<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Intellectual Property Management</th>
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<tbody>
<tr>
<td>TSC Title</td>
<td>Intellectual Property Commercialisation and Exploitation</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Develop and execute intellectual property marketing and/or exploitation strategies</td>
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### TSC Proficiency Description

<table>
<thead>
<tr>
<th>TSC Proficiency</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>INP-IPR-4004-1.1</td>
<td>INP-IPR-5004-1.1</td>
<td>INP-IPR-6004-1.1</td>
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- **Level 1**: Assess intellectual property (IP) exploitation strategies and implement IP commercialisation plans.
- **Level 2**: Formulate, communicate and review intellectual property (IP) exploitation strategies.
- **Level 3**: Evaluate the organisation’s internal and external intellectual property (IP) situation to formulate IP implementation plans.
- **Level 4**: Assess the organisation’s portfolio of IP assets to determine the risks of commercialising IP assets.
- **Level 5**: Evaluate the organisation’s IP commercialisation plans, objectives, goods and services.
- **Level 6**: Organise the IP exploitation strategies, objectives, goods and services.

### Knowledge

- Organisation’s IP strategies, objectives, goods and services
- Types of IP, IP protection and IP commercialisation
- IP issues related to commercialisation
- Stages in the IP lifecycle
- Components of IP commercialisation plans
- Considerations when assessing and implementing IP commercialisation plans
- Importance of IP commercialisation plans
- Organisation’s IP strategies, exploitation strategies, objectives, goods and services
- Types of IP, importance of IP management and IP lifecycle
- Importance, benefits and risks of exploiting IP
- Objectives and importance of IP exploitation
- Types of IP exploitation strategies and issues
- Issues relevant to IP exploitation
- Critical success factors of IP exploitation
- Key Performance Indicators (KPIs) to measure the effectiveness of IP exploitation strategies
- Legal issues to consider when formulating IP implementation plans
- Components of IP implementation plans
- Critical success factors of IP implementation plans

### Abilities

- Conduct environmental scans to evaluate pros and cons of IP commercialisation strategies
- Evaluate the organisation’s IP assets to identify means to enhance overall business value
- Formulate IP exploitation strategies and objectives
- Assess the organisation’s portfolio of IP assets to determine the risks of commercialising IP assets
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<tr>
<th>SKILLS FRAMEWORK FOR INTELLECTUAL PROPERTY</th>
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<tr>
<td>TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT</td>
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**SKILLS FRAMEWORK FOR INTELLECTUAL PROPERTY**  
**TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

- Quantify value-add through IP commercialisation plans
- Translate IP commercialisation objectives to IP commercialisation plans
- Develop metrics to determine the effectiveness of IP commercialisation plans
- Analyse potential partners in IP commercialisation plans

- Communicate IP exploitation strategies to seek endorsement from management and support from stakeholders
- Review IP exploitation strategies to ensure their effectiveness in achieving the organisation’s IP exploitation objectives

- Conduct market studies and identify target markets, growth potential and key market participants
- Conduct market and competitive analysis
- Identify prospective licensees, buyers and other customers for the organisation’s IP
- Estimate financial return from IP assets
- Formulate IP implementation plans to support the organisation’s IP exploitation strategies
- Manage IP implementation plans to ensure their impact on the organisation’s performance
- Adapt IP implementation plans based on changes in IP exploitation strategies, internal and external IP situation and business landscape
- Assess effectiveness of IP implementation plans against KPIs

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