

CURRENT EVALUATION OF THE PATENT WITH REGARDING THE INDEX OF ITS QUESTIONNAIRE

An analysis of the benefits of using the patented citation indices in research has shown that the most important is the impact of patent citation on their value. The use of citations in magazines, patents and other sources helps to determine whether a scientific product has been reached for the end user, is an organization of high-performance in its "industry". The indicator "analysis of patent quotes" allows us to investigate the influence of science on technology, to determine the significance and effectiveness of the results of creative work of enterprises, organizations and institutions.

Fundamental novelty and the advantage of this approach is explained by two factors. The first of these is that this approach highlights a key integral indicator with which you can match the value of an intellectual property object. In this case, other methodological approaches use a lot of non-financial indicators, which are not in the strict functional or even statistically proved interconnection. The second advantage of the method is the availability of the required quantitative database from the 1980s to calculate the integral indicator in the form of an electronic database of patent information. This fact translates suggestions on the use of the method of citing patents from theoretical positions in the practical field of calculations. Based on our analysis of approaches to citing patents and their use as a factor of commercial value of the results of creative activity, in our opinion, it is extremely important to determine the value of a patent, predict its commercial potential. Traditional approaches to the valuation of intellectual property objects are well-known, but they do not, in our opinion, take into account an extremely important component that is associated with a patent citation index.

The simplest, in our opinion, the option to determine the value of the citation ratio is related to similar studies conducted by scientists at the University of California. Investigating the large volumes of information on cited patents issued in the United States, they came to the grounded conclusion that the presence of citations significantly affects the commercial value of the patent. At the same time, according to their research, more than 25 percent of US patents have no references at all, and 0,01 percent have more than 100 references. The California University recommendations allow a priori to determine the values on the following scale:

- ✓ the presence of 1 to 6 citations of the patent raises its value by 3%, that is, $= 0.03$;
- ✓ 7-10 citations of a patent raises its value by 10%, $=> = 0,1$;
- ✓ 11-20 citations of a patent raises its value by 35%, $=> = 0.35$;
- ✓ more than 20 citations of the patent increase its value by 54%, $=> = 0,54$;
- ✓ for effective patents, self-citations are valued twice as much as other authors cite.

When using this methodical approach in the calculations involved a simple (not weighed) number of quotes, which significantly simplifies the calculations in exchange, but provides a low level of accuracy. The given data, in our opinion, can be used for conducting

estimation calculations taking into account the index of citation. Especially since the methodological basis of their use is already there and no further research is required. However, the final result, in our opinion, will be low accuracy, as the recommendations of the University of California do not take into account, firstly, the technological scope of the patent (the spread of quotations of patents in the technological fields is very significant), and there is no division of quotations for self-citing and another quotation (the condition: "one self-citation equals two other quotes" seems very poorly substantiated). We see the development of research at the University of California in the development and justification of similar indicators for determining the coefficient for certain technological areas (eg, electrical engineering, construction, chemistry, food, etc.), which could significantly improve the accuracy of the final result of the calculation.

The testing of developed models for determining the price of intellectual and innovative technologies has shown that the results obtained are quite logical, have sufficient degree of reliability and validity, which testifies to the sufficient scientific and methodological level of the developed proposals. We draw attention to the fact that the accounting of the indexes of the citation of patents can in some way increase the sale price of the patent, which provides such patents with additional competitive advantages in the transfer market.

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