

*The constituents of organizationally functional case marketings intellectual assets frame are examined with the purpose of determination and co-ordination of sphere of management of these assets and of its functional areas with the proper links of organizational structure and functions by managements.*

*The primary ways and arrangements on raising the effectiveness of operation of the enterprise were examined, which are based on introduction of new technologies, in order to provide manufacturing of competitive productions. It leads to reduce costs of the manufacture,*