

BROVDII, A., LUNIACHEK, V., SOROCHAN, T., POHORIELOVA, T., & CHERNENKO, Y. (2025). Modernizing Qualification Enhancement of Intellectual Property (IP) Professionals in Higher Education Institutions . *Science and Innovation*, 21(6), 116–127.

ABSTRACT: Introduction. *The study substantiates the relevance of intellectual property (IP) professionals' qualification enhancement at higher education institutions and establishes that the ongoing reforms in this sphere and the transition to an innovative development path in Ukraine generate a growing demand for highly qualified staff capable of active participation in innovative activities.*

Problem Statement. *Modernising the qualification enhancement process in IP is essential for increasing professionals' competitiveness in the job market and generating additional revenue by integrating IP initiatives into economic circulation.*

Purpose. *This study aims to apply the competence approach and study the market of educational services to form an effective qualification enhancement system for HEI staff in the IP field.*

Results: *The authors suggest tackling the issues related to training IP professionals at higher education institutions by applying the competence approach to developing a modern qualification enhancement system. The paper describes the advantages of the competency approach as compared to the traditional one, outlines the main directions in IP knowledge acquisition and its application by HEI staff in their professional activity, proposes an algorithm for modernisation of IP qualification enhancement system, and focuses on the marketing research of educational services in IP and transfer of rights to this service under the franchise agreement.*

Conclusions: *The results of IP qualification enhancement stem from each educator's active engagement in innovative pedagogical practices and their understanding and implementation of timely IP protection measures. This involves applying newly acquired competencies within their teaching activities and actively involving students in innovation processes.*

KEYWORDS: *innovative activity, competence approach, modernisation of educational services, IP qualification enhancement at higher education institutions, marketing research of educational services, franchise.*