## SKILLS FRAMEWORK FOR RETAIL

### TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Corporate Governance and Policies</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Intellectual Property Management</td>
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### TSC Description
Evaluate, determine and implement organisational intellectual property rights to mitigate potential infringement

### TSC Proficiency Description

<table>
<thead>
<tr>
<th>TSC Proficiency Description</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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<tr>
<td></td>
<td>RET-CGP-2003-1.1</td>
<td>RET-CGP-3003-1.1</td>
<td>RET-CGP-4003-1.1</td>
<td>RET-CGP-5003-1.1</td>
<td>RET-CGP-6003-1.1</td>
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**Knowledge**

- 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
- 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
- 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
- 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
- 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**

- 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
- 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
- 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
- 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
<table>
<thead>
<tr>
<th>intellectual property processes to ensure compliance to relevant legislation and regulations</th>
<th>organisation’s intellectual property management strategies to ensure effectiveness and objectives for endorsement purposes</th>
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<tbody>
<tr>
<td>• Evaluate and address intellectual property infringements in accordance with organisational procedures</td>
<td>• Analyse business environment impact on intellectual property management to discern potential changes to intellectual property management strategies</td>
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<tr>
<td>• Evaluate costs, benefits and risks of protecting intellectual property and potential for business growth through organisation’s intellectual property</td>
<td>• Adapt intellectual property management strategies based on business environment to optimise business impact of intellectual property</td>
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<td>• Supervise intellectual property processes to ensure timely completion</td>
<td>• 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</td>
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<td>• Champion intellectual property processes within business units to generate awareness of the importance of intellectual property</td>
<td>• Implement intellectual property policies and tactics</td>
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<td>• Evaluate and refine intellectual property policies and tactics</td>
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