

# Research on Intellectual Property Issues in College Students' Innovation

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**Abstract**— At present, China's innovation and entrepreneurship education has entered a period of rapid development. Education administrative departments at all levels and universities have successively issued a series of innovative and entrepreneurial education policies, and intellectual property education for innovation and entrepreneurship has gradually received attention. However, as far as the current situation is concerned, intellectual property education has a very low proportion in the innovation and entrepreneurship education system for college students, and its position is extremely slim. To increase the likelihood of success and college students, current situation and development of this paper, based on the intellectual property rights of universal education, innovation and entrepreneurship combined with individual requirements of students, construction of service innovation and entrepreneurship students in the education system of intellectual property rights, intellectual property rights and further elaborated for innovation and entrepreneurship students. The inherent requirements and development path of education.

**Keywords**—college students, innovation and entrepreneurship, intellectual property

## I. INTRODUCTION

College students' innovation and entrepreneurship education is a new educational concept put forward in the context of the deepening of economic globalization, the Chinese economy is facing the reform and restructuring, and the higher education is realizing the transition from focusing on knowledge dissemination to emphasizing ability and quality training. With the positive response from all walks of life, many colleges and universities have established a preliminary innovation and entrepreneurship education curriculum system, and established innovative science and technology platforms such as university science parks and business incubation bases to promote students' all-round development and promote graduate employment and entrepreneurship. Innovative entrepreneurship education in China has entered the stage of deepening reform. While achieving remarkable results, there are also outstanding problems such as the failure to integrate intellectual property education into the innovation and entrepreneurship education system, and the content and means of intellectual property education are obviously lagging behind. In-depth research and extensive practice on the development of intellectual property education in colleges and universities from the perspective of innovation and entrepreneurship education reform will help to comprehensively enhance college students' awareness, ability and quality of innovation and entrepreneurship, and promote the healthy development of innovation and entrepreneurship education. Based on the general problems of intellectual property rights in college entrepreneurship education, this paper analyzes the importance and necessity of intellectual property education, and proposes to improve the intellectual property education of colleges and universities by combining innovation and entrepreneurship education, strengthening teacher training, reforming teaching mode and building service system.

## II. THE SIGNIFICANCE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

### A. *Entrepreneurship can Enable College Students to Establish a Correct Life Goal.*

When it comes to entrepreneurship, we can't avoid entering the society. This makes college students face all kinds of problems involving entrepreneurship in society. This objective factor requires college students to improve their abilities, conduct, quality and virtue. Therefore, the college students can fully solve the practical problems and the literacy and confidence of the people. Let college students know what they are going to do and how to do it.

### B. *Entrepreneurship can Ease the Pressure on Social Employment.*

Because of the university's expansion of enrollment too fast, unreasonable income distribution, industrial monopoly, non-compliance with social needs, and social requirements, the employment of college students has become an urgent problem to be solved. Faced with such problems, college students' self-employment is undoubtedly an effective way to ease employment pressure. Through entrepreneurship, you can ease employment and provide more jobs. It also plays an important role in the development of society.

### C. *The Business can be Enhanced National Competitiveness.*

The important factors of entrepreneurship, innovation spirit and innovation ability are indispensable in today's social development, and are also important in promoting national progress. The spirit of innovation and creativity in productive activities is a key factor for an economy to achieve growth. In order to realize the growth of a country better than the other countries, it is inseparable from the innovation activities, which compels the winners of the market competition to keep the momentum of innovation, reduce the orientation of the country and continue to innovate, so as to be able to secure the position of the leaders.

### III. THE IMPORTANCE AND NECESSITY OF CARRYING OUT INTELLECTUAL PROPERTY EDUCATION IN COLLEGES AND UNIVERSITIES

Intellectual property, also known as "the right of knowledge," refers to "the right person's property rights entitled to the results created by its intellectual labor". All kinds of intellectual creation, such as inventions, creativity, literature and art works, are considered to be the right of knowledge production of a person or organization. Intellectual property is the core of competition in the era of knowledge economy. It is like an umbrella to protect the intelligence and intellectual achievements of the people. As an important position for cultivating innovative entrepreneurial talents, colleges and universities have played a very important role in national technological innovation and scientific and technological entrepreneurship because of their advantages of abundant scientific research resources and rich scientific and technological resources. Whether we can do well in intellectual property education in Colleges and universities is related to the realization of China's intellectual property strategic objectives and the building of an innovative country.

In practice, the "pseudo-innovation" infringements such as counterfeiting and cottages in the society are not uncommon, and the legal risks arising therefrom are self-evident. It can be said that from the entrepreneur's choice of entrepreneurial projects, to the registration of trademarks, software development, content production, commercial promotion, management and operation, intellectual property rights throughout the entire process of entrepreneurship. If college entrepreneurs do not understand the basic laws of intellectual property rights such as the Trademark Law, the Patent Law, and the Copyright Law, and do not understand how to protect their products and ideas in a timely manner, then entrepreneurs will face the risk of failure.

For college entrepreneurs in many universities, they do not have enough contacts and social resources, and most rely on their own unique ideas and innovative technologies to compete with other companies in the society. Intellectual property rights provide legal protection for college entrepreneurs to embark on the road to entrepreneurship, not only protecting their intellectual achievements, but also promoting their technology application and dissemination. At the same time, this legal and effective protection can better mobilize the enthusiasm and creativity of college students. It can be seen that intellectual property education is an indispensable part of innovation and entrepreneurship education in colleges and universities.

### IV. THE CURRENT SITUATION OF INTELLECTUAL PROPERTY EDUCATION IN THE CURRENT INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

In recent years, although the education of intellectual property rights in China has been greatly developed, most colleges and universities have opened only public elective courses; most universities and teachers and students in the concept of intellectual property rights classes are equivalent to the intellectual property law class. The existing college students' innovation and entrepreneurship education pays more attention to the content of policy interpretation, team building, project selection, risk control, financing cooperation, and enterprise bid, and neglects or even lacks the content of intellectual property. Lack of pertinence. Although the understanding of the importance of intellectual property education in the education of innovative and entrepreneurial education is bound to experience the gradual development and strengthening process from scratch and never attached importance to, however, as far as the current situation is concerned, the education of intellectual property rights in Colleges and universities in our country is still in the exploratory stage compared with the strong power of intellectual property. Strong innovation and entrepreneurship education of university students is also faced with various problems.

#### A. *The Educational Philosophy Behind Intellectual Property Rights, not Enough Emphasis*

At present, China has not set up a special organization to integrate intellectual property resources. Therefore, there is a lack of a systematic intellectual property strategy from top to bottom. The understanding of intellectual property education by education authorities and university leaders needs to be further strengthened, and intellectual property education has not yet risen to its proper height. This leads to the relatively backward concept of intellectual property education, which is characterized by emphasis on legal theory and light business practice in educational practice. More than 70% of colleges and universities do not have specialized intellectual property education and teaching institutions, and even no elective courses. It can be seen that most colleges and universities have not put the intellectual property education for innovative and entrepreneurial college students on the agenda.

#### B. *Innovation and Entrepreneurship Education Need to be Integrated Resources, and the Differences between Universities*

At present, governments at all levels and colleges and universities are very concerned about the innovation and entrepreneurship of college students. The lines of education, science and technology, culture, and the Communist Youth League are involved in the innovation and entrepreneurship of college students. The academic affairs, science and technology, academic work, and the Youth League Committee of the universities are also actively participating. This will inevitably lead to problems such as overlapping institutions, ambiguous authority, and waste of resources. From the perspective of colleges and universities, it is an urgent problem to solve the problem of college students' innovation and entrepreneurship, integrate multi-party resources, and establish a scientific and effective work mechanism for college students' innovation and entrepreneurship. It is also an inherent requirement for the healthy and orderly development of college students' innovation and entrepreneurship education.

#### C. *Lack of Intellectual Education Teachers, Educational Level is Limited*

At present, there is a widespread lack of teachers in intellectual property education in Colleges and universities in China. Even in Colleges and universities that have already opened intellectual property majors or courses, most of their teachers lack the background of professional knowledge and actual teaching experience, while the number of teachers with systematic intellectual

property rights education or overseas intellectual property learning experience is scarce. Teachers who are skilled in handling intellectual property practices are less. Therefore, the current teaching effect of intellectual property education is difficult.

#### *D. Low Educational Levels of Intellectual Property, Knowledge of a Single Structure*

In foreign countries, intellectual property education is regarded as elite education, while intellectual property education in Chinese universities basically stays at the level of popularizing legal knowledge. At present, only a dozen colleges and universities have the undergraduate specialty of intellectual property, and the master and doctoral points belong to the major jurisprudence, and there are few independent masters and doctoral points; in the curriculum, the curriculum of the legal knowledge of multi intellectual property, the curriculum of less science of engineering, the lack of practical skills and the lack of practical skills in the teaching. The content and method of education should be designed according to the difference of knowledge structure of different majors. Therefore, the students generally have a relatively simple knowledge system, lack the ability to master and apply intellectual property knowledge, and can not meet the actual requirements of innovation and entrepreneurship.

### V. THE IMPLEMENTATION OF INTELLECTUAL PROPERTY EDUCATION IN COLLEGES AND UNIVERSITIES

#### *A. From National Level*

##### (1) Improve the curriculum system of entrepreneurship education.

At present, entrepreneurship education has been included in the university education system. The state should encourage universities to design entrepreneurship education courses from the first year to the fourth year, and introduce foreign experts to carry out entrepreneurship training in the school, and actively explore new modes of college students' entrepreneurship. First, we can hire successful domestic entrepreneurs to teach at the school. Second, we can send teachers with potential in the country to study abroad.

##### (2) Establish a diversified venture capital system.

First, the government invested in venture capital to provide necessary support for intellectual property protection in college students' entrepreneurship, and to help entrepreneurial college students realize their entrepreneurial dreams. For example, the government funds or encourages social forces to help college students apply for patents and registered trademarks, etc., to help entrepreneurial students solve patent application fees and other issues. The second is to formulate policies to encourage market capital investment, such as support for entrepreneurship through individuals or foundations, and provide a large number of venture capital funds to universities in the form of entrepreneurial competition bonuses, innovation contest bonuses, and results incubation funds.

#### *B. From College Level*

Open an intellectual property course. For university science and engineering students, elective courses such as intellectual property law and intellectual property practice, or double-degree degree in intellectual property rights, promote entrepreneurial students to learn intellectual property-related knowledge, and raise awareness of intellectual property protection among entrepreneurial students. Through learning, you can master the knowledge of patent and trademark literature search, application process, document writing, patent review, etc., and improve the basic ability to use intellectual property knowledge to solve and handle intellectual property applications and disputes.

#### *C. From College Students' Personal Level*

##### (1) College students should pay attention to intellectual property education.

First, it is necessary to take courses such as intellectual property law, intellectual property practice and patent infringement, and learn to improve their intellectual property rights, so as to better protect the intellectual property rights of startup companies. Second, we must actively participate in lectures on patent applications and patent agent training organized by universities. Through systematic learning, master the necessary legal knowledge to better protect the interests of entrepreneurial enterprises.

##### (2) College students should pay attention to the ownership of scientific and technological achievements.

Article 6 of the Patent Law of China stipulates that the inventions and creations completed by the execution of the tasks of the unit or mainly using the material and technical conditions of the unit belong to the service invention creation. The right to apply for a patent for a service invention belongs to the unit. Most of the college students' entrepreneurial projects use the research funding of the tutor or the university's education reform funds, mainly using the university's experimental equipment, etc., according to the provisions of the patent law, should apply for service inventions. Only when the university waives the patent application can the student apply for a non-service invention. Therefore, when applying for intellectual property

protection, college students must be aware of the ownership of scientific and technological achievements and avoid unnecessary disputes.

## VI. CONCLUSION

Governments and universities should provide college students with policy support, entrepreneurship guidance, fund implementation, customer liaison, and social communication, all of which are more standardized, applicable, and systematic. In the increasingly competitive entrepreneurial market, college entrepreneurs can only handle various relationships based on their own characteristics, find the "foothold", promote intellectual property culture, and establish intellectual property protection awareness so that they can not be eliminated. Your own new world.

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