

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

TSC Category	Corporate Governance and Policies					
TSC	Intellectual Property Management					
TSC Description	Evaluate, determine and implement organisational intellectual property rights to mitigate potential infringement					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-CGP-2003-1.1	RET-CGP-3003-1.1	RET-CGP-4003-1.1	RET-CGP-5003-1.1	RET-CGP-6003-1.1
		Conduct intellectual property processes and policies	Provide insights to management where potential infringement may occur to support execution of corrective measures.	Monitor and review intellectual property management strategies, policies and procedures, and manage infringement of organisation's intellectual property rights	Establish organisation's intellectual property rights and manage the implementation of intellectual property policies and tactics	Develop frameworks for the identification, protection and use of intellectual property and oversee potential infringement of organisation's intellectual property rights
Knowledge		<ul style="list-style-type: none"> • Definition of intellectual property • Types of intellectual property • Importance of intellectual property to organisation • Photographic images and/or images and visuals usage based on intellectual property ownership • Copywriting methods 	<ul style="list-style-type: none"> • Definition of intellectual property • Types of intellectual property • Importance of intellectual property to organisation • Objectives of monitoring intellectual property infringements • Relevant legislation and regulations relating to intellectual property • Photographic images and/or images and visuals usage based on intellectual property ownership • Copywriting methods 	<ul style="list-style-type: none"> • Definition of intellectual property • Types of intellectual property • Importance of intellectual property to organisation • Objectives of monitoring intellectual property infringements • Relevant legislation and regulations relating to intellectual property 	<ul style="list-style-type: none"> • Objectives of intellectual property management • Organisation's intellectual property needs • Organisational policy frameworks • Stages in the intellectual property life cycle • Resources and tools to support intellectual property management • Relevant legislation and regulations relating to intellectual property 	<ul style="list-style-type: none"> • Objectives of intellectual property management • Scope of intellectual property policies • Issues relating to the development of intellectual property management strategies • Factors in evaluating business significance of intellectual property • Stages in the intellectual property life cycle • Critical success factors of intellectual property management strategies
Abilities		<ul style="list-style-type: none"> • Identify and report intellectual property infringements in accordance with organisational procedures • Conduct applicable intellectual property processes to support organisation's intellectual property objectives • Support intellectual property management and intellectual property policies implementation 	<ul style="list-style-type: none"> • Identify and report intellectual property infringements in accordance with organisational procedures for follow-up action • Identify ways to improve one's work practices in implementing applicable intellectual property processes to enhance productivity • Adhere to organisational and professional code of conduct, values and ethics when participating in and supporting 	<ul style="list-style-type: none"> • Develop intellectual property processes to contribute to intellectual property management • Review or develop organisational strategies, policies and procedures for protection, management and use of intellectual property • Manage and contribute to the development and implementation of organisation's intellectual property commercialisation 	<ul style="list-style-type: none"> • Promote a culture of compliance and respect for intellectual property rights • Determine organisation's assets, their value and when they are created or procured • Establish organisation's intellectual property rights and options for protection • Diagnose costs, benefits and risks of protecting intellectual property and potential for business growth through 	<ul style="list-style-type: none"> • Evaluate how intellectual property supports and impacts organisational strategies and objectives to understand business significance of intellectual property • Drive development of intellectual property management strategies and objectives to ensure alignment with organisational strategies and objectives • Evaluate implications of intellectual property management strategies

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			<p>intellectual property processes to ensure compliance to relevant legislation and regulations</p>	<ul style="list-style-type: none"> • Evaluate and address intellectual property infringements in accordance with organisational procedures • Evaluate costs, benefits and risks of protecting intellectual property and potential for business growth through organisation's intellectual property • Supervise intellectual property processes to ensure timely completion • Champion intellectual property processes within business units to generate awareness of the importance of intellectual property 	<p>organisation's intellectual property</p> <ul style="list-style-type: none"> • Implement intellectual property policies and tactics • Evaluate and refine intellectual property policies and tactics to ensure effectiveness 	<p>and objectives for endorsement purposes</p> <ul style="list-style-type: none"> • Analyse business environment impact on intellectual property management to discern potential changes to intellectual property management strategies • Adapt intellectual property management strategies based on business environment to optimise business impact of intellectual property • Drive organisational awareness of the importance and value of intellectual property among employees to ensure buy-in and support for intellectual property strategies and objectives
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