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**INTELLECTUAL PROPERTY RIGHTS
IN THE EUROPEAN INTEGRATION CONTEXT:
THE UKRAINIAN EXPERIENCE**

European integration has a significant impact on various spheres of life in countries that are associated with or intend to join the European Union (EU). European integration is "the process of introducing European norms into Ukrainian legislation" [1]. This movement involves deep and comprehensive changes in the political, economic, legal, and socio-cultural spheres of the country with the aim of approaching European standards and values.

Against the background of Ukraine's European integration aspirations, issues of intellectual property rights (IPR) are gaining special relevance and importance. Ukraine is actively working on harmonizing its legislation with European standards and is also trying to ensure effective protection and development of intellectual property, which plays a significant role in the innovative development and formation of the country's competitive environment.

Intellectual property law includes copyright, patents, trademarks, designs, geographical indications, trade names, etc. These components provide protection of intellectual and creative achievements and facilitate their commercialization. The origin of intellectual property rights in Ukraine is the adoption of the Law of Ukraine "On Property" on February 7, 1991 [2], which for the first time recognized the results of intellectual activity as objects of property rights. The next important stages in the development of legislation on intellectual property (IP) legislation were the adoption of the Constitution of Ukraine in 1996 and the Civil Code of Ukraine [3] in 2003, where Article 420 contains a list of IPR objects.

Harmonization of intellectual property rights among EU member states is an important task. This contributes to the creation of a single legal space favorable for business and scientific research. Therefore, in 2006, the

Dialogue on Intellectual Property Law was launched between the European Commission and Ukraine, which provides an opportunity for the exchange of information between the parties on aspects of intellectual property law, national legislation in this field, as well as identifying shortcomings and providing proposals. Since 2007, negotiations on the conclusion of the Association Agreement between Ukraine and the European Union have been ongoing. In 2014, representatives of Ukraine and the EU signed its political (March 21, 2014) and economic (June 27, 2014) parts. On September 1, 2017, the Ukraine-EU Association Agreement entered into full force, including the Deep and Comprehensive Free Trade Area [4].

Accession to the EU or association with them requires the applicant countries to adopt and reform their legislation in the field of intellectual property law. This may include the introduction of new regulations, amendments to existing ones, as well as harmonization with European standards. However, the process of harmonization and adaptation to European norms is not always easy. Each country has its own history and characteristics that require careful consideration. Also, it is necessary to ensure a balance between the protection of property rights and the general availability of cultural and scientific achievements.

If we evaluate the progress of the action plan for the implementation of the Agreement in the field of intellectual property rights, we can see that in almost 9 years, 98% of the total amount of planned activities have been achieved [5]. Only 2 items remained unfulfilled: creation of an electronic register of geographical indications for flavored wine products; Establishing cooperation between Ukraine and the EU to promote and strengthen the protection of rights to plant varieties in accordance with the provisions of the Association Agreement [5].

It is worth noting that the European integration movement of Ukraine faces several obstacles that inhibit and complicate this process. The main factors inhibiting the European integration movement in Ukraine can be divided into internal and external (Table 1).

To summarize, European integration affects many aspects of life in countries wishing to join the EU. In the field of intellectual property law, this means not only the implementation of European standards, but also profound changes in the field of protection and regulation of intellectual rights. Active work on improving domestic legislation in the field of intellectual property indicates the activation of European integration processes in Ukraine. Gradual adaptation of national legislation will create conditions that will be attractive for business, investment, and protection of the rights of national

authors. Also, strengthening the protection of intellectual property rights will contribute to increasing investments in new technologies and innovative products, and will further lead to the modernization of the country's economy.

Table 1

Factors inhibiting the European integration movement of Ukraine

External	Internal
Complex processes within the EU, such as Brexit, conflicts between member states, economic inequalities, differences in political views and attempts to manage unity and identity	Corruption and an insufficiently effective system of legal protection, which restrains investments, reduces the trust of foreign partners and slows down the country's development
The ongoing war with the Russian Federation, which affects the political and economic stability of Europe	Disagreements in the government team, affecting the country's image on the international stage
The outbreak of the global pandemic of COVID-19, which caused serious problems in the field of health care, economy and social sphere	Economic difficulties and disadvantages, such as low living standards, poor infrastructure and industrial development
Geopolitical interests of external actors, e.g., certain countries and international organizations may have their own interests in relations with Ukraine, which may hinder its European integration path	Confrontation between the leading political forces, which leads to protracted debates, delays in reforms and unpredictability in decision-making

Source: created by the author

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