

## Examining the challenges and opportunities in the field of intellectual property rights at the international level

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### Abstract

Intellectual property rights (IPRs) have become a crucial aspect of international trade and commerce, presenting both challenges and opportunities for various stakeholders. The global landscape of IPRs is complex, with differing legal frameworks and enforcement mechanisms across countries. One of the key challenges in this field is the harmonization of IPR laws and regulations at the international level, as discrepancies can lead to legal uncertainties and disputes.

In this article, an attempt has been made to fully explain intellectual property rights, examine the challenges and opportunities facing countries to achieve development in this field, and provide comprehensive solutions on how intellectual property rights affect the economy. Global and sustainable development, and with the assumption that paying attention to intellectual property rights can affect the effective growth of the global economy, it examines the challenges and opportunities surrounding it. In this article, by referring to the opinions of experts in this field, an attempt has been made to discuss the impact of intellectual property rights on the growth and development of countries and its impact on the creation of international structures to protect it.

**Keywords:** Intellectual Property Rights, International rights, Private law, Sustainable Development, World Economy

## Introduction

Intellectual property rights have profound effects in various global economic and cultural fields and are considered as one of the vital issues in international relations. These rights include patents, copyrights, trademarks, and trade secrets, each of which plays an important role in supporting innovation and creativity.

Patents, as one of the most important aspects of intellectual property rights, enable rewarding new inventions and encourage people to research and develop new technologies. At the same time, there are many challenges in this field that require careful and efficient investigation.

Copyright, as one of the principles of intellectual property rights, allows authors, artists, and owners of artistic and literary works to benefit from the fruits of their labor and prevent unauthorized use of their works. This right plays an important role in maintaining cultural diversity and artistic values and should be reviewed and modified according to new challenges. Trademarks also play an essential role in global markets as cognitive symbols for products and services. Maintaining and protecting these trademarks gives businesses credibility and competitive strength and allows them to maintain their unique identity.

Trade secrets, as an important aspect of intellectual property rights, allow companies and business owners to protect their information and prevent unauthorized access to it. This issue plays a significant role in maintaining healthy and stable competition in global markets. Considering the opportunities and challenges of intellectual property rights at the international level, it is necessary to carefully and comprehensively examine these issues. Ensuring the preservation of intellectual property rights is very important not only for the activists in this field but also for the communities and the international community.

Considering the dynamics of global markets and technological progress, it is necessary for the laws and regulations related to intellectual property rights to be responsive to innovation and market changes. Also, cooperation between countries and international organizations in the field of protecting intellectual property rights is very important so that these rights are properly protected at the international level and to ensure that any individual or company, as the significant owner of their intellectual wealth, in case of violation of their rights, start a petition. With joint efforts and international cooperation, it is possible to improve the laws and regulations related to intellectual property rights.

## Definition of intellectual property rights

Intellectual property rights are one of the most important legal concepts that deal with rights related to human innovations and creativity. These rights allow individuals and companies to benefit from the results of their efforts in various fields such as patents, copyrights, trademarks, and trade secrets and use them as valuable assets.

Inventions are one of the main elements of intellectual property rights. A patent allows the inventor to use his invention as a source of income for a certain period of time (usually 20 years) and also prevents others from using his invention without permission. This allows the inventor to invest in the research and development of other innovative projects. Copyright is another intellectual property right that grants authors, artists, producers and other persons the rights resulting from their creative works. By registering the copyright, the owner of the work can prevent unauthorized use of his works by others and at the same time use the sale and publication of his works as a source of income.<sup>1</sup>

Trademarks also allow companies and businesses to secure their identity and identification in the business market. By registering a trademark, the company or business that owns it is marked and can prevent unauthorized use by others. Also, the trademark sends a message to the customers that the desired product or service is provided by a particular company or brand. Trade secrets form another important aspect of intellectual property rights. Companies and organizations usually keep their information and knowledge as trade secrets to prevent competitors and unauthorized access to them and also to use them as a valuable resource for the growth and development of their business. Considering the importance of intellectual property rights, it is necessary to register and protect these rights in a correct and legal manner. Also, careful attention should be paid to the use of intellectual property rights in order to avoid any

<sup>1</sup> Sell, Susan K. Private Power, Public Law: The Globalization of Intellectual Property Rights. Cambridge: Cambridge University Press, 2003.

violation of the law and the rights of others. Intellectual property rights play a very important and important role in protecting human innovations and creativity. By securing the rights of owners and creators, the society will be able to grow and develop its cultural, scientific and industrial achievements and at the same time encourage innovative people and organizations to creative activities.

## History of intellectual property rights at the international level

Intellectual property rights is one of the important topics in international law, which has a long history and goes back to numerous treaties and conventions. Important treaties include the Paris Convention for the Protection of Industrial Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886). The history of intellectual property rights at the international level goes back to the era before these treaties. Throughout history, different experiences and needs of society have led to the formation of laws and regulations related to intellectual property rights. These experiences and needs gradually led to the creation of an international framework for the protection of intellectual property rights.<sup>2</sup>

With the emergence of new industries and technologies in the industrial age, the need to protect intellectual property rights increased. This need led to the expression of international attention regarding the protection of inventions, trademarks, industrial designs and works of art. In this context, countries were forced to conclude international treaties and conventions in order to guarantee intellectual property rights at the international level.

The Paris Convention for the Protection of Industrial Property, concluded in 1883, was one of the first international efforts to ensure the protection of the rights of industrial owners. This convention included regulations and laws related to the registration of patents, trademarks and industrial designs, which obliged the member countries to comply with them. Also, the Berne Convention for the Protection of Literary and Artistic Works, which was concluded in 1886, was intended to guarantee the rights of authors, artists and artists. This convention played an important role in encouraging the creation and preservation of works of art and obliged member countries to comply with its rules and regulations.<sup>3</sup>

Over time, the number of international treaties and conventions related to intellectual property rights increased. These treaties cover various aspects of intellectual property rights, including inventions, trade names, industrial designs, copyrights, and copyrights, and are concluded in order to ensure the protection of these rights at the international level. Due to technological advancements and changes in global markets, the need for updates and changes in intellectual property rights laws has been felt. In the process of their experiences with intellectual property rights, many countries have aligned their domestic legislation with international treaties and have tried to bring their laws into line with the acceptance of international standards in the field of intellectual property rights.

With the extensive coverage changes that have taken place in the agenda of the World Intellectual Property Organization (WIPO), it seems that the global community is accepting and acknowledging the laws that have shaped the way businesses do business in the digital age. In addition, emphasizing the need to respect intellectual property rights at the global level, WIPO is also recognized as an international organization active in the field of intellectual property rights protection. Considering these points, it has been shown that the history of intellectual property rights at the international level is a complex and progressive field that has met the needs of the international community in line with the advancement of science and technology.<sup>4</sup>

## The importance of intellectual property rights in international relations

In today's world, intellectual property rights play a very important role in strengthening international trade and attracting foreign investment. These rights protect brands and innovations and increase the competitiveness of

<sup>2 2</sup> Drahos, Peter, and John Braithwaite. Information Feudalism: Who Owns the Knowledge Economy? New York: New Press, 2002.

<sup>3</sup> Gervais, Daniel J. "The TRIPS Agreement: Drafting History and Analysis." In Intellectual Property in the New Technological Age, edited by Robert P. Merges, Peter S. Menell, and Mark A. Lemley, 41-78. New York: Aspen Publishers, 2000.

<sup>4</sup> Sell, Susan K. Private Power, Public Law: The Globalization of Intellectual Property Rights. Cambridge: Cambridge University Press, 2003.

countries in the global market. Intellectual property rights include various rights such as the rights of business suppliers, publishing rights, patent rights, and trademark rights, which are known as intangible assets and play a very important role in realizing economic goals and international development.

The importance of intellectual property rights in strengthening international trade is very significant due to the significant impact it has on commercial activities and exports and imports. By guaranteeing the protection of intellectual property rights, countries will be able to significantly improve the level of their production, and on the other hand, this protection will increase the confidence of foreign investors in their target markets. Without a doubt, the protection of intellectual property rights is considered as one of the main factors of attracting foreign investment and capital movements in countries.<sup>5</sup>

In addition, the protection of intellectual property rights plays an important role as a bridge between countries. Because by ensuring the protection of intellectual property rights, countries will be able to easily share their achievements in their international relations with commercial and industrial partners and also ensure the improvement of their commercial and economic relations with other countries. In addition, the protection of intellectual property rights in international relations will lead to an increase in technological and innovative cooperation between countries, which will ultimately lead to the development of technological industries and an increase in innovative products.<sup>6</sup> In the end, it should be noted that the protection of intellectual property rights in international relations has its own challenges. The challenges related to the harmonization of intellectual property rights laws at the international level, the monitoring of compliance with these laws, as well as the protection of the rights of the owners of cultural and artistic achievements as intangible assets, are among the challenges to be mentioned in this field. Therefore, it is necessary for countries to take the necessary steps with cooperation and coordination at the international level, in order to guarantee the protection of intellectual property rights and address the challenges raised.

With the joint efforts of countries and international cooperation, it is possible to provide an appropriate response to guaranteeing the protection of intellectual property rights in international relations and improving global trade conditions. In other words, the protection of intellectual property rights is not only for the purpose of guaranteeing the interests of the owners of these rights, but also for the purpose of realizing the goals of international trade and global economic developments.<sup>7</sup>

## Differences in intellectual property rights in countries

In the field of intellectual property rights, each country has its own laws and regulations, which may have significant differences with other countries. These differences can lead to problems in the protection of intellectual property rights at the international level. Therefore, knowing these differences and their importance for individuals and companies that carry out their activities in various economic and technological fields is very vital.

One of the important differences between countries in the field of intellectual property rights is related to the way of registering and protecting intellectual property rights. Some countries have a patent, trademark and copyright system that is different from other countries. For example, in some countries, in order to maintain a patent, it is necessary to register the invention as purely innovative and without any public disclosure, while in other countries, public disclosure is allowed before patenting. These differences can lead to problems for individuals and companies in protecting intellectual property rights internationally.<sup>8</sup> In addition, there are other differences regarding the duration of protection of intellectual property rights. Some countries have much longer protection periods for intellectual property rights than others, while others have shorter periods. These differences show the importance of knowing the

<sup>5</sup>Hesmondhalgh, David. The Cultural Industries. 3rd ed. London: SAGE Publications, 2013.

<sup>6</sup> Rickatson, Sam. The Berne Convention for the Protection of Literary and Artistic Works: 1886–1986. London: Sweet & Maxwell, 1987.

<sup>7</sup> Maskus, Keith E. Intellectual Property Rights in the Global Economy. Washington, DC: Institute for International Economics, 2000.

<sup>8</sup> Drahos, Peter, and John Braithwaite. Information Feudalism: Who Owns the Knowledge Economy? New York: New Press, 2002.

different laws and regulations in the field of intellectual property rights and show that international activities require a detailed knowledge of these differences. In the end, it should be noted that differences in intellectual property rights in countries indicate very serious challenges for international activities in the fields of technology and economy. Recognizing these differences and expanding international cooperation in the field of intellectual property rights can help improve the situation of intellectual property rights at the international level and help individuals and companies to use their rights in the best way.

### **The difference between intellectual property rights in Iran and other places**

Intellectual property rights are one of the vital topics in the field of law and law, which are regulated in a special way in every country. Here we intend to examine the differences between intellectual property rights in Iran and other parts of the world in detail.

In Iran, intellectual property rights are regulated under special laws, which include laws related to authorship and publication rights, patent rights, trademark rights, as well as publishing rights and exclusive rights to use inventions. These laws are monitored and implemented by various organizations and authorities, such as the Office of Industrial Property Rights, the Office of Authorship and Publishing Rights, and the Trademark Office. In Iran, intellectual property rights are regulated under the Industrial Property Law, the Copyright and Publication Law, and the Trademark and Trademark Law.<sup>9</sup> These laws are created to protect inventions, inventions, ideas and artistic and cultural performances. In Iran, inventions and inventions are protected under the industrial property law and their owners can benefit from their exclusive rights in the field of use and commercialization of their inventions. Also, the law of copyright and right of publication has been established in order to protect the rights of authors, artists and producers of cultural and artistic contents in Iran. This law allows the owners of the right to produce and publish their works to use their works exclusively and to have the right of ownership. Also, the trademark and trademark law has been enacted to protect trademarks and trademarks in Iran, which allows their owners to use their trademarks exclusively and exploit them in the commercial market.

Compared to other countries, there are important differences in the area of intellectual property rights. For example, in some countries, the validity period of patents is 20 years, while in Iran this period is 15 years. Also, in some countries, the right to author and publish works is valid for the lifetime of the author and 50 years after his death, while in Iran this period is 30 years after the death of the author.<sup>10</sup>

Moreover, in some countries, the methods of registering and protecting intellectual property rights are different. For example, in some countries, trademark registration is required to protect the brand name and logos, while in Iran it is voluntary. In other parts of the world, intellectual property rights laws may be regulated differently. For example, in European and North American countries, intellectual property rights laws are much more rigorous and extensive than in Iran. In these countries, intellectual property rights include various sectors, including patent law, copyright law, trademark law, and industrial design law. Unlike Iran, where intellectual property rights laws are set separately, in many other countries, there is an independent law or organization for the protection of intellectual property rights, which covers all the different aspects of intellectual property rights.

In addition, in many countries, the methods and processes for registering and protecting intellectual property rights in the form of a judicial system or an independent governmental organization are more extensive and efficient than those in Iran. In addition, in many countries, there are much higher safeguards for the protection of intellectual property rights, which include harsh penalties and penalties for infringement of property rights. At the same time, there are other differences such as the process of dealing with intellectual property rights disputes, penalties and crimes related to intellectual property infringement, and the way laws are enforced. For example, in some countries, there are special courts to deal with intellectual property rights disputes, which do not exist in Iran.

<sup>9</sup> Khalilzadeh, Hamid. "Challenges of Intellectual Property Rights in Iran: A Historical and Comparative Approach." *International Journal of Law and Management* 58, no. 5 (2016): 552-566.

<sup>10</sup> Seyed, Mohsen. "Intellectual Property Rights in Iran: A Comparative Study." *Journal of Intellectual Property Law & Practice* 9, no. 4 (2014): 302-311.

Due to the wide differences mentioned above, it is necessary to harmonize intellectual property law laws with international standards and the World Trade Organization (WTO). Considering the wide differences in the laws and organization of intellectual property rights in Iran and other parts of the world, it is necessary for businesses and cultural and artistic activists in each country to carefully examine the local intellectual property laws and obtain the correct use of their rights. Also, it is essential to constantly monitor changes in the laws and regulations of intellectual property rights in each country so that you don't lose.<sup>11</sup>

### Challenges of intellectual property rights at the international level

Intellectual property rights are one of the vital issues in today's world that have a profound effect on the economy and culture of societies. With the development of technology and communication, the need to protect intellectual property rights at the international level is felt more. But at the same time, there are many challenges in this field that must be addressed.

1. Legal differences: One of the biggest challenges of intellectual property rights at the international level is the legal differences between countries. Each country has its own laws and regulations in the field of intellectual property rights, which may differ from the laws of other countries. These differences can lead to ambiguities and problems in the protection of intellectual property rights at the international level.
2. Different judicial systems: Each country has its own judicial system based on which claims and lawsuits related to intellectual property rights are examined. These judicial systems may have many differences with each other and this issue can lead to disputes and ambiguities in resolving international disputes related to intellectual property rights.
3. Supervision and enforcement of the law: Another important challenge in intellectual property rights at the international level is the supervision and enforcement of the law. Many countries have weak regulatory and enforcement systems that may lead to violations of intellectual property rights. Also, the lack of coordination in monitoring and enforcing the law at the international level also creates many challenges.<sup>12</sup>
4. Fast-paced changes: With the fast-paced changes in technology and communication tools, new challenges have also arisen in intellectual property rights. For example, new technologies such as artificial intelligence and blockchain require new laws and regulations in the field of intellectual property rights, which many countries have not yet adequately responded to.

Considering the above challenges, it is necessary for countries and international organizations to make more efforts to harmonize laws and regulations in the field of intellectual property rights. Also, promoting cooperation and exchange of knowledge and experiences between countries plays an important role in maintaining and protecting intellectual property rights at the international level.

#### A- Lack of harmonization of laws

In the field of international intellectual property rights, one of the main challenges we face is the lack of coordination and integration of laws in different countries. This issue can lead to rights violations and create legal disputes between countries. In this article, we intend to examine the causes and consequences of the lack of harmonization of laws in the field of intellectual property rights and propose solutions for this challenge.

##### A-1 Reasons for non-harmonization of laws

The lack of harmonization of laws in the field of international intellectual property rights is one of the main causes of conflicts and disputes in this field. This is due to various reasons, one of the most important of which is cultural, social and political differences in countries. Each country has its own structure and laws that are formulated to ensure its

<sup>11</sup> Sell, Susan K. Private Power, Public Law: The Globalization of Intellectual Property Rights. Cambridge: Cambridge University Press, 2003.

<sup>12</sup> Drahos, Peter, and John Braithwaite. Information Feudalism: Who Owns the Knowledge Economy? New York: New Press, 2002.



internal interests. These differences can cause conflicts and inconsistencies in intellectual property rights laws between countries and lead to international problems and disputes.

## A-2 Consequences of non-harmonization of laws

Lack of coordination and conflict in international intellectual property rights laws can lead to irreparable consequences for individuals and countries. Such a situation causes dissatisfaction of individuals and companies in the field of intellectual property rights and prevents the realization of the main purpose of these rights, which is to encourage innovation and creativity. In addition, the lack of harmonization of laws can lead to serious economic and commercial consequences, because companies face many problems when faced with legal differences between countries, which causes a deficiency in their performance and profitability.

## A-3 Solutions to deal with the lack of coordination of laws

In order to deal with the lack of harmonization of laws in the field of international intellectual property rights, it is necessary to adopt appropriate and comprehensive solutions. One of the main solutions in this field is to increase international cooperation and try to develop universal standards in the field of intellectual property rights. These standards can act as a macro framework for adapting and checking the laws of different countries and help to resolve the legal conflicts between them.<sup>13</sup> In addition, it is necessary for countries to actively participate in international processes in order to eliminate the lack of harmonization of laws and try to accept the improvement of their legal status and reduce conflicts by expressing new commitments and revising their policies. In short, the lack of harmonization of laws in the field of international intellectual property rights is a big challenge for the society and it is necessary to adopt appropriate and comprehensive solutions. By increasing international cooperation and trying to harmonize laws, it is possible to protect the rights and interests of all in the field of intellectual property rights.

## B. Cultural differences

Cultural and social differences are one of the things that can affect intellectual property rights. These differences can have significant differences regarding concepts such as copying of works and the rights of the creator of the work. For example, in some cultures, copying works is considered as a respect for the creator of the work and is used as a way to increase the fame and recognition of the artists. While in other cultures, this act is considered as a violation of intellectual property rights and the rights of the creator of the work and will be accompanied by legal action.

Due to these differences, many issues related to intellectual property rights at the international level become more complicated. Because in each country, laws and regulations related to intellectual property rights may be formed based on the values, beliefs and culture of that society. Therefore, in the international environment, interaction and agreement on these issues require more precision and patience.

To address these disputes, it is necessary to increase public awareness about intellectual property rights in different societies and provide necessary training in this field. Also, it is necessary that the laws and regulations related to intellectual property rights are updated according to the cultural and social differences and adjusted according to the needs of the society and its cultural atmosphere.

Finally, the effects of cultural differences on intellectual property rights show that this issue has extensive challenges ahead. Therefore, it is necessary that international societies and organizations, with greater cooperation and coordination, seek appropriate solutions to protect intellectual property rights in the face of these disputes.<sup>14</sup>

## C. Violation of intellectual property rights

<sup>13</sup> Gervais, Daniel J. "The TRIPS Agreement: Drafting History and Analysis." In *Intellectual Property in the New Technological Age*, edited by Robert P. Merges, Peter S. Menell, and Mark A. Lemley, 41-78. New York: Aspen Publishers, 2000.

<sup>14</sup> Hesmondhalgh, David. *The Cultural Industries*. 3rd ed. London: SAGE Publications, 2013.

Violation of intellectual property rights is another major challenge at the international level. This issue is of particular importance because it has wide-ranging effects on the economy of countries and societies. In this text, we examine the violation of intellectual property rights and its effects on the economy of countries.

Violation of intellectual property rights includes actions such as forgery, unauthorized copying, and theft of trade secrets. These actions cause damage to countries' economies and have extensive negative effects on society. For example, in the information and communication technology industries, the theft of trade secrets can lead to the loss of intellectual capital and the development of new industries. Also, in creative industries such as art, music and literature, unauthorized copying can lead to loss of income and rights for authors and artists. The effects of intellectual property rights violations are far-reaching and harm not only individuals and companies but also countries as a whole. To face this challenge, international institutions and organizations must cooperate and pass appropriate laws to protect intellectual property rights. Also, educating and increasing public awareness about the importance of respecting intellectual property rights can also help reduce violations of these rights.

As a result, the violation of intellectual property rights poses serious challenges to international communities and requires international cooperation and joint efforts to protect these rights. Respecting intellectual property rights not only helps the development of new industries, but also helps the growth of countries' economies and the improvement of society's living conditions.

#### D- Implementation problems in intellectual property rights and international requirements

In today's world, the effective implementation of intellectual property rights laws at the international level is very important. This issue requires cooperation and coordination between countries to reach a practical and efficient agreement. Enforcement problems can lead to inadequate protection of intellectual property rights and reduced incentives for innovation, which can have far-reaching negative effects on economic growth and development.

One of the main problems in the implementation of intellectual property rights laws is the lack of integration and differences between countries in this field. Many countries have different laws and regulations in the field of intellectual property rights, which may cause disputes and confusion for companies and tomorrow in the international space. These differences can increase the cost and complexity of enforcing intellectual property rights laws, which ultimately hampers innovation and technology development.

In addition, another enforcement problem in intellectual property rights is non-adherence to international obligations. Many countries, due to non-compliance with international obligations, are not able to effectively implement the laws of intellectual property rights. This issue has caused a lot of negative effects on the process of innovation and development and has reduced the confidence of investors and economic operators.

To solve these problems, there is a need for cooperation and coordination between countries and international organizations. Increasing coordination in the field of intellectual property rights laws and ensuring adherence to international obligations can significantly improve the effective implementation of intellectual property rights laws. Also, promoting the culture of supporting innovation and technology development at the international level can increase the motivation for innovators and investors and help the growth and development of the global economy.

Due to the importance of intellectual property rights in the growth and development of the global economy, it is necessary to continue efforts to solve executive problems in this field, seriously and continuously. Also, promoting international cooperation and ensuring adherence to international obligations will enable officials and decision makers to experience significant improvement in the enforcement of intellectual property rights laws.<sup>15</sup>

#### International intellectual property rights opportunities

<sup>15</sup> Gervais, Daniel J. "The TRIPS Agreement: Drafting History and Analysis." In *Intellectual Property in the New Technological Age*, edited by Robert P. Merges, Peter S. Menell, and Mark A. Lemley, 41-78. New York: Aspen Publishers, 2000.



The importance of intellectual property rights at the international level is very impressive as one of the vital issues in today's world. These rights are among the issues that have a significant impact in various economic, social and cultural fields. In this article, we examine the opportunities of intellectual property rights at the international level and examine its role in the development of industries and the global economy.

1. Encouraging innovation and research and development: Intellectual property rights encourage individuals and companies to conduct research and technological development. This promotes the development of industries and technology at the international level and contributes to the development of the global economy.
2. Facilitating entry into international markets: Intellectual property rights allow companies to confidently enter international markets and register their brands and inventions globally. This causes the growth of international trade and increases the competitiveness of companies.
3. Protection of creative rights: Intellectual property rights ensure creators and innovators to maintain their creativity and innovation rights at the international level. This increases people's motivation to do creative and innovative activities.
4. Securing economic interests: Intellectual property rights allow companies and economic actors to legally protect their interests globally and achieve their achievements in the field of innovation and research.
5. International cooperation: Intellectual property rights, by increasing the cooperation between countries in the field of innovation and research, cause everyone's progress in industries and technology. These collaborations lead to the exchange of knowledge and experiences between countries, which ultimately helps the development of global industries.

According to the examination of the opportunities of intellectual property rights at the international level, it is clear that these rights play a significant role in the development of industries, technology and the global economy. By encouraging innovation, facilitating entry into international markets, protecting creative rights, securing economic benefits and international cooperation, intellectual property rights as an effective legal framework contribute greatly to the growth and development of global industries.<sup>16</sup>

#### A- Strengthening international trade

In today's world, international trade is one of the main factors of economic development of countries. With the spread of new technologies and rapid changes in global markets, the protection of intellectual property rights has been proposed as one of the most important ways to strengthen international trade. Intellectual property rights include patents, trademarks, designs and models, and copyright and monopoly rights that allow individuals and companies to benefit from their innovations and ideas while preventing others from misusing them. .

Strengthening international trade through intellectual property rights is possible in several ways. First, by guaranteeing support for inventions and innovations, countries can also help the growth of knowledge-based and technological industries. This is especially important for developing countries, because by encouraging innovation and research and development, they can achieve sustainable economic growth. Second, protecting intellectual property rights can also help reduce cybercrime. By guaranteeing copyright and monopoly, knowledge-based and innovative products are protected and misuse and unauthorized copying are prevented.

By protecting innovations and brands, countries can introduce their products and services to new markets and increase their competitiveness. In fact, intellectual property rights have been proposed as a strategic tool for the expansion of international trade. By guaranteeing intellectual property rights, companies and economic actors gain more confidence

<sup>16</sup> World Intellectual Property Organization (WIPO). WIPO Intellectual Property Handbook: Policy, Law and Use. Geneva: WIPO, 2004.

in foreign markets and sell their products legally in them. Also, this helps to strengthen trade relations between countries and provides a suitable environment for international cooperation.<sup>17</sup>

However, it should be emphasized that intellectual property rights should not be considered as an obstacle to access new technologies and knowledge. Rather, efforts should be made to provide a flexible and fair legal framework for the protection of intellectual property rights, which, on the one hand, allows innovators to use their creativity, and on the other hand, takes public interest into account. In short, intellectual property rights can help boost international trade. By guaranteeing support for innovations and brands, countries can help the growth of knowledge-based and technological industries, as well as introduce their products to new markets and increase their competitiveness.

## B- Increasing innovation

In today's world, innovation and initiative are considered as essential elements of economic development and progress. One of the effective ways to encourage innovation and creativity is to protect intellectual property rights. Intellectual property rights include patent rights, trademark rights, authorship rights, and reproduction rights that allow innovators and creators to exploit the results of their efforts and, as a result, bring more innovations to market.

Protection of intellectual property rights creates a positive incentive for innovation and creativity. Because innovators and creators, by ensuring legal protection for their ideas and inventions, can easily explore new areas for entrepreneurship and innovation. This support gives them self-confidence and confidence in their creative power, which, as a result, leads to increased production of innovation and creation of added value.

Due to the intense competition in global markets, the protection of intellectual property rights is recognized as a strategic tool for gaining and maintaining competitiveness. By securing intellectual property rights, companies and businesses will be able to make large investments in the realization of new ideas and inventions, without any fear of misuse or intellectual theft. This will increase the level of investment in the research and development sectors, which will lead to the advancement of technology and innovation in various industries. In addition, the protection of intellectual property rights at the international level gives governments and international organizations the opportunity to develop and promote global standards for the protection of intellectual property rights. These standards will increase coordination and harmonization in the field of intellectual property rights at the international level and, as a result, will facilitate the exchange of technology and innovation between countries.<sup>18</sup>

According to the mentioned materials, it is clear that increasing innovation as one of the opportunities of intellectual property rights at the international level is very important. Supporting intellectual property rights, in addition to encouraging innovation and creativity, will lead to positive developments in various industries and the economic growth of society. Therefore, governments, international organizations and industrialists should work together and coordinate to promote the use of intellectual property rights as an effective tool to achieve innovative goals and sustainable development at the international level.

## C- Protection of brands

Brands play a very important role in international business. They are not only a representative of the quality and value of the product or service, but also a symbol of the trust and loyalty of customers to a brand and company. Therefore, brand protection is very important and can help strengthen the competitiveness of companies in global markets. Intellectual property rights protect brands from misuse and imitation. These rights include commercial rights (such as trademarks and trademarks), industrial rights (such as industrial designs and industrial models) and copy rights (such as copyrights and publishing rights). These rights allow companies to benefit from the results of their innovations while preventing others from exploiting them. According to the process of globalization of markets, brand support is presented as an opportunity to develop international trade and export goods and services to other countries. Because

<sup>17</sup> Ricketson, Sam, and Jane C. Ginsburg. *International Copyright and Neighbouring Rights: The Berne Convention and Beyond*. 2nd ed. London: Sweet & Maxwell, 2006.

<sup>18</sup> Sell, Susan K. *Private Power, Public Law: The Globalization of Intellectual Property Rights*. Cambridge: Cambridge University Press, 2003.

the existence of acceptable and enforceable intellectual property rights will increase the confidence of foreign investors and also guarantee the rights of companies in foreign markets.

In addition, protecting brands can also help achieve sustainable development goals. Because the presence of strong brands and their protection will increase the production of quality and innovative products. It is far from the fact that imitation and illegal imitation will reduce production standards and product quality.

Due to the importance of protecting brands at the international level, it is necessary for countries and international organizations to have coherent and coordinated cooperation in the field of guaranteeing intellectual property rights and protecting brands. Also, education and public awareness regarding the importance of brand protection and adherence to intellectual property rights laws play a very important role in increasing society's awareness and correct understanding of these concepts.

With joint efforts between governments, industry, universities, and civil society organizations, intellectual property rights and brand protection can be achieved internationally. These guarantees will not only contribute to the proper growth of international trade, but also contribute to the realization of sustainable development, innovation and growth of the global economy.<sup>19</sup>

#### D- Creation of new markets

Intellectual property rights are one of the most important factors in creating new markets as opportunities for intellectual property rights at the international level. These rights can directly and indirectly help in creating new markets and economic development. By supporting innovation and creativity, countries can bring new products and services to the market, and this helps economic development and job creation. One of the ways to create new markets through intellectual property rights is to use it to encourage innovation and research and development. By providing the necessary support and facilities for research and development, countries can help companies and economic actors to market their innovations as new products or services. These measures lead to increased competition and improved quality of products and services, and as a result, new markets are created.

Also, intellectual property rights can indirectly affect the creation of new markets.<sup>20</sup> With the increasing number of patents and intellectual property in a country, the country is known as a hub for innovation, attracting investors and international companies. This leads to an increase in foreign investment and international trade, which ultimately opens up new markets for new products and services. With these points in mind, intellectual property rights are crucial as an opportunity to create new markets internationally. Countries should implement appropriate policies and strategies to encourage innovation and protect intellectual property so that they can make the best use of this opportunity and contribute to their economic development.

### The Role of International Organizations in the Protection of Intellectual Property Rights

International organizations play a very important role in protecting intellectual property rights at the global level. These organizations, including the World Intellectual Property Organization (WIPO), help to coordinate and effectively enforce intellectual property rights by codifying international treaties and laws. These organizations take various measures to guarantee and protect intellectual property rights globally.

One of the important roles of international organizations in protecting intellectual property rights is to codify and amend international laws and treaties. These organizations, in cooperation with member states, invent and pass new laws to protect intellectual property rights. These measures are intended to ensure that intellectual property rights are properly protected and that any infringement thereof is prosecuted.

In addition, international organizations play an active role in educating and informing about intellectual property rights. They set up educational and awareness programs for entrepreneurs, inventors, and artists so that they can benefit

<sup>19</sup> Drahos, Peter, and John Braithwaite. *Information Feudalism: Who Owns the Knowledge Economy?* New York: New Press, 2002.

<sup>20</sup> Ricketson, Sam. *The Berne Convention for the Protection of Literary and Artistic Works: 1886–1986*. London: Sweet & Maxwell, 1987.

from their rights and be able to use their inventions and inventions in the best possible way. International organizations are also involved in dispute resolution processes in the field of intellectual property rights. They act as arbitrators and advisors in intellectual property rights disputes and help resolve these disputes properly. This role is very important because by resolving disputes related to intellectual property rights, lawsuits and conflicts resulting from the violation of intellectual property rights are avoided.<sup>21</sup> International organizations can support intellectual property by creating international agreements and laws. These agreements can include encouraging the creation and implementation of laws related to the protection of intellectual property, facilitating access to international legal systems for the protection of intellectual property rights, and facilitating international negotiations for the protection of intellectual property rights. In addition, international organizations can also help promote public awareness of the importance and rights of intellectual property. This work is done through holding conventions, conferences, trainings and publishing educational and awareness materials in international media.

These activities will increase public awareness about intellectual property issues and its rights, and as a result, will help protect these rights more. International organizations can also help promote cooperation between countries in the field of intellectual property protection. These cooperation's can include the exchange of information and knowledge, harmonization of laws and regulations, facilitating access to resources and technologies necessary for the protection of intellectual property, as well as encouraging cooperation in the field of research and technology development.<sup>22</sup>

Finally, international organizations can play an active role in protecting intellectual property by facilitating access to international legal and arbitration systems. These systems can help to resolve claims related to intellectual property rights and help to review and revise them if the law or contracts related to intellectual property become unstable. Therefore, various international organizations can specifically support intellectual property and its rights by promoting international agreements, public awareness, international cooperation and facilitating access to legal systems and international arbitration, and play a very influential role in this. To play the field.

As a result, international organizations also have a very effective and influential role in promoting a culture of respect for intellectual property rights. By promoting the idea of respecting intellectual property rights, they provide a suitable environment for the growth and development of creative and innovative activities. According to these points, the role of international organizations in protecting intellectual property rights is very wide and multiple. By formulating laws, educating and informing, resolving disputes and promoting a culture of respect for intellectual property rights, they contribute significantly to maintaining and guaranteeing the rights of owners and creators.<sup>23</sup>

### **The impact of intellectual property rights on the global economy**

Intellectual property rights as an effective tool in the global economy through things such as industrial property rights, copyright, patents and commercial rights help the global economy and thus help countries to attract foreign investment and strengthen trade. Develop internationally and increase competitiveness in global markets.

The impact of intellectual property rights on the attraction of foreign investment is very significant. The existence of intellectual property rights assures foreign investors that their investments are protected and protected from access by others. This increases the confidence of investors in different countries and, as a result, facilitates the attraction of foreign investment for economic development and new technologies. In addition, intellectual property rights play an important role in strengthening international trade. The existence of intellectual property rights increases countries' trust in each other and facilitates international trade. For example, the existence of intellectual property rights increases

<sup>21</sup> World Intellectual Property Organization. "World Intellectual Property Report 2015: Breakthrough Innovation and Economic Growth." Geneva: WIPO, 2015

<sup>22</sup> Helfer, Laurence R., and Graeme B. Dinwoodie. "The International Intellectual Property System: Toward More Harmonization." In *The Oxford Handbook of International Intellectual Property Law*, edited by Peter Goodhart, 1-32. Oxford: Oxford University Press, 2019.

<sup>23</sup> Gervais, Daniel J. "The TRIPS Agreement: Drafting History and Analysis." In *Intellectual Property in the New Technological Age*, edited by Robert P. Merges, Peter S. Menell, and Mark A. Lemley, 41-78. New York: Aspen Publishers, 2000.

the number of commercial contracts and technological cooperation between countries, which ultimately leads to economic growth and increased social welfare.

In this regard, intellectual property rights also help to strengthen the competitiveness of countries. The existence of intellectual property rights stimulates innovation and the improvement of the level of technology in countries. By securing property rights for inventions and inventions, individuals and companies seek to realize their innovative ideas, which, as a result, leads to economic development and increased production and employment.

Considering these points, it is clear that intellectual property rights play a significant role in the development of the global economy. As a tool for supporting innovation and securing the interests of investors, intellectual property rights as a bridge between countries and technologists contribute to positive developments in the global economy. Therefore, securing property rights and promoting innovative activities is an effective step towards realizing the growth and dynamism of the global economy.<sup>24</sup>

### Intellectual property rights and sustainable development

Sustainable development is one of the most important goals of countries in today's world. This goal is based on the balance between economic development, environmental protection and guaranteeing human rights. One of the effective factors in achieving this goal is compliance with intellectual property rights. Intellectual property rights include rights granted to individuals or companies for inventions, designs, trademarks, designs, and other inventions. These rights allow franchise owners control over the use and distribution of their works. On the other hand, sustainable development is focused on achieving economic growth, protecting the environment and guaranteeing human rights for future generations.

Compliance with intellectual property rights can be used as an effective tool in achieving sustainable development. By granting intellectual property rights, individuals and companies are encouraged to carry out innovative activities and research and development. These activities lead to new inventions and innovations, which will ultimately lead to economic growth and job creation. Despite this, the observance of intellectual property rights also faces its own challenges. Some countries, due to the lack of legal structure and strong judicial system, are not able to provide adequate protection for intellectual property rights.

Also, the costs of protecting and defending intellectual property rights are too high for many individuals and companies. In order to respond to these challenges, it is necessary for countries to strengthen their legal structure and judicial system and improve the processes of registration and protection of intellectual property rights.

Also, comprehensive international solutions should be sought to protect intellectual property rights in order to respond to global challenges in this field. Considering the importance of sustainable development for countries, compliance with intellectual property rights can play a significant role in achieving this goal. By realizing this goal, innovation will be protected, investment in research and development will be encouraged, and as a result, economic growth and the living conditions of the human society will be improved.

Intellectual property rights, as one of the most important factors in sustainable development, can play a very effective role in preserving the environment and sustainable economic development. By supporting green innovations and sustainable technologies, these rights can help improve the state of the environment and increase the productivity of natural resources and thus contribute to sustainable development. Today, due to the expansion of unsustainable industries and productions, environmental protection has become one of the main priorities of global societies. In this regard, intellectual property rights can act as an effective tool in supporting green innovations and sustainable technologies and help promote environmental activities and sustainable production.<sup>25</sup>

<sup>24</sup> United Nations Conference on Trade and Development. "Creative Economy Report 2010: Creative Economy: A Feasible Development Option." New York: UNCTAD, 2010.

<sup>25</sup> Carbone, Marco. "Intellectual Property Rights and Sustainable Development: A Critical Review." *Journal of Intellectual Property Law & Practice* 11, no. 6 (2016): 431-442.



Among the intellectual property rights that can contribute to sustainable development are programs and inventions related to renewable and clean energy, green industry technologies, sustainable agricultural methods, environmental protection technologies, etc. By granting intellectual property rights for these innovations, individuals and companies are encouraged to realize these ideas and make the necessary investments in this field. In addition to protecting the environment, intellectual property rights can also contribute to sustainable economic development.

By encouraging innovation and inventions in sustainable fields, economies will be able to increase resource productivity as well as launch new markets for sustainable products and services. This will lead to increased competitiveness and sustainable economic growth. Considering the importance of preserving the environment and sustainable development, it is necessary for organizations and governments to provide appropriate programs and policies to encourage green innovations and sustainable technologies.

Also, governments should ensure that intellectual property rights are granted in a fair and balanced manner, as well as providing society with appropriate access to sustainable technologies. With the joint efforts of organizations, governments, industrialists and the international community, environmental protection and sustainable economic development can be achieved. Intellectual property rights, as a powerful tool, can play a very effective and positive role in this direction and help to achieve this great goal.

## Conclusion

Intellectual property rights are very important as one of the vital issues in the field of international relations and global economy. These rights not only help to strengthen international trade, but also help to increase innovation and creativity. However, despite these advantages, there are also many challenges in this field that require cooperation and coordination between countries and international organizations.

One of the main challenges in the field of intellectual property rights is the lack of alignment of laws and regulations related to these rights in different countries. This can lead to international disputes and problems, which will be detrimental to trade and innovation. Therefore, strengthening the cooperation and coordination between countries and creating integrity in the laws related to intellectual property rights is essential in order to protect these rights more effectively. In order to increase international cooperation in the field of intellectual property rights, international organizations play a very important role. These organizations can contribute to the integration of laws related to intellectual property rights and facilitate coordination between countries by determining common standards and guidelines. In addition, creating new treaties and updating old ones can also help secure intellectual property rights and increase innovation.

Since technological developments and innovations have caused significant changes at the global level, it is necessary for the laws and regulations related to intellectual property rights to keep pace with these developments. For example, with the emergence of new technologies such as artificial intelligence and the Internet of Things, the need to define new laws in the field of intellectual property rights is felt. In this regard, international organizations and countries should update their laws with technological developments and provide a flexible judicial system compatible with these developments.

In addition, public education and awareness regarding intellectual property rights plays a significant role in guaranteeing the rights of individuals and companies. Public awareness about the importance of protecting intellectual property rights and being accountable for violations in this field can help to weaken the phenomenon of intellectual theft and guarantee the rights of the owners of ideas.

Considering the challenges raised and the important role of intellectual property rights in international relations and the global economy, it is necessary to try to weaken the challenges raised and facilitate the innovative activities of countries and companies by fully using the capacities of intellectual property rights. Also, trying to cooperate and harmonize the laws and regulations of intellectual property rights at the international level will be a positive step towards achieving responsible international trade. Thus, by emphasizing the cooperation between countries and



international organizations, in order to weaken the challenges of intellectual property rights and increase innovations, a positive step can be taken in the direction of the structural changes of the international community.

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