

عنوان مقاله:

Impact of Intellectual Property on The Performance of Small and Medium Enterprises Within the Service Sector

محل انتشار:

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خلاصه مقاله:

The tools of the intellectual property (IP) system are amply applicable to the service sector. Generally , developing and exploiting brands is particularly appropriate to the service sector and thus to the small and medium sized enterprises (SMEs) within the service sector. Core to developing and exploiting a brand are trademarks , industrial designs as well as other intellectual property rights such as patents , copyrights and trade secrets which contribute to the whole brand image . SMEs should consider how best to use the IP system to its own benefit , IP may assist SMEs in almost every aspect of the business development and competitive strategy

کلمات کلیدی:

small and medium sized enterprises (SMEs), service sector , Intellectual property (IP), trademark

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