

HIGHER SCHOOL OF INSURANCE AND FINANCE– SOFIA

Faculty of Marketing and Management

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**„INTELLECTUAL PROPERTY FINANCIAL  
MANAGEMENT SYSTEM“**

**ABSTRACT**

of dissertation for obtaining educational and scientific degree „Doctor of Economics“

Sofia, 2022

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of dissertation for obtaining educational and scientific degree „Doctor” in the  
professional field of Economics

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**The dissertation** consists of 206 pages of main text and 11 pages of appendices. The structure contains introduction, three chapters, a conclusion, scientific contributions, used literature and appendices. 12 figures, 2 tables and 3 graphics are presented. The list of information sources includes 164 sources in different languages. For the needs of the scientific research a total of 63 certification trainings and scientific conferences were passed.

The dissertation was discussed at a meeting of the Department of Marketing and Management at the Higher School of Insurance and Finance - Sofia and was advised for public defense.

The author of the dissertation is a doctoral student in an independent preparation.

The **defense** of the dissertation will be held in Bulgarian on 22.06.2022, from 13:00, in the Academic Hall of VUZF.

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## **I. GENERAL CHARACTERISTICS OF THE DISSERTATION**

### **Relevance of the topic**

Modern economic processes at micro and macro level take place entirely within the knowledge economy. Which, in order to exist, needs not material factors such as land, labor, machinery, buildings, but other factors that are more flexible, more difficult to exhaust and do not bind the business to the limitations of the tangible. These factors are knowledge, experience, creativity, innovation and technological progress, which if ever had the role to support material factors and assets, today are actively used and derived as main, especially important business factors.

The theory of knowledge economy considers and defines knowledge, experience, creativity and innovation as elements of intellectual property. Thus, intellectual property becomes both an element and a driving force of this current economic model. Which is gradually beginning to change intellectual property from a legal instrument to protect innovations, designs, inventions, trademarks and other intellectual property from unregulated actions, into an economic instrument that can serve as a tool for development, a mean of economic growth, a way to create value, an economic leverage. Accordingly, the objects of intellectual property are consciously accepted as those of high value and with exceptional economic potential. Thereby, operating within the knowledge economy, mass companies begin to actively use intellectual property as an asset and for them it becomes from a legal entity to an economic one. Relevant, there is a need to consider intellectual property in dynamics and there is a logical need to manage quality, efficiency and with focus on the financial aspect management, so that businesses can take advantage of the value and economic potential of intellectual property.

### **Degree of development of the topic in Bulgaria**

The topic of financial management of intellectual property, although very relevant, is still not sufficiently developed in Bulgaria. Works concerning the management of intellectual property are "Management of Performers' Rights" by Prof. Dr. Violeta Tsakova, "Trademark Management" by Assoc. Prof. Dr. Romyana Brestnichka, "Management of Innovation in Industrial Enterprise" by Iskra Pantaleeva, "Financial Management of Intellectual Property" by Dr. Fani Koleva, "Intellectual Property in Industry, Agriculture, Culture, Digital Environment and Computer Systems, Business with Traditional Knowledge, Company Balance as Fixed Intangible Assets" by Prof. Dr. Borislav Borisov and Prof. Dr. Vladya Borisova, "Intellectual Property Management" by Prof. Dr. Vladya Borisova and other publications from specialists in

the field. In some of the studied sources the issues of financial management of intellectual property is considered, but unilaterally, in the strict direction of financial theory, without a more in-depth analysis of the multilayered nature of this management, and in others, the topic of financial management of intellectual property is referred but not in all its aspects. The latter, in turn, offers a very large field for development on the subject. The directions in which it can be worked are consideration in depth of the financial management of specific objects of intellectual property, with a comprehensive and detailed analysis of possible ways and methods for this, testing in real environment of various financial levers and methods for financial evaluation of objects of intellectual property.

Initial information related to the topic is presented in the lecture courses of Prof. Dr. Violeta Tsakova, which she gives to students in University of National and World Economy, in the lecture course "Fundamentals of Intellectual Property Management" by Ventsislav Stoilov, presented in front of an audience in New Bulgarian University, in the lecture course "Intellectual Property Management" by Prof. Dr. Vladya Borisova in University of National and World Economy. Issues related to the reporting and audit of intellectual property in its role of intangible asset are included in the lecture courses of Prof. Dr. Ali Veisel, Prof. Dr. Emilia Milanova and Chief Assistant Dr. Biser Raynov from VUZF.

The **object** of the scientific research is intellectual property in its role of an asset and a resource with financial potential.

The **subject** of the research are the activities that build the intellectual property financial management system.

The **goal** of the present research is to propose a conceptual model of intellectual property financial management system, with the features and practical application of this model, which in its ready form is applicable in companies that already own, are preparing to acquire or wish to own intellectual property, but found its management difficult. The study covers two possible areas of the model of intellectual property financial management system: theoretical aspect and practical-applied aspect. The symbiosis and the simultaneous application of these two aspects allows achievement of the ultimate goal, namely the creation of a functioning, adequate, high quality and effective model of a system.

The goal is achieved by different **tasks** which are set and solved in the chapters of the present research. Among these tasks, several stand out in importance.

- ✓ The first task is to analyze the legal, financial-accounting and managerial aspects of the financial management of intellectual property, which in their interconnectedness form the basis of the system.

- ✓ The second task is to present different strategic regimes for protection of intellectual property.
- ✓ The third task is to present the aspects of financial management that need to be known in order to properly implement and operate the system.
- ✓ The fourth task is to create a comprehensive financial management system.
- ✓ The fifth task is to approbate the system in its full form to test its applicability and effectiveness.

### **Research approaches and methods**

The complexity, specificity and breadth of the studied object, subject and purpose of research determine the need for simultaneous application of an interdisciplinary approach, using different types and complexity of research methods. Among the methods used are methods of study, analysis, synthesis including analysis of business practices, synthesis of practical experience, study of positive world experience, as well as economic, marketing, financial, legal and accounting methods.

### **Hypothesis**

The present research is developed under the hypothesis that the introduction of intellectual property financial management system can optimize the financial flows that intellectual property objects generate in one company.

There are several main **limitations** in the research.

- ✓ only industrial property is considered with four of its most valuable objects - trademarks, industrial designs, inventions and trade secrets.
- ✓ only primary legislative acts, considered significant and fundamental for the theoretics of this issue, are analyzed.
- ✓ collateral, securitization, depreciation, insurance and in-kind contributions are not considered.
- ✓ solely the recommendations of the World Intellectual Property Organization and the corresponding practices and recommendations of specialized bodies in countries with good experience in intellectual property management have been accepted.
- ✓ only the National Accounting Standard 38 has been analyzed.
- ✓ merely valuation methods recommended by the World Intellectual Property Organization have been studied. National assessment standards have not been taken into account.

## **II. EXPOSURE OF THE CONTENT OF THE DISSERTATION**

### **INTRODUCTION**

In the introduction the relevance and significance of the topic of the dissertation are presented and substantiated. In parallel, the parameters of the scientific research are determined.

### **CHAPTER ONE: THEORETICAL FUNDAMENTALS OF THE INTELLECTUAL PROPERTY FINANCIAL MANAGEMENT SYSTEM**

The first chapter synthesizes the theoretical basis on which the construction of the intellectual property financial management system is based. It analyzes the three interrelated aspects of this system, namely legal, financial-accounting and managerial.

#### **1. Legal aspect of intellectual property financial management system**

The legal aspect of intellectual property financial management system includes the regulatory framework defining the objects of intellectual property with their characteristics, definitions, term of protection, advantages and limitations of the protection regimes. Legislation is presented in a hierarchical order of three groups of acts - national, European and international. They can be stepped on by the financial management of intellectual property. Simultaneously with the analysis of the normative base, an analysis of the strategic regimes for protection of intellectual property is made.

The first group of legislative acts are the international treaties that form the foundation of the theory of intellectual property, administered by the World Intellectual Property Organization. These are the Paris Convention for the Protection of Industrial Property, the Madrid Agreement and the Madrid Protocol, the Hague Agreement and the Patent Cooperation Treaty. All these international treaties form the basis of the intellectual property system with its objects and protection regimes.

The second group are the regional legislative acts, presented by regulations and directives of the European Union. They refer to the international treaties and establish the procedure for obtaining regional protection of intellectual property. This group includes Regulation (EC) 2017/1001 on the European Union trade mark, Regulation (EC) № 6/2002 on the protection of Community designs and Directive (EU) 2016/943 on the protection of undisclosed know-how and trade information (trade secrets) against their illegal acquisition,



use and disclosure. These regulations provide the link between international treaties and national law.

The third group of legislative acts are those of national legislation. Although they are harmonized with the regulations of the European Union, in theoretical terms they are more detailed and cover all aspects of intellectual property existence. The financial management of intellectual property is based on them. With regard to national legislation, the Law on Patents and Registration of Utility Models, the Law on Industrial Design, the Law on Trademarks and Geographical Indications, and the Law on Trade Secrets are considered. Emphasis is placed on their basic norms related to the financial management of intellectual property - subject, conditions and term of protection.

Upon closer analysis of the normative acts, it can be established that they are considered from the general to the particular. Fundamental are the international regulations that form the core of the theory of intellectual property. Next are the European normative acts, which offer wider deployment of the objects of intellectual property and the protection regimes. The most important are the national legislative acts, which consider the specifics and operability of the objects of intellectual property.

The next in the theoretical justification of the research is the analysis of the importance and specificity of the individual objects of intellectual property, in parallel with the presentation of the protection regimes. The nature, importance, advantages and limitations are presented for each object. This knowledge is relevant and predetermines the actions to be taken in the context of the financial management of intellectual property. Special attention is paid to strategies for choosing protection regimes. They are a significant factor in determining the purpose and line of conduct of financial management of intellectual property. The two main strategies of atom framework and cumulative regime are presented with their specifics and methods of application.

## **2. Financial-accounting aspect of intellectual property financial management system**

The financial and accounting aspect of intellectual property financial management system considers the objects of intellectual property in their role of intangible assets from the point of view of financial theory. Emphasis is placed on the accounting and valuation of intellectual property as an important step in turning it into financially usable object. The need to consider this aspect is dictated by the fact that the transformation of intellectual property into

financial and accounting object is one of the prerequisites for the implementation of financial management.

The accounting aspect considers intellectual property as intangible asset, which is determined by two factors - complexity in terms of its nature and value from an economic point of view. The transformation of intellectual property from an object of jurisprudence into accounting object, the peculiarities related to this new role, the difficulties accompanying its transformation and its actual accounting are considered. Intellectual property as accounting object is analyzed in the context of the National Accounting Standard 38.

The financial aspect of intellectual property is presented taking into account its financial potential. An analysis of the valuation of intellectual property is made. The difficulties accompanying this process, the different valuation methods and their applicability to one such a complex and specific object as intellectual property, are discussed.

The marketing valuation method, the cost, market and revenue methods from the group of financial methods and the hybrid method as a compromise and flexible for application on intellectual property are analyzed, taking into account the specifics and peculiarities of intellectual property.

### **3. Managerial aspect of intellectual property financial management system**

The management aspect of the intellectual property financial management system is related to the planning and implementation of activities that, based on legal aspects, lead to results of a financial and accounting nature. The managerial aspect is related to the application of management methods that use the specifics of the regulatory framework of intellectual property to achieve positive financial and accounting goals. At this point, the concept of management of intellectual property, its origin and development to the stage at which it is part of the knowledge economy are presented in historical terms. The elements that cover the management of intellectual property are presented and a distinction is made between the standard and financial management of intellectual property. The topic of issues related to intellectual property, which can be solved with its effective financial management, is touched upon.

## **Chapter I conclusions**

At the end of the first chapter, conclusions are made, which serve as a justification for developing the topic in the next chapter. The conclusions from the first chapter are as follows:

1. Intellectual property is a special type of asset, which is characterized by high value and great complexity.
2. Intellectual property can be managed, but it requires a special type of management - financial - due to the fact that each of its objects has a special potential.
3. The financial management of intellectual property has various aspects, including legal, financial-accounting, managerial, which need to be understood, considered and applied simultaneously. Legal aspects of financial management include international, regional and national regulations; the financial and accounting aspects concern the adoption of intellectual property as intangible asset and its valuation; the managerial aspect is related to the management itself.
4. In the financial management of intellectual property, a good knowledge of the theory determines the effectiveness of the practice.

## **CHAPTER TWO: FUNCTIONAL ASPECT OF THE INTELLECTUAL PROPERTY FINANCIAL MANAGEMENT SYSTEM**

The second chapter presents the functional aspect of the financial management of intellectual property. The practical-applied dimensions of the system are considered in order to present it in dynamics. At the beginning of the chapter, a critical literature analysis is made. This analysis presents the two main points of view regarding the management of intellectual property. The first is related to the derivation of the purely financial aspect and the application of financial theory on the objects of intellectual property, where the special characteristics of these objects are ignored at the expense of their presentation as economic units. The second point of view presents the management of intellectual property as a function of the legal framework and considers the legal nature of the objects. The author's vision for management of intellectual property is presented, according to which it should be financial and consider at the same time the legal, accounting, financial and managerial aspects of the process and be conducted within a system. The chapter proposes a structure on which to effectively build and implement a system for financial management of intellectual property. Basic guidelines for

starting, conducting and completing a comprehensive, effective and quality financial management are given.

The sequence of various activities that form the elements of the system for financial management of intellectual property is traced.

### **1. Intellectual property audit**

The basis of the system for financial management of intellectual property is the internal audit of intellectual property. It is a kind of snapshot of the state of intellectual property and indicates the subject of the system that will be managed. The audit puts the beginning of construction of the system for financial management of intellectual property. The audit provides an answer to the main question in this system, namely: "What is the subject / object of this system?". The audit has the capacity to provide analytical information on the intellectual property of the company, in sufficient volume to activate the mechanisms of the financial management system of intellectual property and to determine the methods of operation of the company on the way to its successful implementation. It consists of several stages.

At the beginning is the stage of preparation, during which decisions are made about the budget, duration, team, goals, retrospective period. These are decisions that are both prerequisites for achieving a specific result, which is pursued by the audit. In parallel with the preparatory stage, the benefits of conducting an audit are considered.

The second stage of the audit is the actual activity of its conduction. All arrays of information that need to be analyzed at this stage are presented in detail. Suggestions are given for specific support issues to be used to facilitate the audit.

The third stage is the derivation of the results of the audit, which are formed as a result of the discovery, sorting and analysis of information in the first stages of this process.

In addition to the internal audit, which is a mandatory part of the system of financial management of intellectual property, the study of intellectual property outside the company is presented as a way to broaden the view, to identify various mechanisms for implementing better alternatives in financial management. Within the framework of the external audit, the databases that can be used in its help are synthesized.

### **2. SWOT analysis of intellectual property**

The second element of the system for financial management of intellectual property and second entry of Chapter II is the SWOT analysis of the policies related to intellectual property. Based on the information gathered during the audit, the SWOT allows various factors related

to intellectual property and affecting the company to be grouped in 4 groups: strengths and weaknesses, opportunities and threats. The first two factors are internal and depend on the company. The next two factors are external and are not under the control of the company. In support of the SWOT analysis, there are presented group of questions supporting its conduction. Guidelines are given for the factors that are part of each group.

### **3. Valuation of intellectual property**

Valuation is the third element of the intellectual property financial management system. It is relevant to the system because it gives value to intellectual property, which is the foundation for achieving its financial capacity. The valuation measures the accounting, economic and financial capacity of intellectual property. It is carried out under certain conditions, which include factors of different nature - ownership of the object of intellectual property, time of execution, mode of operation, market positioning, costs of creation and maintenance and others. In the context of valuation, a distinction is made between price and value, with price presented as a monetary expression and value presented as a financial and non-financial expression of value. The difficulties faced by the valuation of intellectual property are presented, mainly concerning their intangible nature, the difficult accountability of the costs associated with them, disproportionate obsolescence and others. Various methods for valuation of intellectual property objects are introduced, including financial, accounting and combined valuation. The latter is considered for specific cases in which the other two valuation methods are not applicable. When presenting the combined method, the method for correction by qualitative assessment is derived.

### **4. Strategies for financial management of intellectual property**

The fourth element of the system for financial management of intellectual property are the strategies for management of its objects, which allows generating a positive financial result through exploitation of those objects. Those strategies provide various options for effective and quality financial management of intellectual property, which to lead to achievement of positive financial results. The last one is the ultimate goal in implementing the system. An overview is made of the strategies that are sale / donation, licensing, use, deterrence and litigation.

**Sale and donation** are recommended to be avoided due to their irreversibility.

**Licensing** is the most preferred and applicable strategy, in which the intellectual property is temporarily leased for use for a fee.

**Use** is the primary strategy for exploitation of intellectual property, which is the very first occurred in historical plan.

**Deterrence** is a strategy where intellectual property is created and protected to prevent new competitors from entering the market or existing ones to develop.

**Litigation** is a strategy where intellectual property is acquired and protected with the sole purpose to be used in lawsuits in further moment.

## **Chapter II conclusions**

1. The system for financial management of intellectual property is a complex one and includes a number of activities at each of its stages.

2. The elements of the system of financial management of intellectual property need to be arranged in a specific sequence in order to achieve an effective functioning.

3. The functioning of the system begins with conducting and audit, which to show a current picture of intellectual property; passes through valuation of each intellectual property object; continues with proper SWOT analysis; and ends with choosing follow-up actions in the form of strategies for generating a positive financial result from intellectual property exploitation, which is the main and ultimate goal of the financial management.

## **CHAPTER THREE: APPROBATION OF THE INTELLECTUAL PROPERTY FINANCIAL MANAGEMENT SYSTEM**

The third chapter objectifies the approbation of the system for financial management of intellectual property in real conditions on a real Bulgarian company. The company operates in the food sector, with a satisfactory portfolio of intellectual property, with a long business history, operating in and outside the country. The chapter includes audit of intellectual property, SWOT analysis based on the audit results, analysis of the applicable strategies for generating a positive financial result from exploitation of intellectual property, potential risks and threats, recommendations regarding the strategies applicable for intellectual property management.

The approbation is carried out in several successive stages, which follow the methodology in applying the elements of the system for financial management of intellectual property, presented in the previous chapter.

At the beginning, a detailed audit of intellectual property is performed. Secondly, a SWOT analysis is performed. Thirdly, an analysis of the results is made and finally, recommendations for strategies for generating a positive financial results are given. The valuation is omitted due to lack of access to the information that is needed. The evaluation is replaced by suggestions for valuation methods that can be applied based on the information disclosed during the audit.

### **1. Preparation of the audit**

The preparatory stage of the audit indicates its purpose, objectives and expected results. The audit team includes an external specialist with a degree in accounting, economics, marketing, intellectual property and a manager from the company, who is the connection between the audit team and the employees as information source. The audit is without limitation in the retrospective period and with a 30-day limitation for the period of its conduct.

### **2. Conducting the audit**

The standard steps for conducting an audit is followed. Real and potential anomalies and omissions are identified in the audit process. The efficiency of the use of intellectual property and the costs is identified; potential risks have been identified. The information collected during the audit covers 18 trademarks, 4 designs, trade secrets related to processes, production technologies, innovations and recipes, contracts, quality certificates. No information is found on patents or lawsuits.

### **3. Valuation of intellectual property**

The actual valuation is replaced with a proposal of valuation methods than can be used for this company.

### **4. SWOT analysis**

After the audit, based on the data collected during the audit process, a detailed SWOT analysis of intellectual property policies and practices is made. The strengths of the company are duly identified. The strengths are basis for the direct implementation of a system for financial management of intellectual property, so they have to be emphasized on. On contrast of the strengths, the weaknesses are identified as well. The have a negative impact on the

functioning of the system and need to be addressed in a timely manner in order to reduce their adverse effects. These are the most urgent to fix and overdue problems. Following the axis of the opportunities and threats, the external factors that influence the company are indicated. While the opportunities at this stage are relatively limited, the looming threats represent a significant number. In connection with the SWOT analysis, specific recommendations for undertaking strategies are made. These are the Maxi-Mini and Mini-Mini strategies.

## **5. Analysis of information**

The information collected during the audit and the SWOT analysis is analyzed in detail. This is made in order this information to be effectively used for the needs of the current management and the target one. Conclusions and recommendations concerning the intellectual property policy and activities are made. Specific strategies for generating a positive financial result from exploitation of each different intellectual property objects are proposed.

### **Chapter III conclusions**

1. The system of financial management of intellectual property is possible to be applied as presented in chapter two.
2. Approbation of an intellectual property financial management system can be applied under various limitations, which will reflect in the end result, which will then have a qualitative dimension rather than a quantitative one.

## **CONCLUSION**

Intellectual property is a specific asset that is characterized by high value and great complexity. It is these two features that determine the need for intellectual property to be managed financially. When applying financial management to intellectual property two things are important. The first one is a good knowledge of the theory and the practice. The second one is considering the legal, financial, accounting and managerial aspects of the management. Those two issues concerning the management of intellectual property allow the understanding of the complex nature of the system itself and to achieving effective application of its elements.

A properly constructed, with appropriate methods and mechanisms system for financial management of intellectual property can be applied under different limitations, in companies with different sizes of intellectual property portfolio, even when there is absence of access to financial indicators. Which makes the system of financial management of intellectual property



flexible, widely applicable and useful in business activities and achieving goals of different nature.

With the presentation of a properly constructed and effective system for financial management of intellectual property, this dissertation fills the gap in the theory and practice in the field of financial management of intellectual property. The model of a system is detailed, with its individual elements, their interconnection and the logical sequence of actions to be performed with these elements. Thus, the **goal** set for proposing a working system for financial management of intellectual property is achieved. The model of a system for financial management of intellectual property includes:

1. Intellectual property audit
2. SWOT analysis of intellectual property
3. Evaluation of accounting, finances, quality
4. Analysis of information
5. Conclusions and recommendations for the application of methods for generating a positive financial result.

The goal is achieved by fulfilling the following tasks:

- ✓ The theoretical basis on which the system for financial management of intellectual property is based is analyzed.
- ✓ The three interrelated aspects of financial management that need to be known in order to properly implement and operate the system are duly presented.
- ✓ Various strategic regimes for protection of intellectual property objects are presented, on the basis of which effective financial management can be implemented.
- ✓ Actions to be taken in the context of building a system for financial management of intellectual property are presented.
- ✓ The proposed exemplary system model has been tested.

The **hypothesis** that the introduction of a system for financial management of intellectual property can optimize the financial flows from this system's objects has been proved.

Due to the various limitations in a dissertation, several suggestions for future development of the topic and research on this issue can be presented, namely:

- ✓ approbation of different mixed models for financial evaluation of intellectual property objects;
- ✓ consideration of collateral, securitization, depreciation, insurance and in-kind as activities related to the portfolio of intellectual property.

### **III. SCIENTIFIC CONTRIBUTIONS OF THE DISSERTATION**

The dissertation contains the following scientific contributions:

1. The theoretical basis on which the system for financial management of intellectual property is based and which serves as a normative justification for all instruments constituting the system together and separately is derived.

2. A new structure of financial management of intellectual property is presented, which structure includes three interrelated aspects of management, namely legal, financial- accounting and managerial.

3. A model of a system for financial management of intellectual property has been developed. The model is based on the existing tools for exploitation of intellectual property objects, from which specific tools with which the system is built are derived and presented in sequence.

4. Various strategies for financial management of intellectual property are systematized. Those strategies can be implemented within the system for financial management of intellectual property.

5. The system for financial management of intellectual property has been tested, and it has been proved that its application is possible under various limitations.

## LIST OF PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

1. Kyazim, P. 2019. Intellectual Property Management as Part of the Knowledge Economy. Економіка харчової промисловості, том 11, випуск 4/2019, pp 65-70
2. Kyazim, P. 2020. Generating Positive Financial Result from IP Exploitation, The International Journal of Business and Management. Vol. 4, Issue 1, January- February 2020, pp 17-22
3. Kyazim, P. 2020. The Challenge Called „Intellectual Property Management”, Пари и култура, бр.2, 2020, с. 100-105
4. Kyazim, P. 2022. Consideration of intellectual property insurance essence, Economics of enterprises. Macroeconomics, Vol. 1, No. 4(63), 2022, pp 12-15
5. Articles published in the internet page of Kadieva Law Office:
  - ✓ Imitation under Art. 35 of the Competition Protection Law, [<https://kadiaaip.com/2020/07/imitaciata-po-chlen-35-ot-zakona-za-zastita-na-konkurenciata/>]
  - ✓ Advantages and disadvantages of different forms of Intellectual Property Protection, [<https://kadiaaip.com/2020/08/predimstva-i-nedostatuci-na-razlichnite-formi-na-zakrila-na-intelektualna-sobstvenost/>]
  - ✓ Traditional Knowledge- an Hidden Economical Wealth, [<https://kadiaaip.com/2020/10/tradicionnite-znania-skritoto-ikonomichesko-bogatstvo/>]
  - ✓ Creative Commons- When Creator do not Want all Rights to be Reserved, [<https://kadiaaip.com/2020/12/creative-commons-kogato-tvorcite-ne-iskat-vsichki-prava-da-sa-zapazeni/>]
  - ✓ Is There Intellectual Property After the Artificial Intelligence?, [<https://kadiaaip.com/2021/05/ima-li-intelektualna-sobstvenost-sled-izkustvenia-intelekt/>]
  - ✓ Copyrights- How to Provide an Additional Protection, [<https://kadiaaip.com/2021/07/avtorskite-prava-kak-da-gi-zastitim-dopolnitelno/>]
  - ✓ Not Protecting Your Intellectual Property = Throwing Away the Key to Success, [<https://kadiaaip.com/2021/09/da-ne-zashtitish-intelektualnata-si-sobstvenost/>]
  - ✓ Copyright vs. Copyleft- why Would Anyone Give up Their Rights, [<https://kadiaaip.com/2021/10/copyright-vs-copyleft/>]
  - ✓ Protection of New Vine Varieties in Bulgaria, [<https://kadiaaip.com/2022/03/registracia-na-novi-sortove-lozi-v-bulgaria/>]

✓ Show- How: the New Addition to the Intellectual Property System,  
[<https://kadiempa.com/2022/03/show-how/>]

✓ Positive and Negative Rights on Industrial Property Objects,  
[<https://kadiempa.com/2022/03/pozitivni-i-negativni-prava-pri-obekti-na-industrialna-sobstvenost/>]

6. Articles accepted for publication on the website of Kadieva Law Office:

✓ Will Intellectual Property Withstand the Pandemic?

## **TRAININGS CONTRIBUTED TO THE FORMATION OF THE CONCEPT OF THE DISSERTATION:**

1. Participation in conferences:
  - Annual scientific conference of VUZF- 2019
  - Annual conference „IP Gorilla virtual conference, 2021“
  - International conference, Virtual Webinar Series for promoting IP Literacy organised, ISERD India
2. Successfully completed certified course of the British Intellectual Property Office: IP tutor
3. Successfully completed certified pilot training of Bulgarian Chamber of Commerce DIVET Qualification for Export Specialists via Internet and Social Media
4. Certified distance learning courses of WIPO<sup>1</sup>
  - General Course in Intellectual Property
  - e-Tutorial on Using Patent Information
  - Promoting Access to Medical Technologies and Innovation
  - Intellectual Property and Genetic Resources in the Life Sciences
  - Promoting Access to Medical Technologies and Innovation - WHO, WIPO, WTO Executive Course on the intersections between public health, intellectual property and trade
  - Использование патентной информации
  - Specialized Course on the Madrid System for the International Registration of Marks
  - Executive Course on Intellectual Property and Exports
  - Specialized Course on the Essentials of Patents
  - Software Licensing Including Open Source
  - IP Panorama in the framework of AICC, session 1
  - IP Panorama in the framework of AICC, session 2
  - Intellectual Property Management
5. Certified training of WIPO
  - WIPO- USA Summer School on Intellectual Property 2020
  - WIPO- Korea Summer School on Intellectual Property 2020

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<sup>1</sup> World Intellectual Property Organization

- WIPO- South Africa advanced summer school on intellectual property and transfer of technology, April 2021
  - WIPO- South Africa advanced summer school on intellectual property and transfer of technology, November 2021
  - WIPO-India Summer School on Intellectual Property
  - Online WIPO Mediation and Arbitration Workshop
  - Restoring priority rights
6. Successfully completed certified courses of EUIPO<sup>2</sup>
- Personal Data in the EUIPO Trade Mark and Design Tasks
  - Interface Protection and Social Media-Protection of new mobile applications
  - IP and Sport
  - Street Art & Intellectual Property Law: how do they interact?
  - Programme Management Basics
  - Can a taste be protected by copyright?
  - SP WIKI tutorial
  - Registered Community Design (RCD) in a Nutshell
  - Enforcement of IPR
  - Enforcement of design rights
  - Proof of priority
  - IPTV crime in the European Union
  - Esports: The IP rules of the game
  - Neutral background of a design
  - OECD/EUIPO report on trends in trade in counterfeit and pirated goods 2019
  - Clear writing tutorial
  - Digital infringement study
  - Digital Services Act: new rules of the game
  - RCD filing, correct use of disclaimers
  - Requirements for application of a Community Design
  - Interplay between trademarks, trade names and domain names in the context of enforcement of rights
  - Webinar: Domain names and trademarks as bases for resolution of IP disputes (Advanced level)

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<sup>2</sup> European Union Intellectual Property Office

- Parallel Import of Pharmaceutical Products
  - Deferment of Publication for RCD
  - Introduction to the Registered Community Design system
  - Introduction to the EUTM system
  - Video gaming and IP: how to play the game
  - European Union Trade Mark (EUTM) in a Nutshell 2019
7. Successfully completed certified courses of EPO<sup>3</sup>
- The EPO as PCT Authority
  - How to get patents in healthcare
  - Think patents: the value of patent documentation for innovation and research, 2020
  - Opposition procedure at the EPO
  - The EPO as PCT Authority
  - How to get patents in healthcare
8. Online certified courses of Udemy
- Copyright made easy
  - Intellectual Property Security Awareness

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<sup>3</sup> European Patent Organization

## DECLARATION OF AUTHORSHIP

The undersigned:

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I DECLARE:

that my dissertation and abstract on the topic

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are my personal author's work and result of own research. I confirm that the wording, ideas and texts taken from other sources are cited as required.

I am personally responsible for presenting incorrect data.

Sofia

March 2022

