

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Observe intellectual property rights
Code	108011L2
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners. Intellectual property rights (IPR) protects ideas and information that are of commercial value and therefore DMT practitioners should understand intellectual property (IP) knowledge so that they would not breach the law inadvertently when trying to purchase DMT products, or design and develop DMT products for sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for understanding intellectual property rights:</p> <ul style="list-style-type: none"> <li>• Possess literacy skills that can understand technical and non-technical documents</li> <li>• Knowledge of common DMT standards</li> <li>• Possess good knowledge of the organisation's IP policies</li> <li>• Understand the importance of production of the DMT products in compliance with IPR</li> </ul> <p>2. Observe intellectual property rights:</p> <ul style="list-style-type: none"> <li>• Understand the advantages / importance of protecting IPR, such as help to: <ul style="list-style-type: none"> <li>○ Ensure digital images, films and sound recordings in DMT products are protected under the Copyright Ordinance</li> <li>○ Identify DMT products traded or related services that are provided under the trademarks</li> <li>○ Identify patent claims in DMT products with a short commercial viability</li> <li>○ Empower the creativity in DMT branch of the ICT industry</li> <li>○ Increase the awareness of IPR and avoid using pirated and counterfeit products</li> </ul> </li> <li>• Understand the shared characteristic of IPR to stop others from exploiting the intellectual property without the licence of the right-owner, including the following : <ul style="list-style-type: none"> <li>○ Pirates</li> <li>○ Counterfeiters</li> <li>○ Imitators</li> <li>○ Independent third parties who have independently researched the same ideas</li> </ul> </li> <li>• Understand the nature and categories of intellectual property and the relevant ordinance, including the following : <ul style="list-style-type: none"> <li>○ Patents and registered designs <ul style="list-style-type: none"> <li>▪ Patentability, ownership, use, registration, infringement and defences, protection and international agreements, etc.</li> </ul> </li> <li>○ Copyright <ul style="list-style-type: none"> <li>▪ Subsistence of copyright, authorship, ownership, use, infringement and defences, computer software, etc.</li> </ul> </li> <li>○ Trademarks <ul style="list-style-type: none"> <li>▪ Registrability and registration, infringement and defences, etc.</li> </ul> </li> <li>○ International agreements on intellectual property, IP management system</li> <li>○ Patent search and drafting</li> <li>○ IP licensing and evaluation</li> </ul> </li> <li>• Apply the knowledge of IPR in the design and development of DMT products</li> </ul> <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none"><li>• Should keep up with the latest international practices and legislation in the area of protection of IPR in DMT branch of the ICT industry</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Understand the importance of various ordinance in respect of the copyright, trademarks, patents and registered designs in DMT products</li><li>• Apply IPR to protect ideas and information related to the design and development of DMT products</li></ul>
Remark	