VALUATION OF INTANGIBLE ASSETS AND INTELLECTUAL PROPERTY

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ABSTRACT

The relevance of the study of the problem of intellectual property protection in the print media lies in the fact that in the 21st century information flows are becoming more intense, an increasing number of people are involved in the process of creating and distributing, receiving and transmitting information, including through newspapers and magazines. As a result, there are many more objects of copyright than before, more complex legal relationships arise between the subjects. The previously rather narrow sphere of copyright, which covered a small part of society, is now rapidly expanding. Representatives of an increasing number of professions, including journalists, fall into it.

KEYWORDS: *Journalist, Method, Newspapers, Decisive Factor, Intellectual Property.*

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