

# Analysis of Intellectual Property in Chinese College Students' Innovation and Entrepreneurship

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## **Abstract**

*With the development of Chinese education, all the key colleges plan to expand enrollment and the rapid rise of the number of college graduates results in college graduates' employment difficulty which becomes the hot issue arousing people's considerable attention. Furthermore, this negative trend is on the increase. College graduates' entrepreneurship does good to relieve the employment pressure. Although, these graduates are with great passion and interest, they are lack of further understanding and acknowledge of entrepreneurship. And to increase the success rate of graduates' entrepreneurship, it is necessary to make systematic enterprising education for them. However, the business started may relate to advanced technology, so it is critical for the graduates to have a in-depth knowledge about and management of correspondent intellectual property.*

**Key words:** College students; Innovation and Entrepreneurship; protection of intellectual property; in-depth study

So as to meet the actual need of social development, all key colleges expand enrollment. College graduates' entrepreneurship does good to relieve the employment pressure and making enterprising education activities is in favor of adaption to the trend of times and educational reform. Since 1999, all key colleges have expanded enrollment, and the amount of expanded recruitment rises perpendicularly. By 2014, the total amount of college students adds to 6.12 million, and the graduates outnumbers the jobs provided by the society which gives rise to great pressure in employment and college graduates' entrepreneurship becomes especially significant.

## **1. College graduates' enterprising education is the trend of domestic and international development.**

Entrepreneurship, one of the labor forms, is to upgrade and integrate one's own resources or resources surrounded so as to produce more economic and social benefits. It's important for college graduates to make legitimate inference and thinking of relevant contents such as operation, team, service, technology, facilities and etc.. Entrepreneurship can fully invigorate college graduates' subjective initiatives so as to change their own employment concepts and realize their self-values. Based on these facts, some advanced countries in the early time and offer courses about relevant entrepreneurship.

## **2. the relation between college graduates' entrepreneurship cultivation and intellectual property education**

### **2.1 The cultivation of college graduates' entrepreneurship awareness is beneficial to help them build intellectual property awareness**

Key colleges carry out intellectual property education which not only upgrades students' conception of thinking but encourages them to make technological innovation so as to make sure that students can make knowledge-based entrepreneurship, get rid of the concepts of paying much attention to theory and ignoring technology and take participate in scientific research and invention actively. Teaching college graduates relevant laws of intellectual property is in favor of their sense establishment of respecting others and initiative innovation. Revealing the essence of industrialization of intellectual property is helpful to improve key college students' further recognition of intellectual property and arouse their consciousness to start business.

### **2.2 Reasonable knowledge structure optimization can make students' more effective use of intellectual property law**

For persons who start an independent business, they themselves all have good knowledge reserves and compounding form of knowledge structure. In terms of the source of knowledge, among different subjects, there exist junction, fusion and infiltration, which have become the trend of the future development of science and technology and knowledge reserves promotion. In terms of the knowledge structure, persons who start an independent business usually possess three aspects: Firstly, specialized knowledge; Secondly, knowledge of enterprise management. And finally, the comprehensive knowledge. A lot of practical data show that practical technology and the corresponding management knowledge more prone to catch the attention of personnel doing pioneering work. To put it simply, people should pay more attention to promoting comprehensive knowledge reserves of personnel doing pioneering work.

It is worth noting that intellectual property is an important subject with high integration, wide range, and contains the science and technology, management methods, laws and regulations, and other areas. Therefore, carrying out the education of intellectual property in university, people should draw much attention to the knowledge transfer mode of overlapping among subjects, fusion of liberal arts and science. First of all, key colleges should make a systematic teaching of intellectual property knowledge so as to let the student have an in-depth understanding of its nature, composition, system. Second, key colleges should make students fully understand the effective path and model of intellectual property transformation, such as investment, transfer, service, etc. and actively join in activities with the integration of the research, invention, production, sales, and service. Finally, key colleges should ensure that college students have a good grasp of the relevant

law and use it to protect their legal rights, as well as have a complete understanding of trading in the economic market, scientific and dealing with infringement act in technological achievements so as to lay a sound foundation for the society.

### **2.3 Raising college students' entrepreneurial ability is helpful to improve college students' abilities to use intellectual property laws.**

Innovation ability is to cultivate students' innovative thinking, strengthen their operating ability, practice ability and the ability to solve the problem, so the level of innovation ability makes a direct impact on entrepreneurship ability. And the key to cultivate college students' innovation ability is increasing the ability of innovation and practice.

Key colleges carrying out intellectual property education is to provide platform for turning students' consciousness to action and achievements through bountiful verities of practice teaching, and then effectively enhance students' effective integration of knowledge resources and improve their level of and ability to protect innovation achievements such as information literature retrieval, business and viewing trial of case related to intellectual property conducted by key colleges.

## **3. The problems analysis of intellectual property education**

### **3.1 Insufficient attention from government**

Although relevant policy promotes students' entrepreneurship in some degree, some of these policies don't make specific plan of implementation which gives rise to part of the policy not truly putting into effect. In addition, in terms of the financial support and life assurance of intellectual property, there is some space for improving and adjustment during entrepreneurship.

### **3.2 Schools lack the law education of the college students' entrepreneurship**

In recent years, though, most colleges and universities in China have started courses about entrepreneurship and innovation as well as teaching activities of business planning, compared with western developed countries; there are still some deficiencies and backwardness due to those in entrepreneurship education system especially in education of the Patent Law, Trademark Law and Act against Unfair Competition <sup>[1]</sup>.

### **3.3 Short of systematic recognition of intellectual property knowledge**

In general, when applying for patents, college students are usually in testing phase in terms of technology research, and part of the samples are not finished, so they will not be able to make patent application immediately, which makes students lose the most proper chance of protecting patent. However, the patent law shows that as long as we have complete technology, we can make a patent application even if there is no sample <sup>[2]</sup>.

#### **4. Effective strategies to improve the protection of intellectual property.**

##### **4.1 From the perspective of country**

###### **4.1.1 To set up complete entrepreneurship education system**

At present, our country has gradually realized the importance of entrepreneurship education, so now it has been brought into the whole education system of key colleges. Our country begins to encourage and promote to bring the entrepreneurship education into the whole process of education, and hire experts to carry out corresponding business training so as to explore a new model of college students' entrepreneurship. School can invite famous domestic entrepreneurship personal as guest teachers, for instance, to make training in school, or send excellent teachers to go for further study abroad, so as to raise the level of the school entrepreneurship education.

###### **4.1.2 To build up all aspects of the venture capital system**

First, the government departments should invest more in venture capital, to offer students enough support in intellectual property protection during their entrepreneurship so as to help students to make a real entrepreneurship. For example, college student's related fees for a patent application should be provided by government or social organizations to effectively solve the problem of having limited capital during their entrepreneurship. Second, we should formulate the corresponding policies to promote market resources and capital input level. For example, one can provide support for and pay attention to college students' entrepreneurship in one's own name or group name or one can also provide appropriate venture funds for schools in the way of the entrepreneurship competition or business achievement incubation fund.

###### **4.1.3 To formulate corresponding system of entrepreneurship allowance.**

First, our country should formulate relevant policies which make regulations for that during college students' entrepreneurship, once their real income is lower than the local minimum wage standard, they can obtain corresponding business subsidies, in this way, we can ensure students' basic living standard. At the same time, our country also provide 10,000 RMB as one-time subsidy for college students as well as 100,000 RMB interest-free loan to encourage college students' entrepreneurship.

##### **4.2 From the perspective of school**

###### **4.2.1 To set course on intellectual property**

Universities should set up courses on entrepreneurship education as well as intellectual property to effectively enhance entrepreneurial students' further understanding and recognition of intellectual property and then improve their consciousness of intellectual property. In addition, students can also have a mastery of patent application and trademark retrieval and make full use of the intellectual property knowledge to solve the possible problems in the process of entrepreneurship <sup>[3]</sup>.

###### **4.2.2 To improve the utilization of idle patent in school**

Although at present the schools will apply for a certain number of patents each year, not a few can transform patent results effectively which makes our patent utilization rate is far below that of the national level. Thus, colleges can select appropriate students by revealing the patents, and make corresponding

guidance so that the students can make full use of the bountiful resources colleges have and realize their own dreams. In this way, the patents available can be made full use of and the problem of social employment difficulties can be solved.

In addition, the school also can hold corresponding entrepreneurship competition, which can not only improve students' good awareness of intellectual property, but also improve students' good handle of start-ups.

#### **4.3 From the perspective of students**

First of all, college students should improve their own recognition and attention degree of intellectual property in their study period. By effective learning, they should master relevant law, and guarantee the rights and interests of the company or business in their future business. Second, students should also pay enough attention to belongings right of scientific and technological achievements, to avoid unnecessary disputes in the future entrepreneurship. Finally, during college students' entrepreneurship, they should improve the consciousness of intellectual property protection so as to effectively solve the disputes of intellectual property in the future, and to promote enterprises' comprehensive strength.

#### **Conclusion:**

To sum up, country and schools should provide the college students with favorable environment of entrepreneurship as far as possible and college students, on their own merits, should carry forward the culture of intellectual property and build favorable advantages of protecting intellectual property. Only in this way can they make better development and not be eliminated by the society.

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