

: 1. () //

, 2012. 2. , 2010 3. // , 2004 4. //

, 2001 5. // - http://www.smida.gov.ua/ -

, 2004 6. 2011 , I.

27.03.2013

347.77

() / ' . O. //

« ». : « ». – 2013. – 24(997). – . 114–121. – .: 6 .

« »

The article assessed value trademarks of PJSC «AVK» and proposed to take into account the cost of trademarks in intangible assets, which will increase the value of the company as a whole and will provide an opportunity to generate additional income from the ownership of industrial property as a trademark.

Keywords: trademark, cost of the trademark, intellectual property, industrial property, intangible assets, company's value.

: 338.48

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2015 .

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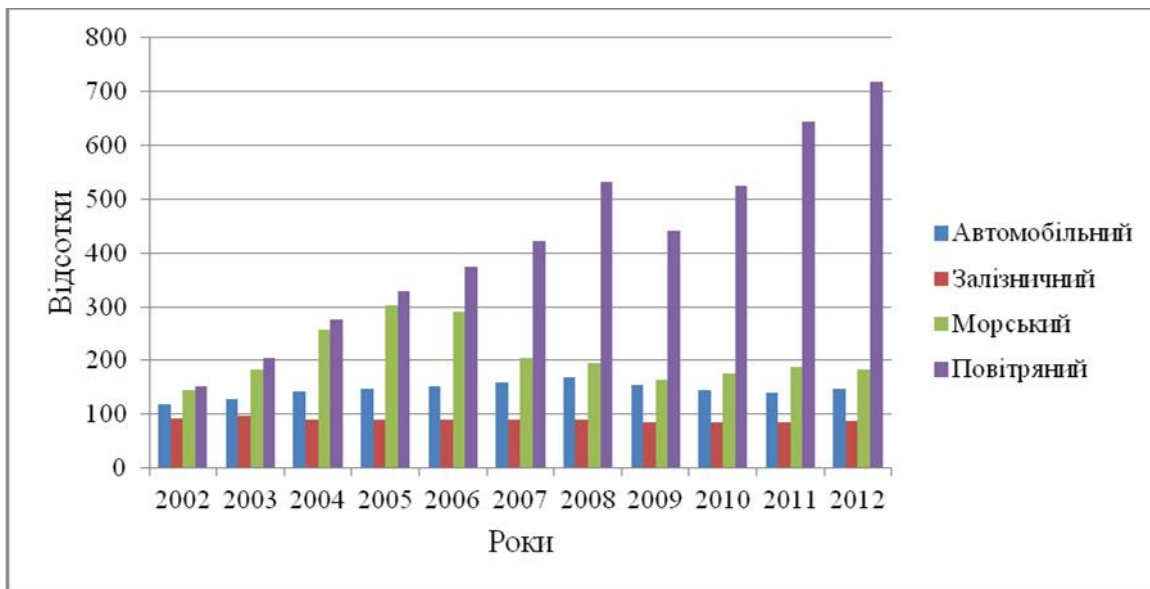
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. 1.

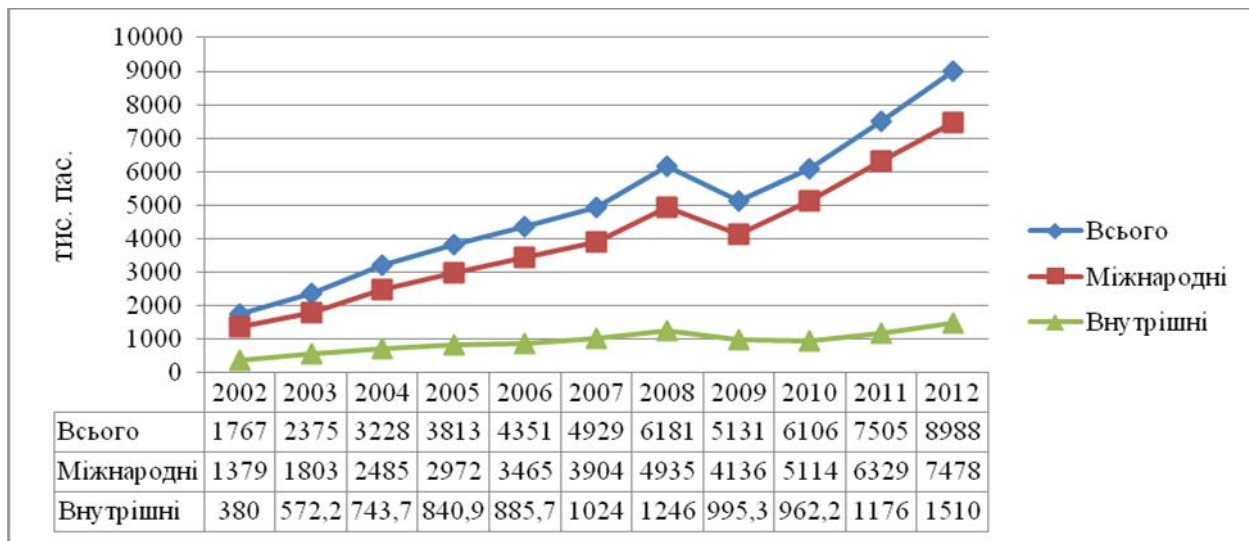


. 1. – , % [5]

2012
 7.5 . . – 22,8% , 2011 (. 2). ,
 (,)
 9,6 11,6 . ., 21,5 %.
 International Air Transport Association (IATA), 13%, –

18,3%, – 16,1%, – 3,2 %.
 : – 10,3%, – 4,4%, – 10,9%,
 – 8,6%, – 2,3% [6].

[8].



. 2. –

[6]

2012

2002

6099

1308

2008-2009

, 2009

16,2%,

– 20,2%,

17,1%

2008

2010

18,5 % [6].

« », « »
 », « » .
 46 8
 [4, . 72].

, ,
 , . (. 1).

1.

[5]

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
(.)	225810	267334	345113	441452	544153	720731	948056	913345	1082569	1316600	1509442
(.)	157996	185073	215672	274241	381404	472061	623289	845641	894286	1101175	1214563
(.)	4923	5429	5987	6423	7105	7791	8103	7840	10172	11031	12756
'	1767	2375	3228	3813	4351	4929	6181	5131	6106	7505	8988

. 2.

2.

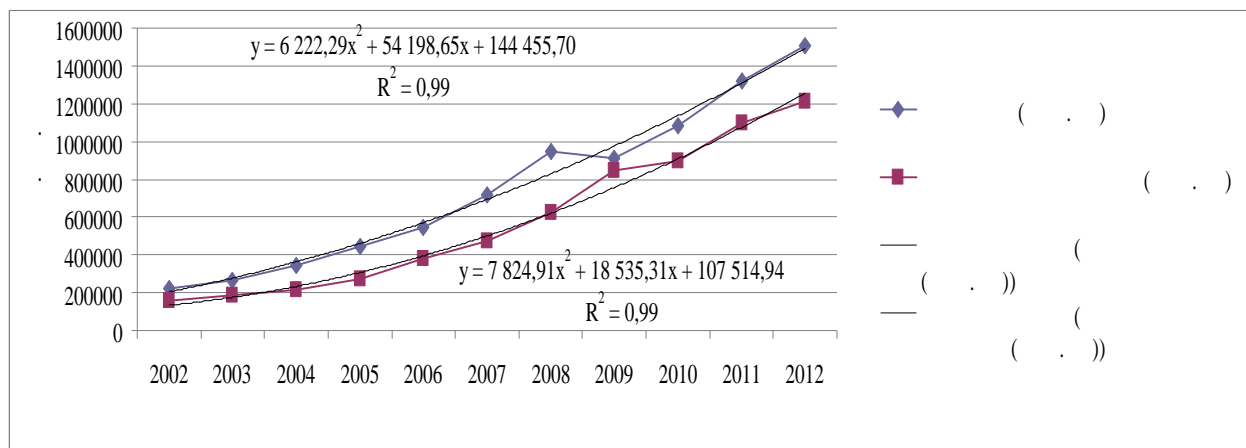
	0,9434
	0,9826
	0,9738

0,9–1,

(. 3)

2013-2015

(. 3).



. 3. –

3.

2013-2015

			2013	2014	2015
(.)	$y = 6\,222,29x^2 + 54\,198,65x + 144\,455,70$	0,99	1690851	1900608	2122808
(.)	$y = 7\,824,91x^2 + 18\,535,31x + 107\,514,94$	0,99	1456721	1670878	1900685

2013

3% [8].

559 . 6. [] – :
 http://mtu.gov.ua 7. / . . // :
 . - .: , 2008. – 347 . 8.
 2020 : 5
 2008 . 506_ [] . – : http://zakon.rada.gov.ua/cgi-bin/
 laws/main.cgi?nreg=506-2008-%F0

20.04.2013

: 338.48

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 / . . // « ». :
 - : « ». – 2013. –
 24(997). – . 121–129. – .: 8 .
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 2015 .
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The article studies the main factors influencing the number of air transportations in Ukraine, analysis the size, structure and dynamics of passenger air transportations, compares the capacity of tourism market, the size of GDP and incomes of the population. The forecast of the situation in aviation market services to 2015 was made on the basis of analysis.

Keywords: market development, tourism, travel services, air freight.

351.85 : 379.851

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