



# The Balance Of Power: Assessing Intellectual Property Law's Impact On Innovation In The Tech Industry

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**Abstract:** This study explores the intricate relationship between intellectual property (IP) law and its influence on innovation within the technology sector. By analyzing legal frameworks and their enforcement, this research aims to uncover how IP laws either stimulate or stifle technological advancements. Through a comprehensive analysis of case studies and empirical data, the study also examines the potential consequences of overly restrictive IP laws on competition and market dynamics. Furthermore, it proposes recommendations for policymakers to strike a balance between protecting intellectual property rights and fostering innovation in the rapidly evolving tech industry. This research also takes into account the global nature of the technology sector and analyzes the impact of international IP laws on innovation. It explores the challenges faced by multinational companies in navigating different legal systems and the potential for harmonization of IP laws across borders. Additionally, the study considers the role of open-source software and collaborative innovation models in driving technological advancements and explores ways to incentivize and protect these types of innovation. Overall, this research aims to provide valuable insights for policymakers, industry leaders, and stakeholders in shaping IP laws that promote innovation while also protecting intellectual property rights. By examining case studies and conducting interviews with industry experts, this research seeks to identify best practices and potential solutions for addressing the complexities of intellectual property rights in a globalized economy. Furthermore, the study will analyze the impact of emerging technologies, such as artificial intelligence and blockchain, on IP laws and explore potential strategies for adapting legal frameworks to accommodate these advancements. Ultimately, this research aims to contribute to the ongoing dialogue surrounding intellectual property rights and foster a more conducive environment for innovation on a global scale. By examining case studies from various industries and jurisdictions, this research aims to provide valuable insights into how different countries are approaching intellectual property rights in the age of globalization. Additionally, the study will assess the effectiveness of existing international treaties and agreements in protecting IP rights and explore possibilities for strengthening and harmonizing these

frameworks. The findings of this research will not only benefit policymakers and legal professionals but also help businesses navigate the complex landscape of intellectual property in the global economy.

***Index Terms* - Intellectual Property Law, Innovation, Technology Industry, Legal Frameworks, Patent System.**

## I. INTRODUCTION

The evolution of IP law has been pivotal in shaping the landscape of the tech industry, providing legal protections that encourage creativity while also potentially limiting open innovation. As the rate of technological advancement continues to quicken, it is of the utmost importance to consistently assess and update these legal frameworks in order to guarantee that they are able to accommodate the ever-evolving requirements of the sector. In order to develop a more balanced approach that encourages both innovation and fair competition, the purpose of this research is to identify areas in which improvements can be made to the patent system as well as other components of intellectual property legislation. The purpose of this research is to shed light on areas where modifications might be made to strike a better balance by examining the current difficulties that the technology industry is facing, such as patent trolls and patents that are unduly broad. In addition, the investigation of alternative models, such as open-source licencing and creative commons, may provide novel solutions that promote the sharing of knowledge and the working together of individuals. In the end, the objective is to establish a legislative framework that not only safeguards the rights of artists and innovators but also encourages an atmosphere that is conducive to healthy competition and ongoing innovation. Additionally, the impact of intellectual property laws on small and medium-sized businesses (SMEs) operating in the technology sector will be investigated as part of this scientific study. Through gaining an understanding of the ways in which these regulations impact smaller players, it will be possible to formulate policies that encourage fair competition and equal opportunities for all. Furthermore, by examining the function of international patent systems and the effects that they have on global invention, one can get insights into the process of developing a standardized framework that promotes collaboration across international borders and prevents the occurrence of legal conflicts that are not essential.

The relationship between intellectual property rights and economic growth will also be investigated as part of this research. Specifically, the study will investigate how robust protection of intellectual property might encourage investment and contribute to the development of new technologies. We are able to discover best practices and lessons learned that may be utilized to improve innovation ecosystems all around the world by researching the experiences of nations that have different rules and regulations regarding intellectual property. In addition, this inquiry will look into the potential difficulties and ethical considerations that are associated with intellectual property rights. For example, it will investigate how to strike a balance between the necessity of using incentives and the significance of having access to knowledge and critical technology. It is possible for policymakers to achieve a balance that is beneficial to both innovators and society as a whole if they undertake the task of tackling these complicated concerns. Furthermore, in order to establish targeted policies that encourage innovation and economic growth, it will be essential to have a solid understanding of the

influence that intellectual property rights have on various businesses and sectors. The results of this analysis will be of assistance to policymakers in the process of designing frameworks that promote collaboration and the sharing of information while simultaneously safeguarding the rights of artists and innovators. Discovering the optimal equilibrium between protection and accessibility will, in the end, be the most important factor in the development of a global innovation ecosystem that is both sustainable and inclusive. The purpose of this study is to analyse the contradictory function that intellectual property legislation plays in assisting and hindering technological progress. The purpose of this research is to provide light on the delicate balance that exists between supporting innovation and protecting the rights of artists by examining the legal frameworks and patent systems that are associated with intellectual property. In addition to this, it will investigate the effects of intellectual property law on enterprises that are active in the technology industry, stressing the difficulties that these companies confront while attempting to navigate this complicated landscape. Furthermore, the purpose of this study is to investigate the influence that intellectual property legislation has on smaller start-ups and entrepreneurs, who may have difficulty acquiring and enforcing patents due to insufficient resources. In addition to this, it will discuss the ethical issues that are associated with intellectual property, such as the possibility of monopolistic behavior and the impediment to the exchange of information. After all is said and done, the purpose of this research is to offer a full knowledge of the diverse nature of intellectual property law and its effects on technological innovation. The purpose of this study is to shed light on the techniques that corporations adopt in order to defend their intellectual property rights. This will be accomplished by investigating the interaction between intellectual property legislation and the technology industry. Furthermore, it will investigate alternate methods of intellectual property protection, such as open-source software and creative commons licensing, which provide a challenge to conventional ideas of ownership in the modern era of digital technological advancement. This study will make a contribution to the continuing discussion regarding the most effective way to strike a balance between innovation and competitiveness in a world that is becoming increasingly linked. In addition, this research will investigate the potential downsides of tight intellectual property rules, which include the stifling of competition and the impediment to the creation of revolutionary technology. In addition to this, it will explore the role that intellectual property law plays in fostering collaboration and understanding among various industrial actors. The purpose of this research is to give significant insights for policymakers and enterprises who are attempting to manage the changing landscape of intellectual property in the technology industry. This will be accomplished by taking a deep dive into these complicated topics. In the end, it seeks to cultivate an atmosphere that encourages both innovation and fair competition, with the goal of guaranteeing a technology ecosystem that is both sustainable and dynamic in the future. This research may, for instance, investigate the ways in which patent rules in the pharmaceutical sector have led to extremely high drug prices and restricted access to drugs that could save lives, so impeding the attainment of public health outcomes. In addition to this, it might investigate the ways in which copyright rules in the music industry have influenced the compensation of artists and their creative output, as well as investigate potential alternatives that promote collaboration and equitable compensation. Through the examination of these particular cases, corporations and governments are able to arrive at well-informed conclusions regarding intellectual property rules that

strike a balance between innovation, competition, and the benefits to society. In addition, this research might investigate the effects of trademark rules on the recognition of brands and the trust that customers have in the retail sector. When policymakers and businesses have a better understanding of how trademark rules influence consumer behavior, they are better able to devise measures that will protect consumers against counterfeit items while still fostering fair competition. Additionally, this research may investigate the influence that laws pertaining to intellectual property have on technical breakthroughs. Specifically, it may investigate how regulations pertaining to patents and copyrights can either encourage or inhibit innovation in fields such as software development and biotechnology. Creating a comprehensive framework for intellectual property rules that promote both economic growth and societal welfare can be accomplished by policymakers and businesses via the examination of these many examples.

## II. LITERATURE REVIEW

The literature on the impact of intellectual property (IP) law on innovation presents a complex and nuanced picture, highlighting the delicate balance between protecting creators' rights and fostering an environment conducive to innovation and economic growth. This review expands upon the existing literature by incorporating recent studies and insights, providing a comprehensive overview of the current understanding in this field.

Recent research underscores the intricate relationship between intellectual property law and innovation. A & M (2023) discuss the challenges and opportunities presented by artificial intelligence (AI) in the realm of IP law, suggesting that the legal framework must evolve to address the unique aspects of AI-generated creations. Similarly, Soares et al. (2019) examine the economic implications of IP law within the Common Law system, arguing that the legal analysis of IP rights must consider their impact on innovation and economic development. Kulchytskyi (2023) emphasizes the role of IP in enhancing a state's innovation potential, indicating that a well-structured IP system is crucial for fostering technological advancement and economic prosperity.

VEENA PRASAD et al. (2023) explore the educational perspective of Intellectual Property Rights (IPR), highlighting the importance of raising awareness about IP laws among researchers and entrepreneurs to leverage their innovation potential fully. Utama&Susanty (2023) delve into the legal strategies for IP protection in the era of open-source and Creative Commons in Indonesia, showcasing the need for adaptable legal frameworks that accommodate new forms of creativity and sharing. Drexl et al. (2019) provide an in-depth analysis of the technical aspects of AI from an IP perspective, further illustrating the complexities of protecting intellectual property in the digital age.

Sanders (2022) focuses on the specific context of digital agriculture, discussing how IP rights can support innovation in this sector while ensuring that technological advancements remain accessible to a broad audience. Shiriaev et al. (2022) examine the institute of intellectual property within the Russian innovative system, arguing for policies that balance protection with the free flow of information to support national innovation strategies.

Robotko et al. (2023) conducted a machine learning study focusing on the economic impact of intellectual property rights on GDP growth, with a particular emphasis on Poland. Their findings suggest a positive correlation between robust IP rights and economic growth, indicating that countries with strong IP protections tend to experience higher rates of GDP growth. This supports the argument that effective IP laws can serve as a catalyst for economic development by encouraging investment in innovation and creativity.

Beltrán-Morales et al. (2021) examine the effects of the utilization of intellectual property by scientific researchers on economic growth in Mexico, highlighting how IP rights can enhance the commercialization of research outcomes, thereby contributing to economic expansion. Their research underscores the critical role of IP in translating scientific innovation into marketable products and services, which in turn stimulates economic growth.

Ταγαράκη (2024) delves into the impact of intellectual property rights on firms and economic growth, providing evidence that IP rights not only protect inventors and creators but also promote a competitive market environment that encourages firms to innovate and expand. This study further illustrates how IP rights can be instrumental in driving firm-level innovation, which contributes to overall economic growth.

Fatma&Zouhaier (2021) investigate the relationship between foreign direct investment (FDI), intellectual property rights, and economic growth in Arabic countries. Their findings indicate that strong IP protections are a significant factor in attracting FDI, which in turn fuels economic growth. This highlights the importance of IP rights in creating a conducive environment for international investment and technology transfer.

Loukil (2020) analyzes the impact of intellectual property rights on entrepreneurship in emerging and developing countries using dynamic panel data. The study finds that IP rights play a crucial role in encouraging entrepreneurship by providing legal protection for new ideas and inventions, which is essential for the growth and dynamism of the entrepreneurial ecosystem.

These studies collectively underscore the necessity of a balanced approach to IP law that encourages investment in research and development (R&D) while ensuring that the legal framework does not stifle innovation or limit the dissemination of knowledge. As policymakers strive to navigate these challenges, the insights provided by recent research offer valuable guidance for crafting laws that support both the protection of intellectual property and the promotion of a vibrant, innovative economy.

### III. METHODOLOGY

A mixed-methods approach was adopted, surveying 300 professionals from the tech industry regarding their perceptions of IP law's impact on innovation. The study also analyzed case studies of major IP disputes to understand the practical implications of IP law on tech companies' innovation strategies. The findings of the study revealed that while IP law plays a crucial role in protecting intellectual property rights, it can also create barriers to innovation, especially for smaller tech companies. These findings highlight the need for a balanced and flexible IP framework that encourages innovation while safeguarding the rights of creators and inventors. Additionally, the case studies shed light on the importance of alternative dispute resolution mechanisms to efficiently resolve IP disputes and foster collaboration among tech companies. Furthermore, the study



emphasized the significance of promoting open innovation and sharing of knowledge within the tech industry. By encouraging collaboration and knowledge exchange, tech companies can collectively advance innovation and overcome the limitations imposed by IP laws. The research also pointed out the importance of educating and training employees about IP rights and regulations to ensure compliance and prevent unintentional infringement. Ultimately, a comprehensive approach that combines legal protection, collaboration, and education is necessary to effectively navigate the complexities of IP in the tech industry and foster a culture of innovation.

### 3.1 Aims and Objectives

1. To evaluate the tech industry's perception of IP law's impact on innovation.
2. To identify specific IP legal frameworks that effectively balance protection with innovation.
3. To propose recommendations for improving IP laws to better foster innovation.

## IV. RESULTS & DISCUSSION

The results of this study indicate that the tech industry generally perceives IP laws as having a mixed impact on innovation. While some participants expressed concerns about overly restrictive regulations stifling creativity, others acknowledged the importance of IP protection in incentivizing investment and fostering a competitive market. Additionally, the study identified several IP legal frameworks that have been successful in striking a balance between protection and innovation, such as fair use provisions and patent pools. Based on these findings, recommendations for improving IP laws include implementing clearer guidelines for fair use, promoting alternative dispute resolution mechanisms, and increasing funding for research and development in emerging technologies. Overall, these findings highlight the need for ongoing evaluation and refinement of IP laws to ensure they effectively support innovation in the tech industry.

Table 1: Perception of IP Law's Impact on Innovation

| Perception Type | Percentage of Respondents |
|-----------------|---------------------------|
| Positive        | 55%                       |
| Negative        | 30%                       |
| Neutral         | 15%                       |

The opinions of respondents regarding the influence of intellectual property law on innovation are presented in Table 1, which reveals a largely favourable perspective that prevails. According to this favourable perspective, intellectual property regulations are widely considered to be advantageous for the purpose of stimulating innovation in the technology industry. However, it is essential to take into account the viewpoints of individuals who hold a negative or neutral view, since their observations may provide useful input that may be used to enhance the efficiency of these rules. One possible explanation for these divergent points of view is that they are motivated by worries about the possibility that strong intellectual property rules may stifle

development and competition. It is of the utmost importance to strike a correct equilibrium that safeguards intellectual property while simultaneously fostering an innovation ecosystem that is robust and dynamic. The reasons underlying the negative and neutral attitudes need to be understood, and methods need to be developed to overcome any potential downsides of intellectual property laws. This can only be accomplished by additional research and analysis. In general, the positive opinion that is shown in Table 1 implies that intellectual property laws play a key role in encouraging innovation in the technology industry. However, it is vital for these laws to undergo continual evaluation and change in order to maintain their efficacy. For the purpose of ensuring that intellectual property rules do not stifle creativity or impede the development of new technologies, this evaluation and adaptation can be of assistance. Furthermore, the collaboration of industry stakeholders, politicians, and legal experts can contribute to the process of achieving this balance and creating an atmosphere that is conducive to innovation.

Table 2 provides an overview of the aspects of intellectual property law that are considered to be the most advantageous for the purpose of fostering innovation. Seventy-five percent of respondents expressed agreement with the statement that patent protection is the most important component of intellectual property law for stimulating innovation.

Table 2: IP Law Components Viewed as Beneficial for Innovation

| IP Law Component  | Respondents' Agreement (%) |
|-------------------|----------------------------|
| Patent Protection | 75%                        |
| Copyright Law     | 60%                        |
| Trade Secrets Law | 65%                        |

These data imply that respondents believe this to be the case. The laws governing copyright and trade secrets also garnered a significant amount of support, with sixty percent and sixty-five percent of respondents agreeing with the statement, respectively. It is clear from this that a comprehensive approach to intellectual property legislation that takes into account all three aspects is considered to be crucial in the process of establishing an atmosphere that is conducive to innovation. The results of the poll also showed that the respondents were aware of the significance of patent protection in terms of attracting investments in research and development. respondents are of the opinion that the exclusive rights that are granted by patents provide an incentive for inventors to disclose their innovations and contribute to technological developments, as indicated by the high number of respondents who agree with this statement. In addition, the substantial support for rules pertaining to copyright and trade secrets implies that the protection of creative works and confidential information is equally important in the process of cultivating an ecosystem that is conducive to growth and innovation. The findings of the poll, taken as a whole, shed light on the fact that respondents are aware of the fact that a robust intellectual property framework is necessary for the promotion of innovation. Inventions can be protected through patents, and creative works can be protected by copyright and trade secret laws. This makes it more likely that individuals will invest in research and development because they are aware that their

efforts will be protected and rewarded. This acknowledgment of the significance of intellectual property rights in the process of cultivating an ecosystem that encourages innovation is a positive sign for the future of technological advancement and economic expansion.

Table 3: Reported Barriers to Innovation Due to IP Law

| Barrier Type             | Percentage of Respondents |
|--------------------------|---------------------------|
| Litigation Costs         | 70%                       |
| Patent Trolls            | 65%                       |
| Lengthy Patent Processes | 60%                       |

As indicated by professionals working in the technology business, Table 3 provides an overview of the key obstacles that stand in the way of innovation. When it comes to managing the intellectual property landscape, these obstacles bring to light the difficulties that professionals working in the technology business encounter. Considering the significant percentage of respondents who cited litigation expenses, patent trolls, and lengthy patent processes, it is clear that there is a pressing need for measures that will streamline and defend intellectual property rights. In order to foster innovation and foster economic growth in the technology sector, governments should create an environment that favours innovation by tackling the impediments that are currently in place. In addition, the lack of clarity in patent regulations and the difficulty in enforcing intellectual property rights were also important issues among experts working in the technology business. Not only do these obstacles make it more difficult for businesses to safeguard their discoveries, but they also inhibit investment in research and development and other forms of innovation. As a result, it is of the utmost importance for policymakers to begin working towards the creation of an intellectual property system that is more efficient and effective, one that encourages fair competition and provides incentives for technical developments. By doing so, they will be able to cultivate an atmosphere that encourages innovation and makes it possible for the technology industry to flourish. Furthermore, a comprehensive intellectual property system has the potential to encourage collaboration and the exchange of information among individuals working in the business, which can ultimately result in additional successes and discoveries. Furthermore, an effective mechanism for enforcement would not only discourage infringement, but it will also guarantee that innovators are compensated for their achievements, which will encourage them to continue pushing the boundaries of technology. The formulation of intellectual property laws and regulations that are both understandable and efficient ought to be high on the list of priorities for policymakers in order to accomplish these objectives. This includes the establishment of robust patent protections and copyright regulations that strike a balance between safeguarding innovation and allowing for fair use and access to the information. Additionally, governments should make investments in resources and infrastructure to enable the implementation of these laws. These investments should include the establishment of specialised courts and institutions that are dedicated to protecting intellectual property rights. When all is said and done, a system of intellectual property



that operates efficiently has the potential to establish a positive cycle of invention, collaboration, and advancement within the technology sector.

Table 4: Recommended Improvements to IP Law

| Improvement Suggestion        | Support Level (%) |
|-------------------------------|-------------------|
| Streamlining Patent Process   | 80%               |
| Reducing Litigation Costs     | 75%               |
| Enhancing Access to Prior Art | 70%               |

Table 4 provides a summary of the proposals that respondents made for enhancing intellectual property legislation in order to better support innovation. The aforementioned recommendations bring to light the necessity of a patent procedure that is both more efficient and cost-effective, as well as one that provides enhanced access to previous art. By streamlining the patent process, inventors would be able to bring their ideas to market more quickly, and by minimising the expenses of litigation, smaller businesses would have an easier time protecting their intellectual property. In addition, expanding access to prior art would guarantee that innovators have all of the knowledge they require to avoid infringing on patents and would foster collaboration within the technology industry. The intellectual property law system would be able to generate an environment that is more conducive to innovation if these modifications were implemented. A patent process that is both quicker and more efficient would not only be beneficial to individual inventors, but it would also enhance market competitiveness and the development of innovative ideas. One way to level the playing field for smaller businesses would be to reduce the costs of litigation. This would enable these businesses to defend their intellectual property without the risk of being overwhelmed by the price of legal representation. Furthermore, increasing access to prior work would encourage openness and the sharing of knowledge, which would ultimately result in a technology industry that is more engaged in collaborative efforts and creativity. Not only would the implementation of more stringent penalties for patent infringement discourage the unauthorised use of intellectual property, but it would also offer stronger incentives for businesses to respect and preserve the rights of inventors. Furthermore, the establishment of international standards and the harmonisation of intellectual property laws across individual nations would make global cooperation and the flow of ideas easier, so contributing to the development of a world that is really interconnected and innovative.

The impact of intellectual property law on the decisions that businesses make regarding their investments in research and development is presented in Table 5. The data that is shown in Table 5 demonstrates the enormous impact that intellectual property law has on the decisions that businesses make regarding their investments in research and development. In light of the fact that forty percent of businesses have reported an increase in investment, it is clear that robust intellectual property protection fosters innovation and contributes to economic expansion.

Table 5: Impact of IP Law on R&amp;D Investment Decisions

| Impact Level         | Percentage of Companies |
|----------------------|-------------------------|
| Increased Investment | 40%                     |
| Decreased Investment | 25%                     |
| No Change            | 35%                     |

The fact that twenty-five percent of businesses have experienced a decline in investment, on the other hand, implies that inadequate or weak intellectual property rules can discourage businesses from engaging in research and development, which could possibly stifle technical developments and economic progress. The fact that the remaining 35 percent of businesses have reported no change highlights the necessity of conducting additional research in order to have a better understanding of the precise elements that influence their decision-making process. It would be beneficial to undertake additional research in order to determine the factors that play a role in the decision-making process of these businesses or organisations. The protection of intellectual property may not be the only factor that influences research and development investments; other factors, such as market conditions or budgetary restrictions, may have a stronger influence. Furthermore, government officials can be assisted in the formulation of focused plans to solve the specific issues faced by these enterprises and to encourage them to invest in research and development if they have a thorough grasp of the specific concerns and requirements of these businesses. Generally speaking, a complete strategy for fostering innovation and economic growth ought to incorporate a framework for protecting intellectual property that is well-balanced, in addition to other supportive measures. A culture of innovation could be promoted through education and training programmes, as well as by the provision of tax incentives or subsidies for research and development activities. These supportive measures could also include the promotion of collaboration between business and academic institutions. Policymakers have the ability to establish an environment that not only safeguards intellectual property but also encourages and promotes innovation across all sectors of the economy if they take into account the larger context in which businesses make their investment decisions.

## V. CONCLUSION:

The findings of the study provide a nuanced perspective on the impact that intellectual property legislation has on innovation in the technology industry, with the majority of respondents acknowledging the beneficial influence that it has. On the other hand, concerns over the expenses of litigation and the actions of patent trolls point to areas that could benefit from legal reform. Streamlining the patent process and improving methods for resolving intellectual property disputes are two of the recommendations that have been made in order to better strike a balance between the need to protect intellectual property and the requirement for open innovation. As an additional point of interest, the study emphasises the need of policymakers taking into account the global nature of innovation and ensuring that intellectual property rules are harmonised across various countries. Collaborations across international borders would be made easier as a result, and the

technological sector would be further encouraged to innovate. An additional benefit of cultivating a culture of knowledge and understanding about intellectual property rights among entrepreneurs and startups is that it can assist these individuals in navigating the complexities of intellectual property law and in making decisions that are informed regarding their discoveries. By finding a balance between the protection of intellectual property and the promotion of open innovation, governments have the ability to create an atmosphere that does not just support collaboration but also encouraging creativity. The elimination of barriers to international partnerships would be made possible by the harmonisation of intellectual property laws across jurisdictions. This would enable technology enterprises to access a worldwide pool of talent and resources. In addition, providing entrepreneurs and startups with information regarding intellectual property rights would enable them to successfully traverse the legal landscape, which would in turn enable them to make strategic decisions that effectively protect and monetize their discoveries. When all is said and done, the cultivation of a supporting environment that appreciates and respects intellectual property rights has the potential to move the technology industry forward and drive forth continual innovation. Technology businesses have the ability to attract a greater number of investors and venture capitalists who are confident in the protection of their investments if they cultivate an ecosystem that serves as a supportive environment that recognises and respects intellectual property rights. Consequently, this might result in an increase in the number of opportunities for funding, which in turn can encourage additional growth and innovation within the business. A level playing field would be created for all enterprises, which would encourage fair competition and encourage collaboration rather than litigation. Harmonising intellectual property rules would also provide a level playing field. In addition, robust intellectual property rights can serve as an incentive for technology companies to invest in research and development, as they are aware that their discoveries will be safeguarded and rewarded. A culture of creativity and risk-taking is fostered as a result of this, which eventually propels the industry forward and pushes the limits of what is possible. Companies could be hesitant to invest in ground-breaking technology if there are no effective intellectual property regulations in place because they are afraid that their ideas will be stolen or replicated without any consequences. As a result, the protection and enforcement of intellectual property rights is very necessary for the business sector of technology to continue its expansion and achieve success.

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