

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Management					
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 TOU-CGP-3008-1.1	Level 4 TOU-CGP-4008-1.1-1	Level 5 TOU-CGP-5008-1.1-1	Level 6
			Provide insights to management where potential infringement may occur to support execution of corrective measures	Develop 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	
Knowledge			<ul style="list-style-type: none"> • Definition of intellectual property • Types of intellectual property • Importance of intellectual property to organisations • 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"> • Objectives of maintaining intellectual property • Procedures to manage intellectual property infringements • Strategies to manage 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 	
Abilities			<ul style="list-style-type: none"> • Identify and report intellectual property infringements in accordance with organisational procedures for follow-up actions • Identify ways to improve one's work practices in 	<ul style="list-style-type: none"> • Develop intellectual property processes to contribute to intellectual property management • Develop organisational strategies, policies and procedures for protection, management and use of intellectual property 	<ul style="list-style-type: none"> • Establish organisation's intellectual property processes to contribute to intellectual property management • Review organisational strategies, policies and procedures for protection, 	

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			<p>implementing applicable intellectual property processes to enhance productivity</p> <ul style="list-style-type: none"> • Adhere to organisational and professional code of conduct, values and ethics when participating in and supporting intellectual property processes to ensure compliance to relevant legislation and regulations 	<ul style="list-style-type: none"> • Manage and contribute to the development and implementation of organisation's intellectual property commercialisation • 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>management and use of intellectual property</p> <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 organisation's intellectual property • Implement intellectual property policies and tactics • Evaluate and refine intellectual property policies and tactics to ensure effectiveness 	
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