



# Research on Intellectual Property Law Education in Higher Education Institutions under the Background of Optimizing the Business Environment

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**Abstract:** With the acceleration of global economic integration and informatization, intellectual property has become a core competitiveness of a country. Optimizing the business environment and promoting high-quality development have become major strategic measures for the economic development of a country or even the entire region. As an important base for knowledge production and dissemination, universities play a crucial role in optimizing the business environment. Intellectual property legal education is an important component of higher education, not only in cultivating specialized talents in intellectual property, but also in promoting technological innovation and economic development. In the context of optimizing the business environment, exploring the reform and innovation of intellectual property legal education in universities has important theoretical and practical significance for improving China's intellectual property protection level, promoting the transformation of scientific and technological achievements, and promoting high-quality socio-economic development.

**Keywords:** optimizing the business environment, intellectual property law in higher education institutions, educational research

## 1. Introduction

At present, China is in an important stage of economic structural adjustment and industrial upgrading, and optimizing the business environment is an important measure to promote high-quality economic development. In the report of the 19th National Congress of the Communist Party of China, it was explicitly proposed to "stimulate the vitality of various market entities and create a business environment that is legal, international, and convenient. In this context, intellectual property legal education in universities must keep pace with the times in order to meet the new requirements of society for intellectual property legal education. The traditional model of intellectual property legal education has certain deficiencies in curriculum design, teaching methods, and practical aspects, making it difficult to fully meet the requirements of the business environment for intellectual property professionals. Therefore, exploring how to improve the quality and effectiveness of intellectual property law education in universities through teaching reform, so as to better serve the optimization of the business environment, is an important issue that urgently needs to be addressed in the academic and educational fields.

## 2. The Importance of Intellectual Property Law Education in Higher Education Institutions under the Background of Optimizing the Business Environment

### 2.1 Cultivate high-quality legal talents

The level of rule of law in a country directly affects its economic development and social stability. Through the systematic training of intellectual property legal education, a group of legal talents with solid legal foundations and a certain understanding of intellectual property protection practices can be cultivated. These talents can not only provide professional legal services for enterprises, but also play important roles in government departments and judicial organs, providing strong support for the formulation and implementation of relevant policies. High quality intellectual property legal talents are indispensable backbone forces in business operations, patent applications, and court trials of intellectual property cases.

### 2.2 Promote awareness of intellectual property protection

Intellectual property protection is not just a legal issue, it is related to the overall quality of the country and society. Offering intellectual property law courses in universities to cultivate students' awareness of intellectual property protection is conducive to improving the overall level of intellectual property protection in society. Through the study of intellectual

property legal education, students can not only understand the basic principles and legal provisions of intellectual property protection, but also appreciate the importance and necessity of intellectual property protection. The improvement of this awareness can not only help them consciously safeguard intellectual property rights in their future careers, but also influence more people through their promotion and guidance, thus creating a good atmosphere of respecting and protecting intellectual property rights in the whole society. In the context of optimizing the business environment, a society with strong awareness of intellectual property protection can greatly reduce the incidence of intellectual property infringement incidents, enhance the motivation and market competitiveness of enterprises for innovation.

### **2.3 Promote technological innovation and economic development**

Intellectual property protection is an important guarantee for technological innovation. Only effective protection of intellectual property can stimulate the enthusiasm of researchers and enterprises. Therefore, intellectual property legal education should not be limited to legal education, but should be an important component of science and technology innovation education. By providing systematic legal education on intellectual property, a group of composite talents who understand both law and technology can be cultivated, enabling them to effectively combine legal knowledge with technological innovation, thereby ensuring that innovative achievements are fully protected by law and maximizing their economic value. At the same time, university education in intellectual property law can also provide intellectual support for enterprises, offer consulting services in intellectual property protection, help enterprises better carry out technological innovation, and explore markets. In the context of optimizing the business environment, improving the level of intellectual property protection directly promotes technological innovation and economic development, thereby promoting the progress and prosperity of the entire society.

## **3. Effective strategies for intellectual property law education in universities under the background of optimizing the business environment**

### **3.1 Optimization and Update of Curriculum System**

Under the background of optimizing the business environment, intellectual property law education in universities is facing new challenges and opportunities. In order to meet the needs of social development, universities should continuously optimize and update the curriculum system of intellectual property law. Firstly, the curriculum system should be adjusted and updated in a timely manner based on industry demand and legal development trends. Universities can help students understand the latest hot topics in the field of intellectual property by introducing cutting-edge disciplines such as artificial intelligence and intellectual property, big data, and privacy protection. With the rapid development of artificial intelligence technology, there are increasingly more intellectual property issues involved in artificial intelligence works. How to protect artificial intelligence works and define their ownership has become an urgent legal issue to be solved. By offering relevant courses, students can find a balance between theory and practical application. Strengthening case teaching is an important method to optimize the curriculum system. In the teaching process, by introducing classic cases from both domestic and foreign sources, students can better understand and analyze practical problems. If possible, methods such as holding simulated courts and case discussions can be used to cultivate students' ability to apply legal practice. Simulated court not only trains students' debating ability, but also enables them to understand the application of legal provisions in specific situations. Case discussions can also be conducted through group discussions to train students' team spirit and problem-solving skills. In these teaching activities, teachers can select representative cases for in-depth analysis, allowing students to learn methods and strategies for solving legal practices from the cases. In addition, interdisciplinary integration is of great significance for optimizing the curriculum system. Intellectual property law cannot be isolated from other disciplines and should intersect with disciplines such as computer science and enterprise management. Offering interdisciplinary elective courses to cultivate students' comprehensive qualities and develop diverse thinking abilities; Combining computer science with intellectual property law can help students understand the relationship between technological innovation and legal protection, while combining business management with intellectual property law can enable students to master the basic skills of intellectual property management and commercialization. This interdisciplinary learning approach not only expands the knowledge scope of college students, but also enhances their competitiveness in various fields.

### **3.2 Practical teaching and training**

The requirements for intellectual property professionals in modern society are becoming increasingly high. Merely imparting theoretical knowledge is far from enough. Various effective methods must be adopted to cultivate students' hands-on abilities in order to better perform their work.

The cooperation between schools and enterprises is an important entry point. Universities can establish long-term partnerships with enterprises, law firms, and intellectual property management departments. By establishing internship bases, students have the opportunity to personally experience practical cases of intellectual property. In this way, students can not only connect theory with practice, but also understand the latest developments in the industry and practical operational experience. A certain university cooperates with a well-known intellectual property law firm and regularly sends students to intern at the company to participate in specific affairs such as patent application, trademark registration, and copyright protection. In such a learning environment, students can not only understand the specific operational processes in the production process, but also exercise their practical application abilities and cultivate their team spirit. In addition, project simulation training is an effective internship method that allows students to master practical skills through simulating activities such as intellectual property application, infringement litigation, patent examination, etc. [5]. Organizing students to participate in the writing and review of patent application documents, simulating the patent application process, from searching patent literature to writing patent specifications, and then defending to patent examiners, can provide students with a visual understanding of the entire process of patent application. Through this simulation training, students can not only understand the specific procedures of patent application, but also train their logical thinking and expression ability. Such simulation work can not only improve students' practical ability, but also cultivate students' self-confidence and enhance their adaptability. In addition, specialized lectures and seminars are also indispensable tools for practical teaching. The course can invite industry experts and legal professionals to regularly hold specialized lectures and seminars to share the latest developments and practical experiences in the industry with students, in order to assist students in understanding the latest developments in the industry. Universities can hire a patent agent with rich practical experience to give a special lecture on "patent infringement lawsuits". In this way, students can not only understand the latest laws, regulations, and policies, but also learn about the specific practices and countermeasures of professionals in handling actual cases. At the same time, through seminars, students can have face-to-face communication with experts, ask questions, and receive professional answers and guidance. In interactive teaching, it can not only stimulate students' interest in learning, but also strengthen their practical operation ability.

### **3.3 International Perspective and Exchange Cooperation**

In the context of optimizing the business environment, it is of great practical significance to strengthen the international perspective of intellectual property law education in universities, enhance international exchanges and cooperation. To cultivate international intellectual property professionals, we can establish cooperative relationships with renowned universities and research institutes both domestically and internationally, providing students with opportunities for short-term or long-term study and research abroad. This not only broadens students' international horizons, but also allows them to personally experience the legal culture and intellectual property practices of various countries. By collaborating and exchanging ideas with top law schools in Europe and America, students can be exposed to the latest intellectual property theories and also gain knowledge about intellectual property from practice. In addition, the course can also collaborate with universities in emerging market countries such as Asia and Africa to enable students to understand the current situation and challenges of local intellectual property protection, thereby cultivating their ability to think globally. At the same time, organize students to participate in international intellectual property conferences, competitions, and other activities to enhance their ability to communicate and compete internationally. In addition, international organizations such as the World Intellectual Property Organization (WIPO) hold various conferences and competitions every year, which can provide students with a platform to showcase their personal talents and learn more experiences from the international community. Through participation, students can not only get to know experts and scholars from various countries, but also directly participate in discussions and decision-making on international intellectual property issues. Such practical experience is very important for students to go global in the future. Participating in the World Intellectual Property Organization's "Moot Court Competition" can not only enhance students' legal practice ability, but also cultivate their team spirit and cross-cultural communication skills. In addition, in cultivating international talents, bilingual teaching or fully English courses should be implemented in stages. With the acceleration of global integration, English has become the main language for international communication. Mastering English, especially professional terminology and international rules, is a necessary quality for talents engaged in intellectual property work. Universities can gradually achieve bilingual teaching by introducing excellent foreign textbooks, hiring foreign teachers, and other methods. Conditional universities can also try to offer fully English courses on intellectual property law, so that students can not only master the knowledge of their major, but also improve their English proficiency and enhance their international communication skills. Renowned professors can be invited to give lectures at our school, and courses such as "Frontiers in International Intellectual Property Law" and "Global Intellectual Property Management" can be offered in English, allowing students to directly access international cutting-edge developments.

## 4. Conclusion

In summary, in the context of optimizing the business environment, intellectual property legal education in universities is particularly important. By exploring the research on intellectual property law education in universities under the background of optimizing the business environment, not only can we cultivate composite talents with innovative spirit and legal literacy, but we can also provide strong talent support for the high-quality development of China's economy and society. In the future, universities should continue to improve the curriculum system of intellectual property law, strengthen the connection between theory and practice, actively introduce international advanced experience, and cultivate students' international perspectives and cross-cultural communication abilities. Through multi-party collaboration and continuous innovation, intellectual property law education in universities will undoubtedly become an important force in optimizing the business environment, promoting technological innovation, and driving economic development.

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