



Research Paper

Intellectual property information service in Colleges and universities characterized by Oracle research

Zhi Liping^{1,2,3} Liu Qingqing¹ Liu Yongge^{1,2,3}

¹.Ph. D of School of Computer Science & Information Engineering, Anyang Normal University

².Key Laboratory of Oracle Bone Inscriptions Information Processing , Ministry of Education

³.Henan Key Laboratory of Oracle Bone Inscriptions Information Processing Correspondence: Zhi Liping,
School of Computer Science & Information Engineering,
Anyang Normal University, Anyang, China.

The research is financed by the Program for Changjiang Scholars and Innovative Research Team in University (No. 2017PT35); The authors acknowledge the supports from the National Language Committee scientific research projects of China (No.YWZ-J010); the National Natural Science Foundation of China (No. 61806007).

ABSTRACT: Intellectual property information service also has important strategic significance for improving the innovation ability of colleges and universities, supporting the construction of advantageous disciplines in Colleges and universities and serving the local economy. However, due to the constraints of regional and economic conditions, the research on intellectual property information service has not been paid attention. Therefore, in order to carry out intellectual property information service, local colleges and universities should build an intellectual property information service model combined with their own specialties with regional characteristics. Finally, Taking Anyang Normal University as an example, this paper constructs an intellectual property information service model characterized by Oracle to solve the problem of intellectual property information service caused by the characteristic discipline of Oracle.

KEYWORD: oracle; colleges and universities; intellectual property

Received 13 October, 2021; Revised: 25 October, 2021; Accepted 27 October, 2021 © The author(s)
2021. Published with open access at www.questjournals.org

I. INTRODUCTION

Intellectual property information service is a targeted service mode focusing on intellectual property to promote information exchange, such as information development, dissemination, information reprocessing and utilization. The development of intellectual property information service mainly focuses on the construction of colleges and universities. In order to effectively and comprehensively carry out intellectual property information service in Colleges and universities, colleges and universities should deeply tap their own characteristic majors or make use of local advantages, explore the intellectual property information service mode of colleges and universities characterized by local characteristics, and then effectively carry out the intellectual property information service mode of local colleges and universities. Considering that Anyang Normal University is located in Anyang, the hometown of Oracle, and has unique geographical advantages in the research of Oracle, this paper takes Anyang Normal University as the empirical object and Oracle as the feature to construct the intellectual property information service model of local colleges and universities with Oracle as the feature.

II. RESEARCH METHODS

2.1 literature research method

Literature research method is a scientific research method to consult literature and information materials purposefully and systematically around the needs of research projects and topics. It is a basic method that must be adopted to complete scientific research tasks. To timely understand the information and development status of intellectual property, it is necessary to read the relevant literature widely and purposefully. Comprehensively and systematically study and analyze the latest theoretical results, so as to provide a higher-end foundation and research direction for further development research.

2.2 field investigation method

The field investigation method is to screen and record the summary through field investigation. Through the information retrieval of intellectual property offices at all levels, we can understand the recorded real data, accumulate data support for the writing of papers, and deeply understand the service mode system, information dissemination and legal guarantee of domestic intellectual property information service industry. Understand the practical problems and difficulties encountered in the practice of intellectual property information services through investigation, so as to lay a real and objective data foundation for the next work.

2.3 inductive summary method

Induction and summary method is a method to study, classify and summarize the data investigated in the early stage, and summarize the final conclusion to provide reference for others.

III. EMPIRICAL ANALYSIS

3.1 intellectual property information service management system characterized by Oracle

The management organization of intellectual property information service mode of local colleges and universities characterized by Oracle can be divided into management layer, academic layer, intellectual property service center, technical service organization and central management organization according to their functions. Collaborative innovation of various institutions. "Collaborative innovation" refers to the effective aggregation of innovation resources and elements, and the realization of in-depth cooperation by breaking through the barriers between innovation subjects and fully releasing the vitality of innovation elements such as "talent, capital, information and technology".

The intellectual property information service model center of local colleges and universities with Oracle as the characteristics takes the library as the main body, implements a management and construction mechanism with management as the leading, academic as the core and intellectual property service center as guidance, gives full play to the functions of various departments, and does a good job in the management of Oracle's intellectual property, Establish an intellectual property information service model center for University researchers and teachers and students.

The management level leading group shall coordinate the relationship between various departments, manage the operation affairs of the university intellectual property information service mode center, and coordinate the work instruction requirements of the academic level and the intellectual property service center, so as to ensure the normal progress of the project process.

At the academic level, professional scholars should be responsible for the daily operation of the intellectual property information service center in Colleges and universities.

Oracle intellectual property service center is divided into technical service organization and central management organization. The technical service organization shall daily maintain the update of database,

develop information analysis tools and provide technical support for Oracle intellectual property information service center. The role of the central management organization is to focus on solving the problems arising from the project operation, feed back to the technical service department in time, and ensure the normal operation of the project.

3.2 service system of intellectual property information service in local universities with Oracle as the feature

The intellectual property information service system of local colleges and universities characterized by Oracle is a unified whole or system composed of various elements of intellectual property information service according to certain principles. The service organization system of intellectual property information service model in local colleges and universities characterized by Oracle can be divided into four levels. It can be divided into user layer, service layer, technology layer and data layer.

The user layer is the majority of Oracle researchers, school teachers and students, and is the demander. The central goal of Oracle intellectual property information service model in local colleges and universities is to create an environment with intellectual property awareness for colleges and universities, support scientific research in Colleges and universities, carry out excellent discipline construction, and promote the transformation of Oracle research results in local colleges and universities.

The service layer is to provide more perfect service support for users to better experience the intellectual property information service mode center of Oracle local colleges and universities, provide help to those in need through unique services, and play the role of service support in a timely and accurate manner. Intellectual property service industry is an emerging industry, which is closely related to the national intellectual property protection atmosphere, enterprise intellectual property awareness, national industrial policies and the development of various industries. Its emergence and development are the result of the integration of various relevant factors. Service system models can be divided into push and unique service models. Push type is to track and analyze the scientific research information of the discipline according to the characteristics of the discipline, push the collection of relevant data to the researchers, and then timely understand the feedback of the scientific research team on the information, adjust, deepen and mine the information, so as to improve the quality of scientific research projects. The unique service mode is a service mode established according to the different advantages of each school, which is in line with the characteristics of colleges and universities, such as a special patent database.

The technology layer is the core of the whole service system. In the service process of Oracle intellectual property information service model in local colleges and universities, we should use information data mining technology and analysis technology to realize functions according to the needs of users. The commonly used technical analysis methods include basic analysis, regional analysis and patent map.

The data layer, that is, the resource layer, is the foundation of the intellectual property information service model center of local colleges and universities. Combining effective information data resources with information analysis tools to provide users with high-quality information services, combined with the core strength of professionals, is not only the center of the service system, but also the core resource of the central service system of the intellectual property information service model of local colleges and universities characterized by Oracle.

3.2.1 patent information training service featuring Oracle

In Anyang Normal University, with the progress of society, the study of oracle bone has been greatly developed in technology. It is also urgent to carry out training services related to Oracle Bone patents. The training content can be divided into the mastery of basic knowledge, the application of basic ability, the improvement of basic skills and advanced skills [8], learning and mastering the basic knowledge of Oracle patent, patent retrieval, patent application and analysis. The training can be conducted in two ways: lectures and online lectures, from understanding the oracle bone patent to applying for a patent, and then understanding the patent retrieval method. Through learning and understanding the patent application process, we can have a deeper understanding of the oracle bone patent research, so as to play the role of training.

3.2.2 patent information consulting services featuring Oracle

The main content of the patent consulting service characterized by Oracle is the renewal of patents. To query the latest patent research of Oracle, it is divided into the following steps: Oracle patent information service that provides objective evaluation basis for the establishment, evaluation, acceptance, patent application and technology transaction of scientific research projects. The patent literature and non patent literature of oracle bone research were searched, and the updated topics were compared, classified and analyzed. The Yin qiwenyuan big data platform of Anyang normal university can be used as the foundation to build the Oracle patent information consulting service platform.

Oracle bone inscriptions are the ancestors of Chinese characters. We should give great affirmation to their use value. It is self-evident that the Chinese characters are the symbol of China's cultural heritage. The

oracle bone inscriptions in Yin Ruins are three thousand years old and China's structure has not changed for more than three thousand years. This inheritance is a true Chinese gene. " oracle bone research is self-evident in the Chinese gene phrase group." Xi Jinping We should make good use of this national characteristic specialty to carry out intellectual property information services in local colleges and universities with Oracle as the characteristic.

Since the 20th century, there have been many new developments in the information application of Oracle, which has gradually integrated the colorful factors of Oracle into the daily life of modern high technology. Scientific and technological means have greatly transformed the antique image of Oracle, radiated the unique characteristics of the new era, and truly realized the perfect combination of ancient culture and modern life, This phenomenon has certain inspiration for the promotion, innovation and development of Chinese traditional culture [10]. Through reading the literature, we know that in order to build the intellectual property information service mode of local colleges and universities with Oracle characteristics, we must be supported by Oracle related intellectual property data. Next, for the statistics of Oracle related intellectual property data, through data analysis and combined with the actual situation, we can build the intellectual property information service mode of local colleges and universities with Oracle characteristics.

3.2.3 copyright services for Oracle

The previous chapter mentioned the "Yin Qi Wen Yuan" data platform of Anyang Normal University, which is a big data platform integrating Oracle font library, description library and document library. The data resources are collected and sorted by the Oracle information processing room of Anyang Normal University and Henan Key Laboratory of Oracle information processing. There are many scanned works and papers on Oracle. These data resources involve many copyright problems, so it is necessary to carry out a module for Oracle copyright service, Provide consulting services on copyright for Oracle information processing research group and how to reasonably use the copyright of others. In order to provide Oracle patent information and trademark information services, this paper partially collects and arranges Oracle related patent data and trademark data. According to these data, we can serve the content of Oracle copyright.

IV. CONCLUSION

By analyzing the development differences between domestic key universities and local universities, this paper comes to the conclusion that in order to develop the level of intellectual property information service in local universities, we must take the road of characteristics, that is, looking for the advantages of local universities as a chip for the construction of intellectual property information service. Through the collection and research of Oracle's intellectual property data, combined with the favorable conditions of the hometown of Oracle in Anyang, this paper realizes the goal of the intellectual property information service mode characterized by Oracle in local colleges and universities, and constructs an intellectual property information service mode center characterized by Oracle in local colleges and universities, Provide information technology support and services for Oracle intellectual property services and technologies, and also provide accurate research directions and the latest information resources for Oracle researchers. Anyang normal university pays enough attention to the research and development of oracle bone science, so it is indisputable to carry out the intellectual property information service of local colleges and universities with the characteristics of oracle bone inscriptions. We should reasonably use our own advantages to carry out the intellectual property information service of relevant characteristic specialties to enhance the core competitiveness of the University. The advantage of this paper is to build an intellectual property information service model of local colleges and universities with Oracle as the feature to protect the intellectual achievements analyzed by Oracle, and an intellectual property information service construction center with the intellectual property information service construction of local colleges and universities as the core, Oracle as the feature and coordinated development of other aspects. The deficiency is that the collection of Oracle intellectual property information is not comprehensive, the construction module of the information service center is not very clear and specific, and it still needs the efforts of future personnel to improve and develop. The development of the new era is also inseparable from the support of innovation. The innovation of Oracle data application has predictable development prospects. These expectations urge us to establish an innovative consciousness. With the development of socialism with characteristics, we respond to the call, combine the hot spots of current affairs, actively achieve the inheritance and development of ancient culture, fully combine ancient culture with modern science and technology, and develop inheritance and innovation in a coordinated manner.

REFERENCE

- [1]. Zhang Yu. Research on the construction of intellectual property information service center in Colleges and universities of Yunnan University [D]. Yunnan University, 2019
- [2]. Baidu Encyclopedia. Literature research methods. [EB/OL] https://baike.baidu.com/item/Literature_research_methods/22636728?fr=Aladdin.2019-3-8.

- [3]. Notice of the office of the intellectual property office and the general office of the Ministry of education on printing and distributing the implementation measures for the construction of intellectual property information service center in Colleges and universities [EB/OL]. [2018-4-6] http://www.gov.cn/xinwen/2018-01/07/content_5254106.htm.
- [4]. Zhao Yue. Comparative study and analysis of intellectual property information services in domestic colleges and universities [J]. Science and technology and economy of Inner Mongolia, 2020 (02): 3-5+13
- [5]. Zhang Chi. Research on the cooperation mode of intellectual property information service in University Libraries [J]. Library science research, 2018 (20): 78-80+61
- [6]. Li Xirui. Construction and improvement of China's market-oriented intellectual property information service system [J]. Wuling journal, 2014,39 (02): 56-62
- [7]. Yang Wu, Fu Jing, Zheng Hong. Research on intellectual property service industry system [J]. Chinese invention and patent, 2011 (12): 78-80
- [8]. Wang Liping, Li Zihui, Qin Xia, Yang Bo, Wang Lijie, Li Na. Research on the design of intellectual property information service training system in Colleges and universities [J]. Library and information work, 2020,64 (04): 43-51
- [9]. Xi Jinping's speech to the children in May 31st.2015.
- [10]. Deng ya. Enlightenment of Oracle Application Innovation on the innovative development of traditional culture [J]. Research on cultural soft power, 2019,4 (01): 23-29