

**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 Strategy					
<b>TSC Description</b>	Define and evaluate the organisation's intellectual property-related strategies and portfolios					
<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-5012-1.1</b>	<b>INP-IPR-6012-1.1</b>
					Evaluate the organisation's intellectual property (IP) portfolios to ascertain how branding can support the organisation's IP exploitation strategies to increase overall economic value	Define intellectual property (IP)-related business opportunities, determine positioning and pricing of the organisation's IP and supporting plans to market IP
<b>Knowledge</b>					<ul style="list-style-type: none"> <li>• Business environment and trends related to IP</li> <li>• Importance of IP and its role in building value of the organisation</li> <li>• Objectives and purposes of IP management</li> <li>• Organisation's IP needs</li> <li>• Sources of information for latest IP developments and trends</li> <li>• Stages in the IP lifecycle</li> <li>• IP-related legislation and guidelines</li> <li>• Types of IP exploitation strategies in relation to branding</li> </ul>	<ul style="list-style-type: none"> <li>• Rationale of defining IP-related business opportunities</li> <li>• Considerations when identifying business opportunities</li> <li>• Factors to consider when determining feasibility of IP-related business opportunities</li> <li>• Objectives of IP marketing strategies</li> <li>• Key considerations around pricing</li> <li>• Relevant methods to segment markets</li> <li>• Relevant valuation methodologies</li> <li>• Key considerations in marketing IP</li> <li>• Recent trends and developments in IP-related business opportunities</li> <li>• Components of marketing plans, positioning strategies and pricing strategies</li> </ul>

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<p><b>Abilities</b></p>					<ul style="list-style-type: none"> <li>• Evaluate results of IP audit to identify ways IP assets can be used to support the organisation's brand</li> <li>• Review the organisation's IP portfolio to determine the adequacy of IP coverage across product lines and jurisdictions</li> <li>• Analyse how IP in branding can support the organisation's IP exploitation strategies</li> <li>• Formulate strategies to incorporate IP objectives in branding for stakeholder endorsement</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the organisation's IP to identify potential IP-related business opportunities</li> <li>• Assess IP marketing strategies to ascertain which strategies best support the organisation</li> <li>• Evaluate markets to determine feasibility of business opportunities</li> <li>• Determine positioning and pricing of the organisation's IP to support the organisation's exploitation strategies</li> <li>• Endorse plans to market IP to fulfil the organisation's IP strategies and objectives</li> </ul>
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