

**SKILLS FRAMEWORK FOR INTELLECTUAL PROPERTY  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Intellectual Property Management					
<b>TSC Title</b>	Intellectual Property Commercialisation and Exploitation					
<b>TSC Description</b>	Develop and execute intellectual property marketing and/or exploitation strategies					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
				<b>INP-IPR-4004-1.1</b>	<b>INP-IPR-5004-1.1</b>	<b>INP-IPR-6004-1.1</b>
				Assess intellectual property (IP) exploitation strategies and implement IP commercialisation plans	Formulate, communicate and review intellectual property (IP) exploitation strategies	Evaluate the organisation's internal and external intellectual property (IP) situation to formulate IP implementation plans
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>• Organisation's IP strategies, objectives, goods and services</li> <li>• Types of IP, IP protection and IP commercialisation</li> <li>• IP issues related to commercialisation</li> <li>• Stages in the IP lifecycle</li> <li>• Components of IP commercialisation plans</li> <li>• Considerations when assessing and implementing IP commercialisation plans</li> <li>• Importance of IP commercialisation plans</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's IP strategies, IP exploitation strategies, objectives, goods and services</li> <li>• Types of IP, importance of IP management and IP life cycle</li> <li>• Importance, benefits and risks of exploiting IP</li> <li>• Objectives and importance of IP exploitation</li> <li>• Types of IP exploitation strategies and issues</li> <li>• Issues relevant to IP exploitation</li> <li>• Critical success factors of IP exploitation</li> <li>• Key Performance Indicators (KPIs) to measure the effectiveness of IP exploitation strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's IP strategies, IP exploitation strategies, objectives, goods and services</li> <li>• Types of IP, IP protection and IP exploitation</li> <li>• Components of IP implementation plans</li> <li>• Legal issues to consider when formulating IP implementation plans</li> <li>• Key Performance Indicators (KPIs) of IP implementation plans</li> <li>• Critical success factors of IP implementation plans</li> </ul>
<b>Abilities</b>				<ul style="list-style-type: none"> <li>• Conduct environmental scans to evaluate pros and cons of IP commercialisation strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the organisation's IP assets to identify means to enhance overall business value</li> <li>• Formulate IP exploitation strategies and objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the organisation's portfolio of IP assets to determine the risks of commercialising IP assets</li> </ul>

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				<ul style="list-style-type: none"> <li>• Quantify value-add through IP commercialisation plans</li> <li>• Translate IP commercialisation objectives to IP commercialisation plans</li> <li>• Develop metrics to determine the effectiveness of IP commercialisation plans</li> <li>• Analyse potential partners in IP commercialisation plans</li> </ul>	<p>to support the organisation's IP strategies and objectives</p> <ul style="list-style-type: none"> <li>• Communicate IP exploitation strategies to seek endorsement from management and support from stakeholders</li> <li>• Review IP exploitation strategies to ensure their effectiveness in achieving the organisation's IP exploitation objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct market studies and identify target markets, growth potential and key market participants</li> <li>• Conduct market and competitive analysis</li> <li>• Identify prospective licensees, buyers and other customers for the organisation's IP</li> <li>• Estimate financial return from IP assets</li> <li>• Formulate IP implementation plans to support the organisation's IP exploitation strategies</li> <li>• Manage IP implementation plans to ensure their impact on the organisation's performance</li> <li>• Adapt IP implementation plans based on changes in IP exploitation strategies, internal and external IP situation and business landscape</li> <li>• Assess effectiveness of IP implementation plans against KPIs</li> </ul>
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