

# Study on construction of the intellectual property enriching platform

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## Abstract

With the implementation of China's Intellectual Property Power Strategy, the importance of intellectual property is becoming increasingly prominent. There have been some provinces to carry out intellectual property rights to enrich people, and achieved good results. But from the national point of view, China lacks the unified resource allocation platform and agricultural intellectual property rights trading platform, some remote areas cannot enjoy the bonus of intellectual property development. In this context, by combining the strategy of poverty alleviation with science and technology in China, this paper puts forward the idea of combining the operation of intellectual property rights with the poverty alleviation. Based on the analysis of the definition, connotation and motivation of the intellectual property rights enriching platform, this paper made the seven sectors mode, from the technical level, ability to obtain resources, business development ability, the support of the government, business and service efficiency.

**Keywords:** Intellectual property rights, Enriching people, Platform construction

## 1. Definition of intellectual property rights enriching platform

### 1.1 *The relationship between intellectual property rights and enriching the people*

The concept of "intellectual property" was first proposed by French scholar Carpzov (Carpzov, 1595~1666) in seventeenth Century, and he summed up intellectual property rights as rights based on knowledge activities. Later, Picardy, a Belgian jurist, further expanded the concept of intellectual property rights. He thought this is a kind of special intellectual property rights, it has time limit, and only in a certain period of time belongs to an individual or a range of people<sup>[1]</sup>. Agricultural intellectual property rights is an important part of intellectual property rights. With the increasing importance of intellectual property rights, agricultural intellectual property rights has been incorporated into relevant laws by other countries.

Intellectual property rights can play a major role in poverty alleviation through science and technology. The agriculture related patents and agricultural technology in intellectual property rights can rebuild the resources of the poor areas and create new industries. Therefore, it can be said that intellectual property rights are the means of enriching the people, and through the rational creation and utilization of intellectual property rights, the dream of "enriching the people" can be transformed into reality.

### 1.2 *Definition of intellectual property rights enriching platform*

The platform for enriching the intellectual property rights, as the name suggests, is an intellectual property operation platform with the goal of enriching people. It has not yet been practically applied and is still in theoretical construction.

Generally speaking, the operation of intellectual property rights is a process of changing "right" into "money". Generally speaking, intellectual property rights management should include the whole process of intellectual property rights, including the evaluation of intellectual property rights, investment and financing, technical transactions, and so on. The platform of intellectual property rights is the intermediary that provides a series of technical services, which serves as a link between the supply and demand sides, and provides a place for technical transactions.

In the early twenty-first Century, a large number of platform enterprises began to grow up with the development

of Internet information technology. Intellectual property rights institutions such as China technology exchange, Shanghai technology exchange and Guangzhou technology exchange have also emerged. Most of them are commercial. The main business is intellectual property transactions. In addition, our country also has some agricultural intellectual property rights operation platform, such as agricultural international cooperation and intellectual property service platform, which supply network intellectual property transaction service. However, from the perspective of intellectual property rights management theory, the use of intellectual property rights should not be limited to transactions, but should also promote industrial upgrading with intellectual property rights and drive economic development with innovation driven.

The proposition of enriching the intellectual property rights platform is based on the public management theory of intellectual property rights and aims at the economic development of intellectual property services. Therefore, the platform for enriching intellectual property rights is not only an agricultural intellectual property rights trading platform, but also more closely related to the national intellectual property strategy, the policy of poverty alleviation and economic development. In the platform of enriching intellectual property rights, it not only provides technical transaction services, but also serves as a channel for rural contacts with the outside world, and helps to input and output technology. However, building a intellectual property rights enriching platform is a major project, involving many interests, and needs to be assisted by other forces. On the operation of intellectual property, the domestic China Technology Exchange (hereinafter referred to as CTeX) develops fast, at the same time CTeX has public spirit, which is able to provide strong support for the construction of intellectual property enriching platform.

To sum up, the intellectual property enriching platform is a public service platform which is constructed by the government and CTeX, for the purpose of public service, make market-oriented, government promotion, resource sharing, mutual reciprocity and mutual benefit as the principle of construction, and have the sharing mechanism, use of modern information technology means and have reasonable layout, complete function, high efficiency, open complete system of information resources sharing and intellectual property transactions.

### *1.2 Connotation of intellectual property enriching platform*

According to the definition of intellectual property enriching platform, the main contents are as follows.

First, agricultural technology transactions. Technology trading is the core part of intellectual property operation, and also the key link to realize the value realization of intellectual property rights. In the platform of enriching intellectual property rights, technology trading is also its main function. Intellectual property rights enriching platform can realize value evaluation, qualification appraisal and investment and financing.

Second, village-enterprises docking service. In order to achieve wealth, the poor areas need to change the backward mode of production first. However, the lack of effective channels of communication with the outside world, in a "outside technology can not come in, the local resources can not go out" dilemma. Intellectual property enrichment platform makes to help people in poor areas to become rich as their own responsibility, it can be taken as an intermediary bridge for poor areas to pave the way for communication with the outside world.

Third, the packing and sale of agricultural products. The introduction of intellectual property rights in rural areas is aimed at developing local characteristic industries. Similarly, local characteristic agricultural products can also be protected by applying geographical indications to increase their economic value. However, because of the poor geographical location and poor infrastructure, the local products are difficult to sell abroad, resulting in a backlog of products, which can not achieve the goal of economic development. Intellectual property enriching platform, through the two time packaging and promotion for the products, and so on, broaden product sales channels.

Forth, agricultural technology promotion and propaganda. Although China's overall economic development has changed from "extensive" to "intensive", the level of modernization and modernization in poor areas is still not optimistic. In some rural areas, we still adhere to the idea of "small peasant economy" and have not implemented mechanized work. In order to achieve the goal of enriching the people, the intellectual property rights enriching platform should provide agricultural technology publicity and promotion services, and organize training courses for agricultural technical training.

To sum up, the intellectual property rights enriching platform beyond the operating platform of agricultural intellectual property general function, covers a wider range, and provides services which are related to the vital interests of farmers in poor areas, aims to build a bridge of communication with the outside world, help the poor areas to change the mode of economic development and industrial upgrading.

## 2. Motivation analysis of intellectual property enriching platform construction

The emergence of anything has driving force, or called the mechanism of source power. Building the intellectual property enriching platform is also a product of many struggles. According to the theory of driving mechanism, this paper divides the motivation of building intellectual property enriching platform into three aspects: policy gravitation, market attraction and reality pressure.

### 2.1 Policy gravitation

Judging from the policies promulgated by China, China attaches great importance to the modernization of agriculture, pays attention to poverty alleviation, and attaches great importance to the development of intellectual property services. In accordance with the policy guidance, the development of intellectual property enriching platform is the major exploration and innovation for poverty alleviation with these policy objectives combined, it will receive the support and assistance of the state, and will also obtain good social benefits in the future.

First of all, in the development of modern agricultural policy, China has put forward a series of policies to apply intellectual property rights to agricultural development. Taking the central document No.1 from 2009 to 2015, the central government has put forward the policy of using intellectual property rights to adjust the industrial structure, which is a favorable environment for the development of China's agricultural intellectual property rights. For example, the State advocates strengthening scientific and technological support and increasing investment in science and technology; Promote agricultural scientific and technological innovation and encourage creativity; Accelerate the creation of intellectual property rights and explore the financing of agricultural patent pledge; Building a powerful agricultural country and speeding up the pace of agricultural modernization, and so on. In July 2016, when general secretary Xi Jinping visited Ningxia and heard the report of the Party committee and government of Ningxia, it was suggested that the economy of the poor areas should be developed through the innovation driven strategy.

Second, the opportunity for intellectual property services is growing. National policy has paid close attention to the development of intellectual property service industry in recent years. The promulgation of the national intellectual property strategy outline has effectively promoted the creation, application, protection and management of intellectual property rights in China, and has laid the foundation for the development of China's intellectual property service industry. The outline clearly puts forward how to make use of genetic resources for the distribution of benefits and value creation, and defines the direction and goal of China's intellectual property service industry in the coming years. In addition, the development principles and priorities of the intellectual property services industry are also reflected in the guiding opinions on accelerating the development of new and high technology service industries. In China's 12th Five-Year plan, it is proposed that the development of intellectual property services should be included in the major projects, and the development of a variety of services will serve intellectual property rights. After that, the status and function of intellectual property service industry are further defined, and the main measures to promote the development of intellectual property service industry are put forward. "On the further implementation of the national intellectual property strategy, views of strengthening and improving the management of intellectual property" (2014) and "in-depth implementation of the national intellectual property strategy action plan (2014 - 2020)", further defined the future direction of development of intellectual property, and pointed out the direction for the next stage of development of intellectual property service industry in china.

Finally, building the intellectual property enriching platform is an innovative approach to poverty alleviation through science and technology. It is drawn by the policy of national poverty alleviation and the intellectual property power policy. The strategy of "not getting rid of poverty and not decoupling" has laid the foundation of the Chinese government's fight against poverty. In the modern society, the poverty-stricken areas still exist in China. China also raised the goal of 10 million people out of poverty in 2017. In some poor areas, the shortage of resources and the low infrastructure caused the Matthew effect, making their war out of poverty be more and more lasting, and all generations are trapped in the mountains. Poverty alleviation has led hundreds of millions of people out of poverty in the past thirty years. For example, Jiangxi province has used the idea of "precision poverty alleviation" to carry out "poverty alleviation in science and technology" in rural areas and build a pillar industry for poverty alleviation, thus fostering a new engine for local economic development.

### 2.2 Market attraction

With the development of agricultural modernization in China, the level of agricultural production and the level of science and technology have been continuously improved. At present, the mechanization of agricultural production in China has been popularized in a large areas. However, compared with the developed countries, China's intellectual property development is still relatively backward. As far as the conversion rate of scientific and technological achievements is concerned, China is 30%, while developed countries can reach 70%. In

particular, the contribution rate of scientific and technological progress to agricultural production has exceeded 85% in developed countries, but is only 40% in China<sup>[2]</sup>. These showed the gap between China and developed countries in the development of science and technology, and also showed that China has great potential in the development of intellectual property rights.

The reform and opening-up policy has a history of more than thirty years. Under the guidance of the policy of reform and opening to the outside world, China's economy has undergone a leap forward development, and the level of rural economy has also been improved rapidly. The agricultural output has been greatly improved, and the income of farmers has increased exponentially. Since China's accession to the WTO, the international competition has become more and more fierce. In this case, only by giving full play to China's advantages and providing quality products in the international market can we constantly enhance our competitiveness. As a big agricultural country, in the aspect of agricultural development, only by continuously improving the level of agricultural science and technology and increasing the added value of agricultural products, can we effectively increase the income of farmers and play "Chinese brands". Therefore, the development of modern agriculture and agricultural science and technology is the market gap. China should pay more attention to the development and protection of agricultural intellectual property rights, actively use and manage the agricultural intellectual property rights, encourage the establishment of incentive mechanism of agricultural science and technology, to further improve the level of industrialization of agricultural intellectual property rights in China, to create a new growth point of the rural economy.

The development of intellectual property rights in China started late, and the study of agricultural intellectual property rights lags behind developed countries. The biggest reason is that the audience of agricultural intellectual property rights is small. At present, China lacks the trading platform of agricultural intellectual property rights, and many people do not know the agricultural intellectual property rights. Although some farmers in rural areas may have patented technology, they do not know how to apply for a patent, nor do they know how to protect their own patents and avoid being stolen by others. In addition, the lack of platform institutions, leading to the lack of intermediary bridge. Especially the lack of publicity channels, asymmetric information leads to the buyer and the seller can not get isolated, which leads to the transformation of agricultural intellectual property rights rate level is low, it affects the process of industrialization of agricultural intellectual property rights<sup>[3]</sup>. It can be said that the prospects for the development of agricultural intellectual property rights in the future are very good. Intellectual property enriching platform capture the market trends and realistic expectations, and can affect and promote the development of agricultural intellectual property rights.

### *2.3 Reality pressure*

In recent years, some achievements have been made in the creation and application of agricultural intellectual property rights in China, and scientific and technological achievements have been continuously emerging. China's intellectual property rights creation index has reached 117.98% in 2015, an increase 17.98% than last year<sup>[4]</sup>. However, although the development of agricultural intellectual property rights in our country is very fast, the transformation rate and waste of agricultural intellectual property rights are more prominent, and urgent measures should be taken to rectify them.

At the same time, the creation index of regional agricultural intellectual property rights is very different, and the problem of uneven development of agricultural intellectual property rights should also be paid attention to. Through the comparative analysis of application volume index, all provinces and autonomous regions in the authorized amount index and duration index showed that Shandong, Jiangsu and Zhejiang provinces' agricultural intellectual property creation index in the top three, respectively is 94.31%, 88.91% and 75.16%. Ningxia, Hong Kong and Qinghai are among the latter three, with 3.95%, 2.38% and 1.96% respectively. There is a difference of 48 times between Shandong and Qinghai, and there is a huge difference in the ability to create intellectual property between the East and the West. The vast western regions also have many agricultural intellectual property resources, such as Bijie in Guizhou province. Its area is very small, but it has nearly twenty kinds of products with local characteristics, such as Qianxi pigs, horses and Bana headed. And in the local industry has formed a certain scale, but because of the lack of effective guidance, many products failed to apply for the protection of intellectual property rights. Therefore, the establishment of intellectual property rights enrichment platform is becoming more necessary, and the deployment and protection of national resources can be realized.

In addition, despite China has a number of agricultural intellectual property rights trading platform, but because of its small size and high cost, farmers in poor areas have been excluded from the customers. And most of them only do technical transaction projects, which can not meet the development needs of agricultural intellectual property rights. Intellectual property rights enriching platform provides services for rural economic development, such as technology trading, technology import and export, information consultation and agricultural technology

training. Therefore, in order to implement the national policy of helping the poor and the strategy of strengthening intellectual property rights and promote the upgrading of agricultural industrialization, it is urgent and necessary to set up a platform for enriching the people with intellectual property rights.

### **3. The construction principle of intellectual property enriching platform**

The positioning of intellectual property rights enriching platform is a national landmark unified platform for the operation of agricultural intellectual property rights. It is also a pilot unit for the operation of intellectual property rights in poverty alleviation through science and technology. In order to ensure its effective operation, certain rules must be followed, and a series of rules and regulations and management standards must be formulated.

#### *3.1 Principle of overall planning*

Intellectual property enrichment platform is built on the basis of China Technology Exchange. In the process of establishment, the actual situation of China Technology Exchange must be taken into account, and can not damage the original operation of CTeX. At the same time, in order to save resources, the platform can make use of the CTeX's original departments and resources. Combined with the particularity of agricultural intellectual property and the poor areas, the platform should establish special operations to assist the original work of CTeX in various departments.

#### *3.2 Validity principle*

The construction of intellectual property enrichment platform must be necessary and can play a role. It can not be a vase unit and a political achievement unit. Therefore, in order to effectively play its role, it must meet the needs of all stakeholders. Intellectual property rights enriching platform can only realize the realization of intellectual property rights and realize the goal of enriching the people, only by focusing on high-quality resources, and introducing the role of agricultural intellectual property rights transactions and technology import. In practical applications, intellectual property rights enrichment platform needs to fully respect the views of both sides, and create maximum value for both sides. It should provide appropriate information, consultation and other services to provide the best service to both parties, and provide the matching services to help the transformation and realization of agricultural intellectual property rights as soon as possible.

#### *3.3 Operability principle*

The intellectual property rights enriching platform is the most closely related platform between farmers and the rural areas and agriculture in all the technical trading platforms in China. The design of the platform must be easy to operate, and the workflow should be simple and clear. Each network device should have a user-friendly interface and fast self-service, and facilitate the implementation of effective management. If the platform lack operability, and the operation process is difficult to understand, it violates the original intention of the construction of the platform, and will also cause enormous waste of properties.

#### *3.4 Safety principle*

Intellectual property right is a kind of special right. It is both property right and personal right. The interests involved are complex and difficult to balance. Because intellectual property is unique in its value, once scientific or technological achievements or technical secrets are leaked, it will bring disaster to the inventor. Therefore, in the process of operation, intellectual property rights enriching platform must do a good job of secret protection and protect all kinds of intellectual property rights from being stolen. At the same time, it should also strengthen training and selection of staffs, and resolutely prevent the existence of leaks. Only in this way can we achieve the goal of protecting agricultural intellectual property rights and attract more customers.

### **4. Seven factors model of building intellectual property enriching platform**

The management master Drucker divided the strategic goals of organizations into eight directions: market goals, technical improvement and development goals, productivity goals, materials and financial goals, profit goals, human resources goals, the enthusiasm of workers goals and the goals of social responsibility. As the first intellectual property operation platform for poverty alleviation, the intellectual property rights enriching platform will start with the seven elements and construct the seven factor model according to its own positioning.

#### *4.1 Operation model*

As a platform for the operation of agricultural intellectual property rights, the intellectual property rights enriching platform needs to gather the strength of scientific research institutes and agricultural enterprises to help farmers become rich by relying on intellectual property rights. Therefore, the operation model of intellectual property enriching platform should be government oriented, and the operation mode of "platform + agency + enterprise + industry + farmers + cooperatives + capital" should be implemented.

#### *4.2 Business development capability*

Relying on the China technology exchange, the intellectual property rights enriching platform has a unique advantage. CTeX and domestic first-class research institutions are linked, the organization has a high level of human resources support. In addition, CTeX cooperates with both domestic and foreign organizations, and has professional market experts and financial experts. In order to ensure the expansion of the business scope, the intellectual property rights enriching platform should introduce some agricultural intellectual property rights technical experts, IT talents and management elites.

#### *4.3 Service efficiency*

The intellectual property rights enriching platform should be combined with "Online + offline" to improve service efficiency. Specifically, implement online value evaluation using international advanced value evaluation methods to give the most accurate assessment data in the shortest possible time. Streamline the technology transfer process, and shorten the transaction time by means of project online reporting and auditing. In addition, to simplify the cost turnover link, the platform will implement the cost collection and escrow system to improve the security of transactions.

#### *4.4 Business domain*

In the process of intellectual property operation, value evaluation, technology transfer, investment and financing are necessary links. At the same time, according to the characteristics of agricultural intellectual property rights and intellectual property enriching platform, intellectual property rights enriching platform should be focused on service selection, in addition to the value assessment, technology transfer, financing and other departments, it should also focus on developing technology exhibition and docking, information consulting, agricultural training, legal aid services, and so on.

#### *4.5 Resource acquisition capability*

The intellectual property enriching platform can rely on the existing achievements and resources of CTeX. CTeX now has a series of comparatively mature resources, for example: patent value online analytic system, cooperative partners management system, customized database resources of the International Intellectual Property Office and so on. These resources have certain scarcity, and have a strong competitive power in the market. In addition, through the cooperation with scientific research institutions and agricultural enterprises, indirect access ability to get resources can be improved.

#### *4.6 Technical level*

China technology exchange has a law system combined with more than 160 domestic and foreign law firms and more than 130 patent agencies, and a technical support system combined with the professors of Chinese Academy of Sciences and MIT experts, so it can meet the requirements of technical personnel needed of the intellectual property enriching platform. At the same time, in order to improve the professional level of services, international advanced evaluation methods should be adopted to provide professional project consulting programs.

#### *4.7 Government support*

The construction of intellectual property enriching platform is in line with the policy orientation of China. The national policy not only proposes to push forward the innovation of agricultural science and technology, and encourages the creation, but also proposes to develop the economy of the poor areas by implementing the strategy of innovation drive strategy. In addition, under the constant promotion of the strategy of helping the poor by science and technology, the development of intellectual property services has led to the development of agricultural intellectual property rights. In this context, the establishment of intellectual property rights enriching platform, not only has the support of government policies, more able to obtain the support of intellectual property operation fund, and combining with the agricultural modernization, it will promote the development of intellectual property rights in rural areas. For example, Jinzhai County of Anhui province can develop tea industry through the help of intellectual property enriching platform, and promote the upgrading and adjustment of industrial structure as well as the leaping development of economy.

In summary, under the guidance of the operation mode, which is "platform + organization + enterprise + industry + farmers + cooperatives + capital", relying on the resources and talent quality service of CTeX, through the combination of the online + offline services to improve service efficiency, and defines its own business in the professional team under the leadership and support of national policy, it's ability to obtain resources will continue to increase.

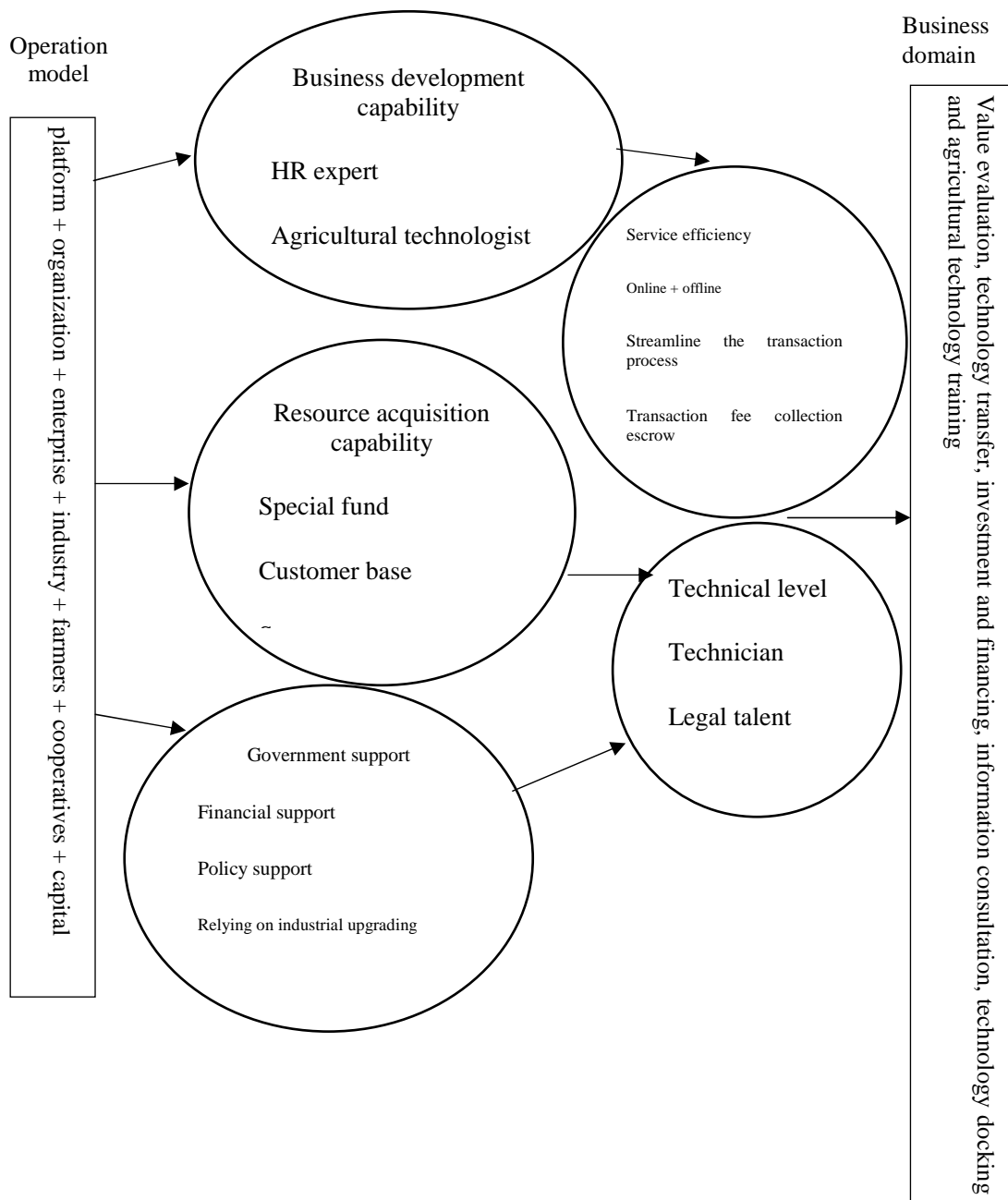


Figure 1. Seven factors model of intellectual property enriching platform

In the seven factors model, the operating model is at the top. In the construction of intellectual property enriching platform, we must first determine the operational model. Secondly, from the perspective of the main participants involved in the operation model, we should strive for government support, contact resources and improve business development capabilities. On the basis of government support, resource acquisition and business development capabilities, service efficiency and technological level have been improved. Finally, the business area is determined by its own technical level, resources acquisition capabilities and business capabilities.

## 5. Conclusion

The establishment of intellectual property rights enrichment platform is to solve the problem that the needs of both sides of the supply and demand can not be connected and asymmetric information. The construction of the platform is the result of policy gravitation, market attraction and realistic pressure. Through the intermediary of this platform, the relationship channels of the rural areas and enterprise will increase in the future. It is of great value to help poor areas be rich relying on science and technology, and relying on intellectual property, and to explore the role of intellectual property rights operation in poverty alleviation.

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