

Transformation of intellectual property management models for high-tech companies amid sanctions and the COVID-19 pandemic

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Abstract

Subject/topic. The article is devoted to the study of the issues of transformation of models of intellectual property management of high-tech companies in the context of sanctions and the COVID-19 pandemic. The relevance of this publication is due to the high theoretical, methodological and practical significance of a comprehensive study of the issues of intellectual property management of high-tech companies in the digital era. **Research results.** The publication reveals issues related to the current transformation of models of intellectual property (IP) management of high-tech companies in the context of sanctions and the COVID-19 pandemic. An overview of the changes in the internal and external environment of intellectual property management of high-tech companies in the digital economy is carried out, it is stated that the great challenges of sanctions and pandemics have particularly acutely affected Russian high-tech companies. The main outlines of the transformation of models for managing the intellectual property of Russian high-tech companies. **Conclusions.** The article concludes that with the transformation of models for managing the intellectual property of companies in the high-tech sector while maintaining their basic set: there is a modernization of the integration model and the model of conducting, as well as a kind of renaissance of the licensing model in the management of intellectual property in the Russian high-tech market. The need for the early development and implementation of a digital national regulatory platform in the field of intellectual property and a unified distributed register of rights, similar to the database of registration of rights to real estate, as a tool for comprehensive cross-sector assistance in the management of intellectual property in the context of sanctions and the COVID-19 pandemic, is especially stated. **Application.** The materials of the publication can act as a source of decision-making on the formation or change of the strategy of intellectual property management of Russian companies in the high-tech sector, as well as the development of strategic initiatives in the field of development of digital intellectual property management systems.

Keywords: *high-tech companies, intellectual property management, international sanctions, COVID-19 pandemic, models of intellectual property management*

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