

[1, c.9].

[2]: 1)

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*In article concepts of formation of personnel potential, and also the actions promoting its development are considered*

*Intellectual piracy which overflowed all postradyansciy space almost became the real misfortune for our young democratic state which aims to become inalienable part of European civilization are considered in the article. One of obstacles on the path of development of the system of guard of intellectual property in our country is low formed of population in this sphere. Therefore the question of conducting of shirocomasshtabnoi educational company is actual.*

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[2].

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