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# Loans Secured by Republican Brands from a Regional Banking Syndicate\*

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## ABSTRACT

**The subject** of the study is loans secured by republican brands from the regional banking syndicate of the Republic of Tatarstan. **The object** of the study is regional banks and key companies of the Republic of Tatarstan. **The relevance** of the study is due to the need to introduce promising types of loans, increase interest income and increase the competitiveness of regional banks; providing opportunities for regional companies to raise funds to finance their activities. **The goal** is to determine the possibility of granting syndicated loans secured by republican brands to the regional banking syndicate of Tatarstan. **Information base** – official data of the Bank of Russia, Rospatent, companies and banks. **Methods** of sampling, grouping, analysis, comparison, analogy, synthesis, generalization are used. **The results** are as follows. The concentration of functioning regional banks in the federal districts was determined as of December 20, 2021. As of October 1, 2021, an analysis of key indicators of banks registered in Tatarstan was carried out. The characteristics of transactions of pledge of exclusive rights to objects of intellectual property (IP on OIP) in Tatarstan for 2014–2021 are presented (pledgers, pledgees, the number and types of OIP pledged, the duration of each of the pledge agreements, the number and date of official state registration, the number of contracts). **It can be concluded** that the banks of Tatarstan have the opportunity to provide local companies with syndicated loans. **Recommendations** were given: 1) it was proposed to merge local banks of Tatarstan into a regional banking syndicate to provide syndicated loans against various types of collateral, including intellectual assets owned by leading companies in Tatarstan; 2) consider the possibility of using popular brands of companies operating in Tatarstan as collateral. A list of companies and their brands has been compiled, and characteristics of corporate brands have been given. The list of brands that can be pledged also includes the republican brands “Heritage of Tatarstan” and “Visit Tatarstan”; 3) the expected positive results of interaction for all participants of the regional banking syndicate are determined. **Directions of research:** assessment of the possibility of attracting banks from other Russian regions for interaction.

**Keywords:** Republic of Tatarstan; bank; syndicate; syndicated loan; pledge; intellectual property; exclusive right; brand; budget

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## INTRODUCTION

The scientific problem of the study is determined, on the one hand, by the difficulties of the development of syndicated lending in Russian banking practice due to the disparities in the level of development of regional and federal banks; on the other hand, the significant decrease of foreign funding for Russian regional banks and regional companies in the severe conditions of economic sanctions by a number of States in relation to Russia, the accompanying difficulty.<sup>1</sup>

By the agreement of a syndicated credit (loan), several creditors undertake to provide in agreement with each other or to provide the borrower with funds in the amount and periods stipulated by the contract for each creditor, and the borrower undertakes to return to the creditors the funds received from them, to pay interest for the use of funds, as well as other payments, if the obligation to pay them is provided by the contract.<sup>2</sup>

The definition of the concept of “syndicated credit” is also given in the Decree of the Government of the Russian Federation No. 158 from 15.02.2018 “On the project “Financing Factory Programme”.”<sup>3</sup>

In December 2020, the Federal Law No. 486 from 31.12.2017 “On syndicated credit (loan) and amendments to certain legislative acts of the Russian Federation” was amended to promote the development of Russian practice of syndicate credit (actions of creditors in the situation of bankruptcy of the borrower, improvement of the practice of working with collateral, funded sub-transactions).<sup>4</sup>

Factors of increased attention to syndicated loans: participating banks receive (and retain) a large company as a borrower, form interest income; the company quickly and on agreed terms receives the necessary funding in large amounts. Parties can also generate additional preferences.

Questions of competent organization of syndicated lending (taking into account the arguments and problems indicated above) are, of course, important for ensuring the effective operation of the regional banks.

Taking into account the Russian Federation Government and the Bank of Russia’s focus on the development of innovative technologies, strengthening of regional banking systems, further progress of the Republic of Tatarstan as one of the key Russian regions, the feasibility of the study is obvious, as the ability to provide funding for large local companies through syndicated lending is determined precisely from the regional bank syndicate.

The problems of banking syndicates and syndicated lending are examined by foreign authors [1–3]. Note that the above-mentioned authors represent foreign experience that does not take into account the reality of our country.

In modern Russian literature qualitatively and from different sides are presented various components of syndicated lending.

A number of dissertation studies by Russian scientists are devoted to various aspects of syndicated lending [4–5].

From Russian publications we will pay attention to papers [6–11]. It should be noted that the issues of the creation and functioning of the regional banking syndicate were not investigated in these papers. The exception is the study of O.F. Maslenkova [12], in which the author, noting the importance and feasibility of the creation of a regional banking syndicate, considers such aspects of its activities as the technology of creation, credit procedures, utility of merging (based on calculations). The prospective direction of the development of syndicated lending considers the entry into the

<sup>1</sup> Trade unions demand intervention of the Central Bank. URL: <https://www.rbc.ru/newspaper/2022/03/09/6223ab239a794731606ce0c4> (accessed on 15.07.2022).

<sup>2</sup> Federal Law No. 486 from 31.12.2017 “On syndicated credit (loan) and amendments to certain legislative acts of the Russian Federation”, Art. 2.

<sup>3</sup> Decree of the Government of the Russian Federation No. 158 from 15.02.2018 “On the Project “Financing Factory Programme”.”

<sup>4</sup> Federal Law No. 447 from 22.12.2020 “On amendments to the Federal Law “On syndicated credit (lend) and amendment of certain legislative acts of the Russian Federation” and certain legal acts”.

market of the leading regional banks and the largest regional borrowers also A. A. Tarasov [13]. The current situation and prospects of the practice of syndicated lending in Russia experts consider positive.<sup>5</sup>

## RESULTS OF THE STUDY

A syndicated loan from the banking syndicate is a viable method of funding activities of businesses. In Russian banking practice, pledge — is the key assurance of debt obligations of borrowers. The object of the security may be exclusive rights to the results of intellectual activity and means of individualization (intellectual property).

For the development of the activities of the regional banking syndicate of the Republic of Tatarstan, we will pay attention to the possibility of using as collateral exclusive rights to objects of intellectual property (hereinafter — OIP) (including corporate brands) belonging to companies of Tatarstan (both independent collateral property and complementary to the traditional).

The analysis of the dynamics of the presence of regional banks in eight federal districts (by region: area, republic, land) carried out by the author on the basis of official data of the Bank of Russia as at 20.12.2021 showed that the Republic of Tatarstan is in the third place among the Russian regions in terms of the number of operating regional Banks (13); more banks with local registration are located only in Moscow (166) and St. Petersburg (19).

Key indicators of commercial banks registered in the Republic of Tatarstan for the period 2019–01.10.2021 are presented in *Table 1* (the list of banks is formed taking into account the value of the currency of the balance sheet).

The dynamics of total own capital (the main indicator in this case) is positive (steadily increasing); the amount of total

equity unambiguously allows regional banks of Tatarstan when merging into a syndicate to issue syndicated loans (*Table 1*).

There is no doubt in the sustained demand for syndicated loans offered by the future regional banking syndicate of the Republic of Tatarstan, given that successful companies of federal and regional importance, interested in obtaining loans in large sizes, are operating in Tatarstan. First of all, these are companies included in the list of the largest Russian enterprises according to the ranking of RBC “The 500 largest companies of Russia by revenue for 2020”<sup>6</sup>:

1. PJSC “Tatneft” (Almetyevsk, oil and gas production, No. 14).
2. JSC “TAIF-NC” (Nizhnekamsk; oil refinery, gasoline plant, Heavy Residue Conversion Complex, No. 69).
3. PJSC “KAMAZ” (Naberezhnye Chelny, production of heavy vehicles, No. 78).
4. PJSC “Nizhnekamskneftekhim” (Nizhnekamsk, rubber and plastic production, No. 84).
5. PJSC “Kazanorgsintez” (Kazan, polymer production, No. 189).
6. JSC “Tatenergosbyt” (Kazan, production and distribution of thermal and electrical energy in the territory of Tatarstan, No. 199).
7. JSC “Nefis cosmetics” (Kazan, production of household chemicals and cosmetic products, No. 241).
8. JSC “TATENERGO” (Kazan, production of electric and thermal energy, No. 276).
9. Bank “AK Bars” (Kazan, No. 302).
10. JSC “Alkotorg” (Kazan, exclusive distributor of production of JSC “Tatspiritprom” in the Russian Federation, No. 313).
11. “DK Rus” (Naberezhnye Chelny, production and sale of cars, No. 336).
12. JSC “TGK-16” (Kazan, electric power production, No. 373).
13. Holding “Tagras” (Almetyevsk, oil service group, providing a full range of services for companies of oil and gas industry, No. 450).

<sup>5</sup> XII Conference “Syndicated Lending in Russia and the CIS”. 07.10.2021. Moscow. URL: <http://cbonds-congress.com/events/639/materials/?l=1> (accessed on 15.07.2022).

<sup>6</sup> 500 largest Russian companies 2020. URL: <https://pro.rbc.ru/rbc500> (accessed on 15.07.2022).

Table 1

**Key Indicators of Commercial Banks Registered in the Republic of Tatarstan for 2019–01.10.2021,  
Billion Rubles**

No.	Bank	Balance currency			Equity capital			Financial result		
		2019	2020	01.10.2021	2019	2020	01.10.2021	2019	2020	01.10.2021
1	PJSC "AK BARS" BANK (Kazan)	561.15	594.03	639.17	73.16	72.73	78.45	5.08	-0.11	5,75
2	LLC Bank "Avers" (Kazan)	107.9	121.36	121.94	24.36	25.12	25.20	2.39	1.96	1,29
3	PJSC "AKIBANK" (Naberezhnye Chelny)	25.29	24.13	23.02	5.12	5.45	5.68	0.28	0.32	0,23
4	JSC "TATSOCBANK" (Kazan)	20.51	34.72	21.96	8.62	9.18	9.81	0.65	0.56	0,62
5	JSC "Energobank" (Kazan)	17.25	18.21	20.30	5.15	5.46	5.74	0.77	0.66	0,31
6	LLC "Bank Kazan" (Kazan)	13.15	12.62	12.64	1.78	1.82	1.85	0.10	0.035	0,05
7	JSC "Avtogradbank (Naberezhnye Chelny)	6.63	6.32	6.09	0.86	0.84	0.88	-0.03	-0.02	0,04
8	LLC "Kamsky Commercial Bank" (Naberezhnye Chelny)	3.95	4.01	3.68	0.81	0.72	0.80	-0.01	-0.03	0,01
9	"Bank Zarechye" (JSC) (Kazan)	2.94	4.52	3.07	1.22	1.22	1.14	0.02	0.004	-0,07
10	JSC "Investment Cooperative Bank" (Kazan)	2.22	2.46	2.23	0.39	0.37	0.24	0.01	-0.017	-0,14
11	LLC "ALTYNBANK" (Kazan)	1.44	1.78	1.74	0.51	0.71	0.73	-0.10	0.046	0,02
12	LLC "AvtoCreditBank" (Kazan)	1.70	2.82	2.62	0.51	0.55	0.59	0.03	0.04	0,03
13	LLC "Bank 131" (Kazan)	0.58	1.27	1.66	0.45	0.43	0.48	-0.04	-0.017	0,05
Total		764,7	828.25	860.12	122.9	124.6	131.59	9.15	3.43	8.19

Source: Compiled by the author according to Bank of Russia.

Table 2  
Characteristics of Transactions of Pledge of Exclusive Rights to Objects of Intellectual Property in the Republic of Tatarstan for 2014–2021

Pledgiver	Pledgholder	Number of contracts	Characteristics of the pledge agreement				Data on the state registration of the contract	
			Intellectual Property	Amount of Intellectual Property	Contract period	Data	No.	
1	2	3	4	5	6	7	8	
Inventions. Utility model. Industrial designs								
JSC "Kazan Synthetic Rubber Plant"	Bank "Yoshkar-Ola" (PJSC)	1	Invention	10	For up to 24.08.2018	08.11.2017	RD 0236414	
LLC "ZaryaD"	JSC "NPK "Chemical engineering", Moscow	1	Invention	1	For up to 01.07.2021	29.11.2019	RD 0317857	
LLC "InTechPlast"	JSC "AvtoGradbank"	1	Invention	1	For up to 10.05.2023	07.09.2020	RD 0340117	
LLC "Aidos-Medicine"	PJSC "AK BARS" BANK	1	Invention	3	For the period of validity of the patent on the Russian Federation	02.06.2020	RD 0333865	
			Utility model	9				
LLC "Airon"	PJSC "Sberbank of Russia"	1	Industrial design	3	For up to 11.11.2023	21.10.2020	RD 0344359	
			Utility model	1				
LLC "Aidos-Medicine"	PJSC "AK BARS" BANK	1	Invention	8	For up to 08.09.2026	11.02.2021	RD 0354587	
			Utility model	1				
			Industrial design	1				
Total I, UM, ID for 2014–2021		6		38				
Trademarks								
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	5	Until 20.09.2024	07.12.2015	RD 0187512	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	Until 20.09.2024	07.12.2015	RD 0187510	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	5	For up to 20.09.2024 inclusively	26.10.2017	RD 0235353	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021	06.09.2017	RD 0231152	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 20.09.2024 inclusively	26.10.2017	RD 0235352	
JSC "Kazan Synthetic Rubber Plant"	Bank "Yoshkar-Ola" (PJSC)	0	Trademarks	1	For up to 24.08.2018	08.11.2017	RD 0236414	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021	06.09.2017	RD 0231154	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	5	For up to 20.09.2024 inclusively	12.01.2018	RD 0241260	

Table 2 (continued)

Pledgiver	Pledgeholder	Number of contracts	Characteristics of the pledge agreement				Data on the state registration of the contract	
			Intellectual Property	Amount of Intellectual Property	Contract period	Data	No.	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2024 inclusively	12.01.2018	RD 0241261	(580)
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	5	For up to 28.11.2021 inclusive on the Russian Federation	09.02.2018	RD 0243596	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 28.11.2021 inclusive on the Russian Federation	09.02.2018	RD 0243597	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021	06.03.2018	RD 0245766	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021	06.03.2018	RD 0245765	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 28.11.2021	06.03.2018	RD 0245775	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 28.11.2021	06.03.2018	RD 0245774	
Individual entrepreneur	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021 inclusively	13.03.2018	RD 0246073	
JSC "Kazan fat plant"	PJSC "Sberbank of Russia"	1	Trademarks	1	For up to 09.10.2021	23.05.2018	RD 0252806	
Individual entrepreneur	LLC "RNGO", Moscow	1	Trademarks	303	For up to 31.12.2019	17.07.2019	RD 0301813	
LLC "ZaryaD"	JSC "NPK "Chemical engineering", Moscow	0	Trademarks	1	For up to 01.07.2021	29.11.2019	RD 0317857	
LLC "Airon"	PJSC "Sberbank of Russia"	1	Trademarks	7	For up to 11.11.2023.	22.10.2020	RD 0344459	
Individual	PJSC Bank "Financial Corporation Opening"	1	Trademarks	1	For up to 21.01.2022	03.03.2021	RD 0356652 RU № 607392	
LLC "Insurance adviser "Brokers"	Individual, Republic of Tatarstan	1	Trademarks	1	Until the pledgiver's obligations under the Basic Treaty are properly fulfilled	31.05.2021	RD 0364980	
LLC "TathimPlast"	JSC "Russian Bank for Support of Small and Medium Business"	1	Trademarks	1	For up to 24.05.2023	08.08.2021	RD 0371167	
Individual entrepreneur	"Gazprombank" (JSC)	1	Trademarks	304	For up to 31.12.2035 inclusively	15.02.2021	RD 0354986	
<b>Total transactions for 2014–2021</b>		<b>22</b>		<b>651</b>				
<b>Total RIA (I, UM, ID) and transactions for 2014–2021</b>		<b>28</b>		<b>689</b>				

Source: Compiled by the author.



The largest are also other companies of Tatarstan.

Currently, in Russian banking practice<sup>7</sup> there are examples of lending under security of IE to OIPs of economic entities, which are mentioned by the authors [14–18]. In foreign practice such a pledge is known and popular for quite a long time from the theoretical [19, 20] and from the practical point of view.<sup>8</sup> Moreover, Maria Loumioti [21] says that 21% of syndicated loans issued in the US between 1996 and 2005 were secured by intangible assets.

The possibilities of practical application of such pledge can be judged by the example of PJSC “Tatneft”. According to Forbes,<sup>9</sup> by 2020, this company should invest 100 bln rubles to increase the annual output of ultra-binding oil to 2 mln tons (7,5% to the current annual production volume, at the moment this share is about 1%). To this end, the company has formed a package of its own technologies from more than 60 international patents. Exclusive rights of PJSC “Tatneft” on results of intellectual activity (hereinafter — RIA) and means of individualization (brands) may be the subject of collateral when obtaining a syndicated loan from a regional banking syndicate.

The presence in Tatarstan of popular corporate brands with excellent market value can be used for the benefit of companies-owners. Corporate brands and other OIPs owned by companies of Tatarstan may be used as security. Information on the largest corporate brands of Tatarstan (Tatneft, TAIF-NK, Kazan-orgsynthesis, AK-BARS, KAMAZ,

Bahetle, Maheev, Mr. Ricco, POZIS, Sorti, AOS, etc.) is given in the study [22, p. 356–359].

The author conducted a study of the practice of the pledge of exclusive rights to objects of intellectual property in Tatarstan for 2014–2021 on the subject of the existence of such practice (at least) and obtaining the parameters of such transactions (at a maximum). Characteristics of IE pledge transactions on OIP in the Republic of Tatarstan for 2014–2021 are presented in Table 2. Note that all pledgivers (Table 2, Column 1) are registered in the Republic of Tatarstan.

Dynamics of the IE pledge on RIA and trademarks in the Republic of Tatarstan is presented in Table 3.

It should be noted that in 2015 by individual entrepreneur from Tatarstan was deposited his owned trademarks in PJSC “Sberbank of Russia” (hereinafter also in 2017 and in 2018); in LLC “RNGO” (Moscow, in 2019) and in 2021 in “Gazprombank” (JSC). For the period 2014–2021, the first RIA pledge in Tatarstan in 2017 was carried out by Kazan synthetic rubber factory jointly with Bank “Yoshkar-Ola” (Republic of Mari El).

Transactions pledge IE on OIP with pledgivers registered in Tatarstan, in 2014–2021 was led: PJSC “Sberbank of Russia” (12 contracts, 31 OIP on pledge, types of OIP: utility models, industrial designs and trademarks); JSC “Russian Bank for Support of Small and Medium Enterprises” (one contract, one OIP on pledge, type of OIP: trademark); Bank “Gazprombank” (JSC) — one contract, 304 OIPs on pledge, type of OIP: is trademark; JSC Bank “Financial Corporation “Opening” (one contract, one OIP on pledge, type of OIP: is trademark).

As of 01.01.2022, two banks from 13 regional banks of Tatarstan have taken advantage of the experience of IE’s pledge on OIP: PJSC “AK BARS” BANK — two contracts (in 2020 and 2021; inventions, utility models and industrial designs on pledge); JSC

<sup>7</sup> Volodin A. Possibilities of business financing on pledge of intangible assets in 2021. URL: [https://vmo24.ru/news/vozmozhnosti\\_finansirovaniya\\_biznesa\\_pod\\_zalog\\_nematerialnykh\\_aktivov\\_v\\_2021\\_godu](https://vmo24.ru/news/vozmozhnosti_finansirovaniya_biznesa_pod_zalog_nematerialnykh_aktivov_v_2021_godu) (accessed on 15.07.2022).

<sup>8</sup> The Top 20 Patent Loan Lenders — BoA, JPMorgan Chase & Silicon Valley Bank Are the Most Active Dealmakers. URL: <https://www.inquartik.com/blog/the-top-20-patent-loan-lenders/> (accessed on 15.07.2022).

<sup>9</sup> 200 largest companies in Russia-2015. URL: <https://www.forbes.ru/forbes/issue/2015-10/300529-200-krupneishikh-kompanii-rossii> (accessed on 15.07.2022).

Table 3

**Dynamics of the Pledge of Exclusive Rights to the Results of Intellectual Activity and Trademarks  
by Pledgeholder and Pledgeholder Registered in the Republic of Tatarstan  
for 2014–2021, Units**

Indicators	2014	2015	2016	2017	2018	2019	2020	2021	Total for 2014–2021		Absolute deviation, 2021/2014
									Number	Share, %	
Individual entrepreneur pledge agreement on OIP											
1. RIA, total	0	0	0	1	0	1	3	1	6.0	21.4	1.0
1.1. Inventions	0	0	0	1	0	1	2	1	5.0	17.9	1.0
1.2. Utility models	0	0	0	0	0	0	1	0	1.0	3.6	0.0
1.3. Industrial designs	0	0	0	0	0	0	0	0	0.0	0.0	0.0
2. Trademarks	0	2	0	4	10	1	1	4	22.0	78.6	4.0
Total (p. 1 + p. 2)	0	2	0	5	10	2	4	5	28.0	100	5.0
Types of OIPs in pledge											
1. RIA, total, including	0	0	0	10	0	1	17	10	38.0	5.5	10.0
1.1. Inventions	0	0	0	10	0	1	4	8	23.0	3.3	8.0
1.2. Utility models	0	0	0	0	0	0	10	1	11.0	1.6	1.0
1.3. Industrial designs	0	0	0	0	0	0	3	1	4.0	0.6	1.0
2. Trademarks	0	6	0	9	18	304	7	307	651.0	94.5	307.0
Total (p. 1 + p. 2)	0	6	0	19	18	305	24	317	689.0	100	317.0

Source: Compiled by the author.

Note: 2017 – ten inventions and one trademark included in one pledge agreement; 2019 – one invention and one trademark included in one pledge agreement; 2020 – one pledge agreement includes three inventions, nine utility models; one contract includes one utility model and three industrial designs; 2021 – eight inventions, one utility model, one industrial design are included in one pledge agreement.



Table 4  
**Characteristics of Pledgegeber and Pledgeholder Registered in the Republic of Tatarstan, when Pledging Exclusive Rights to the Results of Intellectual Activity and Trademarks for 2014–2021, Units**

Category	Pledgegeber										Pledgeholder					
	2014	2015	2016	2017	2018	2019	2020	2021	un.	share, %	2014–2021	un.	share, %	ab. dev.	2021/2014	growth rate, share un.
	2014	2015	2016	2017	2018	2019	2020	2021	un.	share, %	2014–2021	un.	share, %	ab. dev.	2021/2014	growth rate, share un.
Regional banks of the Republic of Tatarstan (banks registered in the Republic of Tatarstan)	Participants in the transaction	0	0	0	0	0	0	0	0	0.00	0	0	0	0	1	-
	Executed pledge agreement	0	0	0	0	0	0	0	0	0.00	0	0	0	0	1	-
	OIP – objects of pledge	0	0	0	0	0	0	0	0	0.00	0	0	0	0	10	-
Russian banks registered outside the Republic of Tatarstan	Participants in the transaction	0	0	0	0	0	0	0	0	0.00	0	0	0	0	3	-
	Executed pledge agreement	0	0	0	0	0	0	0	0	0.00	0	0	0	0	3	-
	OIP – objects of pledge	0	0	0	0	0	0	0	0	0.00	0	0	0	0	306	-
Foreign banks and banking syndicates	Participants in the transaction	0	0	0	0	0	0	0	0	0.00	0	0	0	0	0	-
	Executed pledge agreement	0	0	0	0	0	0	0	0	0.00	0	0	0	0	0	-
	OIP – objects of pledge	0	0	0	0	0	0	0	0	0.00	0	0	0	0	0	-
Companies registered in the Republic of Tatarstan	Participants in the transaction	0	1	0	2	1	3	3	11	64.71	3	0	0.00	0	0	-
	Executed pledge agreement	0	1	0	3	5	4	3	17	60.71	3	0	0.00	0	0	-
	OIP – objects of pledge	0	1	0	13	5	24	12	57	8.27	12	0	0.00	0	0	-

Table 4 (continued)

Category	Pledgegiver										Pledgeholder												
	2014	2015	2016	2017	2018	2019	2020	2021	2014–2021		2021/2014 rr.		2014	2015	2016	2017	2018	2019	2020	2021	2014–2021		2021/2014 rate, share un.
									un.	share, %	ab. dev.	growth rate, share un.									un.	share, %	
Companies registered outside the Republic of Tatarstan	Participants in the transaction	0	0	0	0	0	0	0	0	0.00	0	-	0	0	0	0	0	0	2	14.29	0	-	
	Executed pledge agreement	0	0	0	0	0	0	0	0	0.00	0	-	0	0	0	0	0	2	7.14	0	-		
	OIP — objects of pledge	0	0	0	0	0	0	0	0	0.00	0	-	0	0	0	0	305	0	305	44.27	0	-	
Individual entrepreneurs registered in the Republic of Tatarstan	Participants in the transaction	0	1	0	1	1	0	1	5	29.41	1	-	0	0	0	0	0	0	0	0	0.00	-	
	Executed pledge agreement	0	1	0	2	5	1	0	10	35.71	1	-	0	0	0	0	0	0	0	0	0.00	-	
	OIP — objects of pledge	0	5	0	6	13	0	304	631	91.58	304	-	0	0	0	0	0	0	0	0	0.00	-	
Individuals- residents, registered in the Republic of Tatarstan	Participants in the transaction	0	0	0	0	0	0	1	1	5.88	1	-	0	0	0	0	0	0	1	7.14	1	-	
	Executed pledge agreement	0	0	0	0	0	0	1	1	3.57	1	-	0	0	0	0	0	1	1	3.57	1	-	
	OIP — objects of pledge	0	0	0	0	0	0	1	1	0.15	1	-	0	0	0	0	0	1	1	0.15	1	-	
Total	Participants in the transaction	0	2	0	3	2	2	3	5	100.00	5	-	0	1	0	2	1	2	3	5	14	100.00	-
	Executed pledge agreement	0	2	0	5	10	2	4	5	100.00	5	-	0	2	0	5	10	2	4	5	28	100.00	-
	OIP — objects of pledge	0	6	0	19	18	305	24	317	100.00	317	-	0	6	0	19	18	305	24	317	689	100.00	-

Source: Developed by the author.

“Avtogradbank” — one contract (at 2020, one invention on pledge).

This fact can be regarded as an additional positive argument in favor of PJSC “AK BARS” BANK when deciding on the issue of the bank-organizer for the future.

Thus, not only federal, but also banks from other regions use a similar pledge in work with clients from Tatarstan. Pledgivers of Tatarstan have experience of IE pledge on OIP and other pledgeholders.

Information on pledgivers and pledgeholders with IE pledge on OIP in Tatarstan for 2014–2021 is presented in *Table 4*.

The development of similar credit transactions in Tatarstan regional banks individually and through the regional banking syndicate (at least as a pilot project; at most — on a continuous basis with the development of this practice, including the use of high-end regional brands) seems reasonable and relevant given that Russian (including regional) companies have experience obtaining loans on OIP pledge directly in foreign banks [17, p. 38].

## CONCLUSION

The possibility of attracting a loan from the syndicate of regional banks of Tatarstan under security of IE on OIP will allow:

1. Local banks of the Republic of Tatarstan to expand credit expansion in conditions of limited resources; to diversify and minimize their risks; to improve the quality of credit portfolios; to form additional interest income and, therefore, to strengthen their own financial results; in the end to work effectively in a complex and competitive banking market.

2. To promote the development of republican regional enterprises and, as a result, of the Republic of Tatarstan by obtaining funding of the necessary amount.

3. Expand the range of pledge objects through the use of exclusive rights to intellectual property objects (including corporate brands of leading republican companies) as pledges when obtaining a syndicated loan from the regional banking syndicate of the Republic of Tatarstan.

4. The Government of the Republic of Tatarstan, if necessary, to use its exclusive rights to objects of intellectual property (including the republican brands “Tatarstan Heritage” and Visit Tatarstan) to attract the funds required in the circumstances of the deficit of the republic’s budget.

Note that according to the Law of the Republic of Tatarstan No. 86 from 25.11.2021 “On the budget of the Republic of Tatarstan for 2022 and the planned period 2023 and 2024” the budget deficit will be: in 2022–24 013 bln rubles; in 2023–21 617 bln rubles; in 2024–20 883 bln rubles.<sup>10</sup>

The activities of the regional banking syndicate to finance local businesses on their own IE on OIP (including corporate brands) will enable the improvement of the competitiveness of local businesses and banks, as well as the Republic of Tatarstan’s whole banking system. In order to increase competitiveness and ensure territorial expansion, the regional banking union of Tatarstan may be offered to join local banks from neighboring regions.

<sup>10</sup> Budget revenues of Tatarstan in 2022, 2023, 2024. URL: <https://minfin.tatarstan.ru/2022.htm> (accessed on 15.07.2022).

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