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It is reasonably believed that in our country there is still no understanding among the population of what intellectual property is. Not among entrepreneurs, and even less so among ordinary citizens. A broad company is deployed to develop financial literacy. It is proposed to act by analogy and to improve the culture of the population in the field of intellectual property in already proven ways. The authors identify several specific measures that would promote legal education, education and training in the field of IP. It is necessary to raise awareness of the existing mechanisms of legal protection of IP objects and their impact on the development of the economy, society, culture and technology.

Keywords: intellectual property, protection of intellectual property rights, legal culture, forms of legal education.

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