of human creative work and means of individualization, starting from the first mentions of marks that made it possible to identify the manufacturer or the owner. The author has made changes to the periodization of the formation of the intellectual property culture.

4. The main features of the competence of a modern competitive personality are given, which include possession of cross-functional skills and knowledge in the field of intellectual property: knowledge of the basic legal norms of relationships between the subjects of intellectual property, functional literacy in the field of registration of protected intellectual property, possession of patent search skills and use of patent analytics tools.

5. The problem of low intellectual property culture has been posed, including due to insufficient public awareness of the field of intellectual property, and the need to include basic ideas about this phenomenon in the system of legal knowledge and active popularization of the possibilities of protecting industrial property has been substantiated. The educational and awareness practices carried out by national patent offices, technology and innovation support centers, higher education institutions and other organizations in Russia and around the world using digital technologies have been studied. The trends in the popularization of the field of intellectual property have been identified, such as: expansion of the target audience, active use of distant interaction formats, reliance on values and objects of cultural heritage.

Basic provisions submitted for defense

1. Culture as a norm of behavior and a regulator of people's life in the society is inextricably linked with human values and legal sphere. The culture of intellectual property is part of the general culture and of the legal culture in particular. Today, the information society has its own culture, associated with new trends in scientific and technological development, namely digital culture, which presupposes its own specific features, interaction in the society, transformation of personal values and narratives. The culture of intellectual property is a part of not only the professional community, but also the everyday life of any person, in which innovative technological solutions, including developments created using the capabilities of artificial intelligence, occupy an increasingly important place. A wide range of socio-cultural engineering, versatility of topics, variety of forms of organization, integration of modern technical products create a need for a multilateral approach to the protection of intellectual property and culture of interaction between subjects. A special feature of the use of intellectual property in socio-cultural engineering is comprehensive protection at all stages and steps of creating a socio-cultural project.

2. Based on the assumption that in the processes of socio-cultural modernization and rapid technological progress, more and more attention is given to the role of knowledge, human and cultural capital as a socio-cultural resource of society, it seems necessary to turn to an interdisciplinary approach. The phenomenon of intellectual property is implemented into all spheres of the society functioning and is found:

- a) in the legal field as a legislatively fixed area regulating the relationship between the subjects of the intellectual property;
- b) in the economic field - in the system of institutions of economic relations between the subjects of the intellectual property; in the formation of an ecosystem of intellectual property and commercialization of the results of intellectual activity;

c) in the socio-humanitarian sphere, the intellectual property is represented as a set of values and narratives that determine the development of a personality. But theoretically the phenomenon has practically not been studied; when defining, they usually appeal to legal interpretations, and therefore, the author proposes own definition of the “intellectual property culture”.

3. The evolution of the intellectual property culture has undergone changes from recognition of the spiritual work of individual authors to international interaction in the formation of personal values in relation to the results of creative work. The legal norms of the state in securing authorship and protecting the results of creative work arose on the basis of the socio-cultural request of the society, which appeared much earlier. The dissertation proposes the following historical and cultural stages in the formation of the intellectual property culture:

- emergence and approval of a method of intellectual property protection as a privilege for specific authors and inventors;
- emergence of legal norms regulating relations in the field of intellectual property at the national level;
- formation of international cooperation in regulating the sphere of intellectual property.

4. The acceleration of the emergence of new information technologies leads to increased activity in the field of registration of the results of intellectual activity. Also, one of the challenges of the information society has become the question of authorship of various developments and works that are created using artificial intelligence.

In the process of the information society development, where knowledge, socio-cultural engineering and management of intangible assets play a dominant role, the culture of a competitive personality is changing. A new definition of human cultural skills creates the type of competitive personality who takes mastering the culture of intellectual property as an important aspect of the substance. Currently, knowledge and skills related to the basic legal norms of relationships between the subjects of intellectual property, functional literacy in the

field of registration of the objects of protected intellectual property, the patent search skills and the use of patent analytics tools, are required.

5. The formation of the intellectual property culture affects the dynamics of innovative, scientific and technological development of the state. The research given in the dissertation confirms the dependence of the volume of the state's gross domestic product on the share of protected results of intellectual activity in circulation. In our opinion, the following factors contribute to the development of the intellectual property culture of developed countries:

- a) continuous educational and pedagogical work with a person at all stages of education;
- b) strict adherence to professional ethics in matters related to the disposition of exclusive rights to intellectual property;
- c) immersion of a person in the culture of intellectual property in all manifestations of social interaction.

One of the factors in increasing the culture of intellectual property in Russia is the development of training programs for professional personnel, the creation of education and awareness system, starting with preschool and school institutions, as well as education among youth.

Theoretical significance of the study is as follows:

- a categorical apparatus for cultural research into the intellectual property culture has been developed;
- a form of manifestation of intellectual property has been identified - intellectual property as a cultural phenomenon, which is considered in the aspect of a really existing culture of intellectual property and formation of a competitive personality;
- based on the generalization and systematization of scientific ideas, a historical panorama of the development of intellectual property has been developed, the evolution of the concept of the “intellectual property culture” has been identified,

based on the proposed periodization of its formation (from antiquity to the present);

- necessary competencies that a modern competitive personality must possess in the context of emergence of innovative technologies, development of artificial intelligence, and implementation of technical solutions into the socio-cultural space, have been identified and theoretically substantiated.

The **practical significance of the study** lies in the fact that the models presented in the dissertation for the formation of the intellectual property culture can be used in educational, as well counter-narrative activities. The study gives specific solutions for the practical application of knowledge about the objects of intellectual property and the opportunities providing the study of patent information in the development and implementation of socio-cultural projects.

The data, analytical results and conclusions obtained in the process of the study can be applied in cultural studies of intellectual property, as well as in the process of forming a culture of intellectual property in the society. The results of the theory and examples of practical developments have been used by the author of the dissertation as a basis for arranging awareness projects to promote intellectual property, in particular, for tutors and children of the federal network of children's technology parks "Quantorium". The author has also developed theoretical foundations and practical methodological materials for educating youth in specialized sections at the "Sirius" educational center, for students of Moscow schools, students of additional education institutions in the field of technical creativity, as well as colleges and universities of the country.

In general, this will allow us to continue studying the phenomenon of intellectual property culture, taking into account the intensive development of science and technology in the information society.

Approbation of the work:

- the Fourth World Professional Forum “Book. Culture. Education. Innovations” (“Crimea-2018”) (Republic of Crimea, GPNTB, 2018);
- Subregional Seminar “Teaching Intellectual Property” (Moscow, RGIIS, 2018);
- International Conference-Session “Public Administration and Development of Russia: Global Threats and Structural Changes” (Moscow, RANEPa, 2020);
- II International Forum-Festival “Intellectual Property for the Future” (St. Petersburg, 2021);
- International Conference-Session “Public Administration and Development of Russia: Global Trends and National Challenges” (Moscow, RANEPa, 2022);
- All-Russian Scientific Conference “Modern Methods of Studying Culture – XV” (Moscow, RGGU, 2023);
- III (XII) International Scientific and Practical Conference “Culture and Art: Searches and Discoveries” (Kemerovo, KemGIK, 2023);
- International Conference-Session “Public Administration and Development of Russia: Civilizational Challenges and National Interests” (Moscow, RANEPa, 2023).

The research results have been published:

- in peer-reviewed publications from the list recommended by the Higher Attestation Commission for relevant sciences, and included in the List of journals recommended by the Academic Council of RANEPa for publication of articles on science of culture:

1. Tokareva A. A. The culture of intellectual property in Russia in the context of transition to a new technological paradigm // Culture and Civilization. – 2020. – V. 10. – No. 5-1. – pp. 206-216.
2. Tokareva A. A. Conceptual approaches to understanding intellectual property in socio-humanitarian knowledge // Knowledge. Understanding. Skill. – 2021. – No. 4. – pp. 84-93.

3. Tokareva A. A. Integration of intellectual property into socio-cultural space // Bulletin of Culture and Arts. – 2022. – No. 3(71). – pp. 122-129.
4. Tokareva A. A., Kuznetsova T.V. Factors of formation of the intellectual property culture // Observatory of Culture – 2022. – No. 19 (5). – pp. 452-459.
5. Tokareva A. A. Patent information in the development of the contemporary art forms// Artikult. – 2023. – No. 4(52). – pp. 95-106.

– in other publications:

1. Tokareva A. A. About patents and intellectual property to youth // Modern Library. – 2019. – No. 3. – pp. 62-65.
2. Tokareva A. A. Intellectual property culture in the digital age // Intellectual property. Copyright and related rights. - 2020. - No. 5. - pp. 51-59.
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