

METHODOLOGICAL ISSUES OF ANALYZING INTELLECTUAL PROPERTY OBJECTS

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Abstract: This article describes the methodology of the analysis of intellectual property objects. This methodology comprises the system of indicators specifying the status and efficiency of these objects. The data on the intellectual property objects, their state, dynamics of change and movement is calculated within the system of these indicators. In addition, the article provides scientific proposals and practical recommendations aimed at improving the indicators showing efficiency of intellectual property objects.

Key words: economic analysis, financial analysis, intellectual property objects, patent, license, trademark, indicators of the state of intellectual property objects, dynamic changes, profitability, cost-effectiveness, gross income, net profit.

Urgency. Intellectual property represents a complex, scientific concept. Economists consider intellectual property as a technical, legal, social, economic, and even philosophical category. In our view, the most distinctive feature of intellectual property is the interconnection between its legal and economic aspects. In other words, by its nature it has a close economic and legal character. The level of legal protection of intellectual property rights mainly depends on the intensification of the innovation process and the efficient use of resources for research and development. The concept of "Intellectual property" was launched by the WIPO - World Intellectual Property Organization in its Convention. This organization provides the following definition to the intellectual property objects: "Intellectual property is the result created by the

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human mind. It includes inventions, literary sources and works of art, as well as symbols, images, and names used for commercial purposes”.

The comprehensive analysis of the economic structural component of the intellectual property has currently become crucially important for promoting innovation development of the nation. Intellectual property objects are the result of the intellectual activity and they reflect their non-standard and unusual character. Scientific and technical ideas, solutions, artistic images, as well as some signs (company names, trademarks, etc.) are considered to be an indivisible part of the intellectual property objects, and they cannot enter the market if they are not in the tangible form. Thus, it is important to create an intellectual property object and recognize it as an asset of the enterprise, incorporate it into the balance and analyze the processes of its further efficient use.

According to the statistical information of the World Intellectual Property Organization (WIPO), the Asian region is considered to be the largest region to apply for a patent or a certificate for created intellectual property objects. The share of Asian utility models, industrial samples and brands constitutes approximately 72,6% of the documents submitted to the World Intellectual Property Office which have been registered.

Table 1

DATA

on the documents of Intellectual Property Objects submitted for legal protection to the offices for registration

World Intellectual Property Office							
By trademarks:		By patents:		By utility models:		By industrial sample:	
Name	%	Name	%	Name	%	Name	%
Asia	60,0	Asia	64,6	Asia	96,6	Asia	69,3
Europe	21,5	North America	20,5	Europe	2,9	Europe	23,2
Latin American	7,5	Europe	11,3	Latin American	0,3	North America	4,1
North America	7,2	Africa	2,4	Africa	0,1	Africa	1,5
Africa	2,4	Latin American	2,0	Oceania	0,1	Latin American	1,2
Oceania	1,9	Oceania	0,5	North America	0	Oceania	0,7
Total:	100,0		100,0		100,0		100,0

As it is seen from the data in the table, legal protection of all intellectual property objects has been created by the share of the documents submitted, including 60,0 % - trademarks, 64,6% - patents, 96,6% - utility models and 69,3% - and industrial designs, thus Asian region can be considered as an absolute leader throughout the world.

Currently, although the legal framework for intellectual property objects has been established, there are still a number of problems in the development of information regarding them in practice. The reasons for this are the following:

first, the procedure of registration of intellectual property objects in accounting is almost at its initial stage(their classification, assessment, introduction, depreciation, writing-off, inventory management, financial reporting etc. have not completely been developed yet);

second, non-complete development of the process of indicating intellectual property objects in accounting and financial reporting results in the absence of the unified developed methodology to analyze these objects (in particular, assessment of the state, structure, dynamics, volume, efficiency and effectiveness of intellectual property objects).

Literature review:As a result of the research, a number of literary sources on the analysis of intellectual property objects have been studied. In particular, in the opinion of L. Dontsova, “Analysis of the intellectual property objects is closely connected with depreciated property objects”. In addition, she proposes the technique to analyze their status and trends in the analysis of intellectual property objects.

By the opinion of A. Stewart who considered the concept of “intellectual property” from the production point of view, intellectual property has been developed in the company and is supposed to be the knowledge which is useful and beneficial.

Mrs. Komal Kalha has expressed the idea: India is still one of the most complex economies in the world to protect and ensure compliance with intellectual property. India has not yet undertaken any steps to address long-term with intellectual property issues that affect innovative industries. India has relevant copyright laws, and in July 2018, India joined the WIPO Internet

Treaties, namely the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT).

According to the opinion of M.Pardayev, intangible assets as a new object have been created as a result of economic reforms implemented in Uzbekistan and adapting accounting standards to the generally-accepted world standards. The funds invested must be efficient that is why they may be treated as the subject of the analysis. Unlike other scientists, he acknowledges the importance of analyzing the efficiency of investment (placement of funds) in intellectual property objects and introducing a system of indicators in each analysis.

When analyzing a balance I.Abdukarimov has named long-term assets, including intangible assets as “non-movable assets” and described techniques for their analysis in the analysis of business activity of enterprises.

From the point of view of O.Efimova, assessment technique should deal with sources for financing intangible assets and this technique should be launched in practice.

In the analytical methodology proposed by V. Bocharov, the focus is made on the structure of intangible assets and their profitability.

According to N. Voitlovsky, the analysis of intangible assets is included in the structure of the financial analysis and is taken into account in the analysis of property structure. In addition, it should be noted that this scientist hasn't paid a particular attention to the intellectual property objects, however, he mentioned importance of accepting source for analysis when calculating profitability ratios.

In terms of evaluating property of enterprises, S.Dybal has emphasized the overall assessment of its composition and structure based on horizontal, vertical analysis of intangible assets in this technique. Intangible assets illustrate a small proportion of the total assets of enterprises in the form of patents and licenses resulting from innovative activity.

Summarizing the opinions and assumptions of scientists in economics and having studied different models of analysis developed by these scientists, the only conclusion is that all models focus on the efficient use of intangible assets and their profitability and that can constitute the basis for a single approach. All other indicators of the analysis of intellectual property (status, structure, assessment, dynamics, etc.) differ in the methods used there.

In our view, the technique of analyzing intellectual property objects represents a systematic approach in the form of conclusions and recommendations based on the study of the current state of affairs, the dynamic structure and efficiency of existing intellectual property objects, identification and measurement of certain factors impact made on them, collection of analytical materials and the processing of all available data on the results of these activities.

Analysis:

In the analysis of intellectual property objects the main focus is made on the calculation of their characteristic indicators, their basic business plan, degree of differentiation of rights, the data comparison, the reasons for the improvement or depreciation of the situation, and the development of recommendations to improve the situation with intellectual property objects. In our opinion, the technique of these objects' analysis mainly includes:

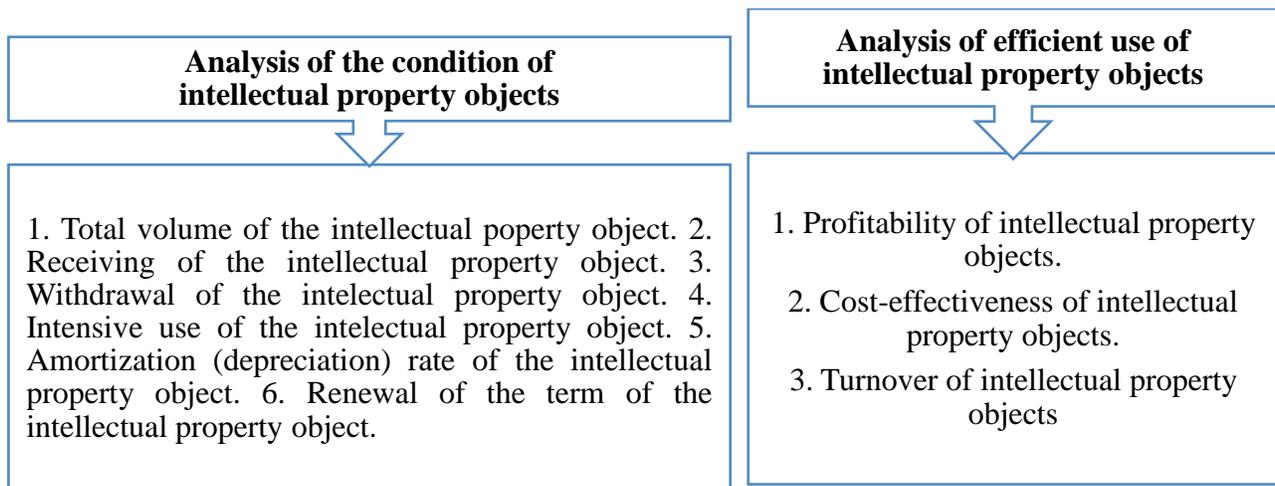


Figure 1. Chart of analyzing intellectual property objects.

When analyzing structural composition of intellectual property objects, the relationship between these sources and the results of the survey are illustrated in the figure below.

The following indicators of intellectual property objects are taken into account: overall value of intellectual property objects. The volume and share of objects in the overall property of the company is analyzed and assessed on the basis of this indicator. While analyzing the overall volume of intellectual property objects, the following indicators are taken into account:

The share of intellectual property objects (intangible assets) in relation to long-term assets (IP_1):

$IP_1 = IA_b / A_l$, here: $IA_{balance\ on\ intangible\ assets}$ —Balance value of intangible assets, $A_{long-term\ assets}$ —Long-term assets.

The second indicator determining the share of total volume of intellectual property objects in relation to total assets is analyzed in the following way:

The share of intellectual property objects (intangible assets) in relation to total assets (IP_2):

$IP_2 = IA_b / A_t$, here: $IA_{balance\ on\ intangible\ assets}$ - Balance value of intangible assets, $A_{total\ assets}$ —Total assets.

On the basis of this formula it has been proposed to set the level of intellectual property objects in total assets:

Table 2

Criteria for assessing the share of the Intellectual Property Objects (IPO) in relation to total assets

Value indicators	Баҳолаш ҳолати
If $IP_2 > 1,0$ (class I)	IPO is high
If $IP_2 > 0,3$ (class II)	IPO is standard
If $IP_2 < 0,1$ (class III)	IPO is low
If $IP_2 < 0,01$ (class IV)	IPO is very low

In the proposed assessment criteria the volume of intellectual property objects will be estimated from $IP_1 > 1.0$ to $IP_1 < 0.01$. As it has been illustrated above, one of the criteria is that the level of intellectual property objects is less in relation to assets. Nowadays the current state of the intellectual property objects (intangible assets) at industrial enterprises is almost close to the above-mentioned case because at present time balances of economic entities operating in our republic do not have intangible assets (such as intellectual property objects) in the amount of millions or billions USD like in such technologically advanced countries as China, the USA, Japan, Korea, Germany which have intellectual ideas as well. On the contrary, the share of

intangible assets in relation to the overall assets constitutes 50-60% in these foreign firms and companies. In the Table below the assessment of these indicators is considered as the object of the research and is analyzed as a case of the following joint-stock companies:

Table 3

Analysis of the share of the IPO in the aggregate assets

Joint-stock companies	Intangible assets				
	At the beginning of the year		At the end of the year		Change, in %
	amount	in %	amount	in %	
1	2	3	4	5	6
“GM Powertrain –Uzbekistan” JSC	19005271	1,45	16527778	1,23	86,8
“Uztransgaz” JSC	57401	0,001	54182	0,001	94,7
“Maxam – Chirchiq” JSC	46681	0,006	13481	0,001	28,2
“Qizilqumcement” JSC	5923734	0,52	4683281	0,38	79,0
“Andijonyog’moy” JSC	333604	1,5	222403	0,84	66,7
“Ferganaazot” JSC	16636722	1,14	14798285	0,81	88,5
“Uz-SeMyung Co.” JSC	390989	0,35	220857	0,14	56,4
“Uzbekistan railways” JSC	599647	0,007	633498	0,006	105,6

As it can be seen from the data, when assessing the level of change in the use of intangible assets (intellectual property objects) by the end of the year we can witness the following indicators: “Uzbekistan railways” JSC- 105,6%, “Uztransgaz” JSC- 94,7%, “GM Powertrain – Uzbekistan” JSC - 86,8% and “Ferganaazot” JSC - 88,5%. In addition, the share of intangible assets in “Maxam – Chirchiq” JSC and “Uz-SeMyung Co.” JSC was relatively small and accounted for 28,2% and 56,4% correspondingly. The data of the joint stock companies which have been researched by the proposed assessment criteria have been compared:

Table 4**Assessing the share of the IPO in relation to balance assets**

Joint-stock companies	Assessment criteria			
	$IP_2 > 1,0$	$IP_2 > 0,3$	$IP_2 > 0,1$	$IP_2 < 0,01$
	high	standard	low	very low
“GM Powertrain – Uzbekistan” JSC	1,34	-	-	-
“Uztransgaz” JSC	-	-	-	0,001
“Maxam – Chirchiq” JSC	-	-	-	0,003
“Qizilqumcement” JSC	-	0,45	-	-
“Andijonyog’moy” JSC	1,17	-	-	-
“Ferganaazot” JSC	-	0,97	-	-
“Uz-SeMyung Co.” JSC	-	-	0,24	-
“Uzbekistan railways” JSC	-	-	-	0,006

25,0% of the joint-stock companies selected by the criterion of the relation of IPO to the total assets (“GM Powertrain – Uzbekistan” JSC ($1.34 > 1.0$)), “Andijonyog’moy” JSC ($1.17 > 1.0$)) meet the class I requirements. The share of companies which are lower than assessment criterion constitutes 37,5%. The share of companies which indicators are much lower than the criterion also accounts for 37,5%. Such situation we can see with “Uzbekistan railways” JSC ($0,006 < 0,01$) and “Maxam - Chirchiq” JSC ($0,003 < 0,01$) which justifies very low value of the intangible assets owned by them. If we compare them only with “Ferganaazot” it can be seen that this company owns intangible assets (intellectual property objects) with average annual value of 15717503 thousand UZS.

Classification of the intellectual property objects according to the source of financing due to its equity or borrowings:

$K_{Sf} = (K_S + L_1) / IP_{Bi}$, Here: K_S —Source of its equity, L_1 —Long-term loans and borrowings, IP_{Bi} —Initial value of intellectual property objects.

Table 5**Classification of the IPO according to the source of financing due to its equity or borrowings**

Companies	At the beginning of the year	At the end of the year	Change	
			amount	in %
“GM Powertrain – Uzbekistan” JSC	30,5	29,6	-0,9	97,0
“Uztransgaz” JSC	233019,5	208053,6	-24965,9	89,2
“Maxam – Chirchiq” JSC	2248,7	2840,0	+591,3	126,3
“Qizilqumcement” JSC	123,2	135,4	+12,2	109,9
“Andijonyog’moy” JSC	29,8	32,5	+2,7	109,0
“Ferganaazot” JSC	38,8	33,6	-5,2	86,5
“Uz-SeMyung Co.” JSC	59,4	37,5	-21,9	63,1
“Uzbekistan railways” JSC	6751,8	6790,7	+38,9	100,6

It is obvious that financing of intellectual property objects at the expense of either equity or borrowed funds demonstrates a positive trend (not less than one UZS) at almost all enterprises. Particularly, at “Uztransgaz” JSC financing of IPO for 1 UZS at the beginning of the year constituted 233019,5 thousand UZS and at the end of the year this indicator decreased to 208053,6 thousand UZS that is reduction by – 24965,9 thousand UZS. In terms of this analysis it is possible to indicate “Uzbekistan railways” JSC (6751,8 / 6790,7) or 100,6%, “Maxam – Chirchiq” JSC (2248,7 / 2840,0) or 126,3% and “Qizilqumcement” JSC (123,2 / 135,4).

In order to hold overall assessment of the results of the analysis of indicators representing the state of the above mentioned intellectual property objects we have proposed the criteria illustrated below:

Table 6**Assessment criteria of indicators representing the IPO status**

Indicators	Determination	Fulfillment of conditions
Ratio of receiving the IPO (K_{IPR})	$K_{IPR} = IP_R / IP_B$	$K_{IPR} \geq 0,30$
Ratio of withdrawing the IPO (K_{IPD})	$K_{IPD} = IP_D / IP_B$	$K_{IPD} \geq 0,10$
Ratio of intensive use of the IPO (K_{IPI})	$K_{IPI} = IP_R / IP_D$	$K_{IPI} \geq 0,20$
Amortization ratio of the IPO (K_{IPA})	$K_{IPA} = IP_D / IP_{Bi}$	$K_{IPA} \geq 0,20$
Ration of the IPO renewal term (K_{IPE})	$K_{IPE} = IP_{Bi} / IP_R$	$K_{IPE} \geq 0,30$
Average annual value of the IPO (K_{IPAC})	$K_{IPAC} = (IP_{Bi} + IP_{Bf}) / 2$	

This creates an opportunity to obtain and evaluate reliable and complete data for the criterion of assessment of indicators indicating the status of proposed intellectual property objects.

Profitability of the intellectual property objects. This indicator represents how much net revenue (net product sales) falls to the IPO with a value of 1 UZS:

$K_{IPP} = G_p / IP_A$, here: G_{profit} - Gross revenue, $IP_{Average}$ - Average annual value of intellectual property objects.

Cost-effectiveness of the intellectual property objects. This indicator represents helps to determine how much net profit falls to the IPO with a value of 1 UZS:

$K_{IPRE} = G_I / IP_A$, here: G_{Income} - Net profit, $IP_{Average}$ - Average annual value of intellectual property objects.

Turnover of intellectual property objects. This formula is used to determine the rapidity of turnover of the IPO during the analyzed period and evaluation of this turnover:

$K_{IPT} = P_{from\ sale} / IP_{Average}$, Бу ерда: $P_{from\ sale}$ - Net proceeds from the sales of products, $IP_{Average}$ - Average annual value of intellectual property objects.

These indicators have been analyzed on the example of financial data of "Maxam – Chirchiq" JSC:

Table 7**Analysis of efficiency indicators of the IPO at “Maxam – Chirchiq”JSC**

№	Indicators	2016	2017	Level of increase (in %)	
				amount	in %
1	Sales proceeds (P_f)	510529428	624612508	+114083080	122,3
2	Net revenue (G_{pt})	56428187	123859084	+67430897	189,2
3	Net profit (G_l)	11817700	57403040	+45585340	4,8 times
4	Average annual value of the IPO (IP_A)	46681	30081	-16600	64,3
5	IPO profitability (K_{IPP})	1208,8	4117,5	+29087	291,0
6	IPO cost-effectiveness (K_{IPRE})	253,1	1908,3	+1655,2	7,5 times
7	IPO turnover (K_{IPT})	10936,5	20764,3	+9827,8	190,0

Efficiency indicators of the analyzed company can be assessed as positive. Although the intellectual property objects decreased at the company in the current year (-16,600 due to the more amortization accrued and non-purchase of new IPOs), we can see an increase of all indicators: its profitability amounted to +29087 thousand UZS (or 291%), cost-effectiveness +1655,2 thousand UZS (7,5 times), and their turnover or net profit amounted to +9827,8 thousand UZS or (190,0%) per 1 UZS. The level of IMO profitability was influenced by an increase in the company's gross revenue almost twice (+67430897 or 189,2%). In addition, 4,8-fold increase in net profit has resulted in 7,5-fold increase in the IMO's cost-effectiveness.

The criteria for the analysis and assessment of the indicators for the IMO efficiency have been proposed. Their profitability (K_{IPP}), cost-effectiveness (K_{IPRE}) and turnover (K_{IPT}) have constituted the basis for these criteria.

According to the proposed indicators, fulfillment of all conditions is required to be more or equal to ($K_{IPP} \geq 1$ UZS, $K_{IPRE} > 0,1$, $K_{IPT} \geq \geq 20$ times).

Table 8**Assessment criteria for indicators illustrating the IPO efficiency**

Indicators	Determination	Fulfilling conditions	Note
IPO profitability	$K_{IPP} = G_{pv} / IP_A$	$K_{IPP} \geq 1$ UZS	The amount of revenue equal to the IPO of 1 UZS has been determined
IPO cost-effectiveness	$K_{IPRE} = G_l / IP_A$	$K_{IPRE} > 1$ UZS	The amount of net profit equal to the IPO of 1 UZS has been determined
IPO turnover	$K_{IPT} = P_f / IP_A$	$K_{IPT} \geq 20$ times	The turnover rate of the IPO during the analyzed period has been determined

According to the proposed methodology for assessing intellectual property objects it is possible to determine the amount of revenue equal to the IPO of 1 UZS, the amount of net profit equal to the IPO of 1 UZS, the turnover rate of the IPO during the analyzed period. The table below illustrates the application of proposed criteria for assessing efficiency of intellectual property objects and results of their assessment:

Table 9**Analysis of the IPO efficiency**

Joint-stock companies	Efficiency indicators			
	Average annual value, (IP_A) Thousand UZS	Profitability (K_{IPP})	Cost-effectiveness (K_{IPRE})	Turnover (K_{IPT})
“GM P – Uzbekistan” JSC	17766524	4,27	0.74	14,53
“Uztransgaz” JSC	55792	54112,7	27488,5	126944,4
“Maxam – Chirchiq” JSC	30081	4117,5	1908,3	20764,3
“Qizilqumcement” JSC	5303507	90,3	162,4	211,4
“Andijonyog’moy” JSC	278004	43,7	7,3	195,6
“Ferganaazot” JSC	15717503	6,3	0,02	43,0
“Uz-SeMyung Co.” JSC	305923	37,0	35,4	321,1
“Uzbekistan railways” JSC	616572	1325,2	777,3	47218,0

The following table provides evaluation of the indicators illustrating efficiency of the intellectual property objects.

Table 10

Assessment of indicators illustrating the IPO efficiency

Companies	Profitability	Cost-effectiveness	Turnover
	$K_{IPP} \geq 1 \text{ UZS}$	$K_{IPRE} > 1 \text{ UZS}$	$K_{IPT} \geq 20 \text{ times}$
“GM Powertrain – Uzbekistan” JSC	$4,27 \geq 1$	$0,74 < 1$	$14,53 \leq 20$
“Uztransgaz” JSC	$54112,7 \geq 1$	$27488,5 > 1$	$126944,4 \geq 20$
“Maxam – Chirchiq” JSC	$4117,5 \geq 1$	$1908,3 > 1$	$20764,3 \geq 20$
“Qizilqumcement” JSC	$90,3 \geq 1$	$162,4 > 1$	$211,4 \geq 20$
“Andijonyog’moy” JSC	$43,7 \geq 1$	$7,3 > 1$	$195,6 \geq 20$
“Ferganaazot” JSC	$6,3 \geq 1$	$0,02 < 1$	$43,0 \geq 20$
“Uz-SeMyung Co.” JSC	$37,0 \geq 1$	$35,4 > 1$	$321,1 \geq 20$
“Uzbekistan railways” JSC	$1325,2 \geq 1$	$777,3 > 1$	$47218,0 \geq 20$

If we pay particular attention to the indicators of IPO's efficiency,

we may come to the following conclusion:

first, by profitability ratio: “Uztransgaz” JSC has the highest indicator of ($54112,7 \geq$), that is the amount of 54112,7 UZS of revenue falls on the IPO (intangible asset) worth 1 UZS.

In addition, positive opportunities have been revealed in “Maxam – Chirchiq” JSC ($4117,5 \geq$) 4117,5 UZS revenue, “Uzbekistan railways” JSC ($1325,2 \geq$) 1325,2 UZS revenue and “Qizilqumcement” JSC ($90,3 \geq$) 90,3 UZS revenue. The reason for it is that although the share of intellectual property objects in these companies is relatively small in the aggregate assets, their financial opportunities (receipts, gross revenue and net profit) are favourable.

second, by cost-effectiveness ratio: conditions have been fulfilled at almost all joint-stock companies (except for “GM Powertrain – Uzbekistan” JSC), and among them the following companies have the highest indicators: “Uztransgaz” JSC ($27488,5 \geq$), “Maxam – Chirchiq” JSC ($1908,3 \geq$), “Qizilqumcement” JSC ($162,4 >$) and “Uzbekistan railways” JSC ($777,3 >$). “Andijonyog’moy” JSC has the lowest indicator ($7,3 >$) in terms of this condition. In the highly profitable companies the net profit indicator was good, which, in turn, ensured that the amount of

the net profit correspondent to 1 UZS IPO increased several times. On the other hand, the number of companies with relatively low indicators was quite small.

third, by turnover ratio: high indicators are noticed in “Uztransgaz” JSC (126944,4 ≥), “Uzbekistan railways” JSC (47218,0 ≥), “Maxam – Chirchiq” JSC (20764,3 ≥), and standard indicators are at “Qizilqumcement” JSC (211,4 ≥), “Uz-SeMyung Co.” JSC (321,1 ≥). In other words, this indicator illustrates how much net receipts are equal to 1 UZS intellectual property object. We can see that this indicator amounted to 126944,4 UZS in “Uztransgaz” JSC, and the lowest indicator is in “Ferganaazot” JSC with 43 UZS for 1 UZS IPO.

Conclusion:

Having analyzed the intellectual property objects it is possible to develop opportunities for assessment in the following directions:

first, assessment of changes of the intellectual property objects by their structural composition;
second, assessment of the condition and movement of the intellectual property objects;
third, assessment of changes in the ownership rights and rights to dispose intellectual property objects.

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