

**Intellectual Property Rights: the Implications for Nongovernmental Business of  
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With the development of global economy and the strengthening of intellectual property rights, more and more types of intellectual property rights arise. But the most important intellectual property rights is to relate of marketing. It is now well established by academic scholars that property rights are a necessary requirement for the function of market-based economy (Alchian&Demsetz, 1973, Drabos, 1996). Over the last two centuries or so this principle has been extended to intellectual property rights (IPR) which included patents, copyrights, trademarks, brands etc (Abbot, 1999, Mohammed Boussouara, 2002). However the definition and protection of intellectual property rights is also one of the most complex issues that is the subject of international negotiations because its acceptance has not always been universal (May, 2000).

Considering the importance of intellectual property rights, the paper addresses three issues. Firstly, we discuss theory and some example regarding how intellectual property rights improve or retard the development of economy in China, especially, after China entered into World Trade Organization. Secondly we analyze the situation of intellectual property right protection in China. In the mean while, in this section our emphases are surveying the present state of affairs in intellectual property rights' generation, application, management and problems in this area of nongovernmental business of Wenzhou in China. We gather data by questionnaire and interview from some key large enterprises of Wenzhou called "apparatus city" in China from July 2003 to September 2003. Lastly, we discuss advantageous by strengthening intellectual property rights and standardization of intellectual property rights system. We also address relative polity recommendations.