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PROTECTION OF THE INTELLECTUAL PRODUCT OF THE FOOD TECHNOLOGY INDUSTRY IN THE CONDITIONS OF GLOBALIZATION RISKS AND CRISIS PHENOMENA

Summary

In times of war, Ukraine faces numerous challenges that affect not only the country's security, but also its economy, culture, and technological development. In such a situation, intellectual property protection becomes strategically beneficial. First, intellectual property is the basis for innovative development. War forces Ukraine to actively implement technologies in the military, medicine, cybersecurity, and other industries. Thus, intellectual property protection in Ukraine during war is not only a matter of rights, but also of national security, cultural life, and economic development. On the other hand, Ukraine has a powerful historical, cultural, and technological heritage in the food industry. Moreover, it actively develops and improves it, develops and implements its own innovative solutions and new methods. That is why the above confirms the high relevance of scientific research related to the identification and solution of problems of protecting intellectual products in the food technology industry in the context of globalization risks and crisis phenomena. The purpose of the article is to search for and study the problems of ensuring the protection of an intellectual product in the food technology industry in the context of globalization risks and crisis phenomena. The following general scientific theoretical methods were used in the study: system analysis and synthesis - to develop a system of recommendations for solving the problem of protecting an intellectual product in the food technology industry; induction method - to accumulate, generalize and process information of relevance and unresolved research problems; deduction method - to identify the main components of the problems; and other methods. The conclusions of the study indicate the presence of significant problems in the field of intellectual property protection in the food technology industry of Ukraine, which become particularly acute in the context of crisis phenomena and challenges of martial law. Thus, the insufficient level of legal culture among enterprises and consumers becomes a serious obstacle to the effective unique

protection of developments, such as innovative technologies, recipes or trademarks, which is especially important in a period when innovative development can serve as the basis for economic stability. The practical significance of the results obtained arises from the fact that the recommendations and proposals set out in the study provide a justification for the implementation of effective protection of intellectual products in the food technology industry. Prospects for further research include the study of international experience and its adaptation to Ukrainian realities.

Keywords: intellectual property; food technologies; globalization risks, crisis phenomena.

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