

## ANALYSIS OF THE IMPACT OF COGNITIVE BARRIERS ON THE PROTECTION OF INTERNATIONAL INTELLECTUAL PROPERTY RIGHTS OF SCIENTIFIC RESEARCHERS IN COLLEGES AND UNIVERSITIES

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**Background:** As a psychological disease, cognitive impairment develops from the perspective of psychological disease. In essence, cognitive impairment can be attributed to a kind of neurocognitive impairment, which is mainly manifested in many levels of psychological disorders, such as thinking, perception, memory, learning and so on. In the field of medicine, cognitive impairment mainly includes six kinds: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment developed further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. This disease can be divided into congenital and postnatal. The main congenital factor is autism, such as growth retardation. Acquired factors mainly include HIV, prion disease, Parkinson's disease, traumatic brain injury, Alzheimer's disease and so on. According to the different types of psychological cognitive impairment, it can be divided into three types: mental disorder, mild neurocognitive impairment and severe neurocognitive impairment. However, as a mental disease, cognitive impairment does not have more significant external manifestations than the traditional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is the concept of maladaptation caused by maladaptive cognition, and its clinical manifestations are more recessive. Moreover, because the function of the brain is complex, different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect may lead to cognitive abnormalities in another or more aspects (for example, if the patient has defects in attention and memory, there will be obstacles to solving the problem). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. For patients with cognitive impairment with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorders, symptomatic treatment can be carried out according to their condition. In addition, according to the etiology and pathogenesis of cognitive impairment, different neuroprotective agents can be used, such as brain circulation improvers, energy metabolism activators, neurotransmitters and nerve growth factor protectors, calcium antagonists, glutamate receptor antagonists, antioxidants, glial cell regulators and non-steroidal anti-inflammatory agents, which are widely used in the treatment of cognitive impairment caused by different diseases. In short, there is no unified diagnosis and treatment plan and method for patients with cognitive impairment at this stage. We should actively explore new ideas and directions for the treatment of patients with cognitive impairment.

Intellectual property is generally divided into industrial property and copyright. International intellectual property protection refers to the establishment and protection of bilateral or multilateral interstate protection systems for all kinds of intellectual property rights based on the principles of national treatment, most favored nation treatment, transparency, independent protection, automatic protection and priority. International intellectual property protection refers to the worldwide legal protection of intellectual property. Without joining relevant international treaties or signing relevant bilateral agreements, a country's intellectual property rights can only be protected in its own country. If the property right holder wants to get the legal protection of other countries, he needs to apply to other countries again. On the issue of international protection of intellectual property rights: (1) Improve the protection measures for foreign intellectual property rights. The more detailed the technology is, the more beneficial it is to China. (2) In terms of the degree of protection, it is suggested to keep a distance on the basis of ensuring the effective protection of intellectual property rights according to the importance to China's economic development and the maturity of Chinese enterprises' production conditions. (3) For foreign high-tech product patents, the scope and duration of protection should be reduced.

**Objective:** Aiming at the problem of cognitive impairment of researchers, this paper constructs an intervention model of international intellectual property protection based on psychological analysis, in order to study the impact of international intellectual property protection on researchers and technicians with cognitive impairment in colleges and universities.

**Subjects and methods:** 200 scientific researchers and technicians were randomly divided into control group and experimental group, with 100 in each group. Combined with Montreal Cognitive Assessment Scale

(MoCA), the cognitive impairment status of scientific researchers and technicians was measured. The control group adopted the routine intervention mode, and the experimental group adopted the international intellectual property protection intervention mode based on psychological analysis. The intervention lasted for 3 months. The improvement of cognitive impairment of the two groups after 3 months of intervention was compared.

**Methods:** Use Excel software to complete data analysis.

**Results:** Table 1 shows the improvement of cognitive impairment of the two groups of scientific and technical personnel. It can be seen from Table 1 that compared with the control group, the experimental group of the international intellectual property protection intervention model based on psychological analysis has a better effect on improving the psychological cognitive impairment of scientific research and technical personnel, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of cognitive impairment of scientific and technical personnel in the two groups ( $n=200$ )

Factor	Control group ( $n=100$ )	Experience group ( $n=100$ )	<i>P</i>
Executive ability	2.54±0.55	4.39±0.43	0.00
Naming ability	2.36±0.41	4.45±0.56	0.00
Attention	2.69±0.59	4.66±0.61	0.00
language ability	2.47±0.43	4.52±0.60	0.00
Abstract ability	2.54±0.55	4.39±0.43	0.00
Delayed recall	2.36±0.41	4.45±0.56	0.00
Orientation ability	2.69±0.59	4.66±0.61	0.00

**Conclusions:** The intervention model of international intellectual property protection based on psychological analysis can significantly improve the cognitive impairment of scientific research and technical personnel, and then has important value and significance for scientific research and technical personnel to form correct cognitive concepts.

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## RESEARCH ON THE IMPACT OF CULTURAL AND CREATIVE PRODUCT DESIGN TEACHING ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF MULTICULTURALISM

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**Background:** The theoretical basis of this study includes positive psychology and positive personality traits. Positive psychology is a subject that emphasizes research to make life more valuable and meaningful. Positive psychology is characterized by the word "positive". It believes that the advantages, advantages and disadvantages of individual life objectively exist in individuals. Psychology should not only pay attention to psychological problems and mental diseases, but also pay attention to the real advantages and virtues of individuals. Therefore, positive psychology mainly focuses on three related topics: first, positive subjective experience, mainly including positive emotional experience, such as subjective well-being, pleasure, gratitude and achievement. Second, positive personality traits, that is, the inherent personality power of individuals, including personality power, talent, interest and life value. Third, positive social relations and social systems, happy families, effective schools, well-connected communities, etc. The theoretical basis of positive psychology's attention to these three fields is that positive social relations can promote the embodiment of the development of positive personality traits, and then promote the generation of individual positive emotional experience. Positive personality is not only the basis of positive psychology, but also the research direction of personality psychology. Positive psychology holds that positive personality is intrinsic, practical, potential and constructive. This is an inherent virtue and advantage. It is a personality characteristic formed through acquired cultivation. With the development of positive psychology, more and