

Specification of Competency Standards
for the Fashion
Unit of Competency.

Functional Area - Material Development

Title	Assisting in the Protection of Intellectual Property
Code	111526L2
Range	This unit of competency is applicable to practitioners involved in the design and development of materials, products and images for organisations. Practitioners are able to understand the fundamental concepts of intellectual property rights in order to assist in design and development activities, thereby avoiding intellectual property infringement risks for both individuals and organisations.
Level	2
Credit	1 (<i>For Reference Only</i>)
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • understand the meaning of intellectual property rights, as well as their value and importance • understand the different types of intellectual property rights, including trade marks, patents, registered designs and copyright • understand that intellectual property rights are important organisational assets with commercial applications and value • understand the basic elements that constitute infringement (e.g. unauthorised use without the permission of the copyright owner), as well as the organisation's risk management policies and procedures for protecting intellectual property rights (e.g. obtaining authorisation from the copyright owner). 2. 2 Be able to • identify relevant intellectual property rights within the industry sector according to the categories of intellectual property rights defined by the Intellectual Property Department ◦ Trade marks ◦ Copyright (applicable to publications, animation and comic creations, audio-visual works, computer programs, etc.) ◦ Trade secrets (applicable to customer lists, raw material lists, etc.) and industrial knowledge (applicable to production processes, formulations, etc.) • understand the trade marks and copyright relevant to commercial and promotional activities, particularly circumstances that may give rise to civil or criminal liability (e.g. the sale of counterfeit or pirated goods, and the public performance, exhibition or broadcasting of copyright works) • according to the organisation's established risk management policies and procedures, assist the organisation in protecting intellectual property rights within the relevant functional area and reject infringement activities (e.g. using licensed computer software) 3. Exhibit professionalism Be able to • report to the manager if there is any suspicion that a supplier has provided pirated designs

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Identify elements in the design of organisational materials, products and images to avoid plagiarism or infringement of intellectual property rights.
Remark	Adapted from the Unit of Competency (Second Edition, UoC Code: 111220L2) in the Specification of Competency Standards for Retail Strategy and ESG Management. Cross-functional Unit of Competency Set: Design / Product Development / Materials Development.