

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.

[1].

04.11.1997 1209 (

24.03.2004 369)

(

);

[2].

1)

2)

2006.

: 1.

, 1998. – 235 . 2. .

», www.hr-portal.ru , www.kadrovik.ru . 3.

», « » , « » ,

» « »

3)

« ».

: 1.

43 (367).

, 2005. — 583 . 2.

, 2003. — 440 .

« »
« »

:

The article is devoted to the problem of forming of knowledge economy in modern conditions. Authors discuss a problem of creation of an intellectual product and his legal protection. The basic types of participants of the intellectual property market are resulted. The conclusion is made about the necessity of commercialization and protection of the intellectual capital of market institutes.

[1].

: 1.

// — 2007. — 9. — 24-33., 2.
» 23.12.1993 3792- ., 3.

103 -3. , 2006. -220 ., 126-129 .

In article concepts of motivation and methods of motivation of employees in crisis are considered.