

An Analysis of the Reasons and Countermeasures for the Weak Awareness of Intellectual Property Protection Among College Students

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Abstract: Entering the era of knowledge economy, various academic researches are blossoming under the social environment of double creation, but looking at the disputes of intellectual property cases in recent years, most of them happen in the college students group, the reasons for this phenomenon can be summarized as the blurring of the intellectual property education program, the system is too traditional and conservative, and the teaching concept is thin and so on. In view of this phenomenon, the author proposes to cultivate the intellectual property education of university students in the mode of "three constructions", so as to stimulate the vigor of social innovation and provide theoretical support for the scientific and technological research of university students.

Keywords: Intellectual Property; Innovation and Entrepreneurship; Education; University Student Population

Introduction

After the reform and opening up, China has made remarkable achievements in various fields, and the "science and technology is the first productive force" put forward by Comrade Deng Xiaoping in 1988 according to the development trend of China at that time has pushed the theory of scientific research in China to a brand-new stage, and entered the era of knowledge-based economy, and in the environment of national dual-creation. All kinds of scientific research and academic achievements have made great achievements, on how to protect all kinds of academic achievements, our country has been continuously improving the intellectual property protection mechanism, but the implementation of social practice, the results are very little, contemporary college students as the future development of the country's backbone, and the main force of the dialogue with the times, the protection of intellectual property rights awareness is very weak, only in recent years, patent disputes, there are about half of the cases occurring in the college student group. Only in recent years, about half of the patent dispute cases happened in college students, so it is urgent to improve the awareness of college students about the protection of intellectual property rights.

1. Weak awareness of intellectual property rights among the university student population

1.1 Ambiguity in talent development programs

Intellectual property education in colleges and universities is a crucial link in the cultivation of college students' aesthetic education. With the continuous transformation of China's economic development model, the reform of the education system to encourage dual-creation by entrepreneurship-led employment requires that colleges and universities cultivate a group of composite talents who know, understand, guard and use intellectual property rights, however, at present, there is a certain deviation in China's colleges and universities' education positioning for intellectual property rights from the development needs of the country and the society.

1.2 A single teaching team and an overly traditional education system

As the guide of college students' employment and innovation, college teaching team plays a pivotal role in improving college students' awareness of intellectual property protection. At present, although China's university teaching team has rich theoretical

knowledge and academic achievements in intellectual property research, it lacks the practical ability to transform the theory into actual teaching, and most of the education teams routinely invite social alumni and famous enterprises to carry out short-term academic lectures on university students, but most of the contents of the lectures come from a single textbook, and lack of practical contact with the companies and enterprises. The content of the lectures is mostly from single textbooks, which lacks practical connection with the companies in which they are located, thus most of the lectures on intellectual property rights are superficial and formal. In addition, the vast majority of teachers in our country still adopt the traditional one-sided teaching mode, and the teaching mode of emphasizing theory but not practice runs through the teaching classrooms of the universities, and it is difficult to mobilize the students' intellectual property thinking in the dual-creation by only relying on the lectures on the promotion of the law and theoretical lectures and competitions.

1.3 Weak concepts of intellectual property education

As early as 2008, China introduced the policy of intellectual property rights, aimed at emphasizing the importance of intellectual property rights, but due to a variety of reasons, the education authorities did not formulate relevant measures to implement this policy^[2], the concept of intellectual property education in China during this period is backward, along with the social environment of double creation continues to deepen, November 30, 2020, General Secretary Xi Jinping put forward the "comprehensively strengthen the protection of intellectual property rights and promote the construction of a new development pattern", this vision has increased the importance of people for intellectual property rights and widely publicized. "comprehensively strengthen the protection of intellectual property rights, and promote the construction of a new pattern of development", this vision has raised the high importance of intellectual property rights and widely publicized, but the popularity of the term "intellectual property rights" can only show that the whole society has a preliminary understanding, it does not mean that people have a good understanding of the underlying concept of intellectual property rights. However, the popularization of the term "intellectual property rights" only indicates that the whole society has a preliminary understanding of it, but does not mean that people are familiar with a series of laws, regulations and systems behind it.

2. Creating a Three "Building" Model to Raise Awareness of Intellectual Property Protection among University Students

2.1 Creation of the "Iron Triangle" Talent Cultivation Model

Universities and colleges should clarify the positioning of talent cultivation, abandon the cultivation of highly educated talents as the ultimate goal, and emphasize the trinity of talent cultivation mode from the intellectual property education of college students themselves, scientific research colleges and universities as well as social alumni and enterprises in the cultivation process of educating people to become talents. For college students, especially those who are willing to innovate, they should pay attention to the study of intellectual property education, read more books, understand the disputes about intellectual property cases in recent years, and improve their awareness of intellectual property protection.

2.2 Constructing a "double integration republican" model of theory and practice

As for college students, in order to improve their awareness of intellectual property protection, it is necessary for colleges and universities and enterprises to combine the theory and practice of law, which has been put in the "air", with the actual situation of the development of their own schools and enterprises, and to emphasize the practical teaching link. For social enterprises, on the one hand, the advanced information and technical achievements of enterprises can be transformed into teaching practice to help college students grasp the changing needs of the intellectual property market in a timely manner; on the other hand, they can reach a consensus on cooperation with higher education institutions to establish innovation and entrepreneurship industrial parks to incubate intellectual property achievements, integrate enterprise theories into the employment guidance of college students, select reserve talents and realize a win-win situation.

3. Raising awareness of intellectual property protection among university students is important for national strategic development.

3.1 Provide more reserve talents for building our country into an innovative nation

In 2006, the National Conference on Science and Technology put forward the strategy of independent innovation and the construction of an innovative country, and the promulgation of the Outline of the National Medium- and Long-term Scientific and Technological Development Plan (2006-2020) heralded China's entry into the beginning of the construction of an innovative country.

China's proposal to build an innovative country is a major decision made under a comprehensive analysis of the situation at home and abroad and in the light of China's national conditions: since the reform and opening up, China has continuously increased its investment in the construction of material civilization and spiritual civilization, and the living standards of the Chinese people have continued to improve, great achievements have been made in economic development, and the international competitiveness has been increasing.

3.2 The need to improve the socialist market economic system with Chinese characteristics

Resource allocation based on the market, the market is the most important means of regulation, so each market entity in order to obtain the maximum profit, will inevitably use various means of profit in the market competition, in recent years, the state for the protection of intellectual property rights gradually increased, but there are still many profitable behaviors in the grey area, for example, in recent years with the network media platform and the new "film Narrating industry", by intercepting the original film and television works of audio and video with text narrative published on the network platform for profit, this kind of behavior does not have the specific proprietary nature of intellectual property rights and non-material, compared with the original work only through the language of the description, and there is no fundamental innovation in the content of the generation of this kind of behavior in a certain sense belongs to the infringement of rights and the subject of infringement is usually the university students. Such behavior is in a certain sense an infringement of copyright, and the subject of such infringement is usually the university student population.

4. Concluding remarks

Strengthening the cultivation of intellectual property rights and improving the intellectual property education of college students is not only an urgent need under the environment of innovation and entrepreneurship, but also a need to improve the comprehensive quality of college students and stimulate their own enthusiasm for innovation, so that college students can use the legal weapons to protect their copyrights, industrial property rights and other legitimate rights and interests, and enjoy the fruits of their own intellect, which is more conducive to stimulate the atmosphere of the social scientific research and forcing enterprises to optimize the industrial chain structure and realize the transformation and upgrading. Optimize the industrial chain structure, realize the transformation and upgrading, but for how to strengthen the cultivation of intellectual property rights of college students, we need individuals, all walks of life as well as the state to abandon the traditional teaching ideas, to the "three construction" as the center for the establishment of a modern and innovative country to provide a steady stream of intellectual support.

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