

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

Functional Area - Strategic Management

Title	Formulate commercialisation of Intellectual Properties strategy
Code	108018L6
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating strategies in the organisation. Intellectual Property (IP) is the lifeblood of a digital media organisation. Many organisations are looking to commercializing IP either licensing its own IP or licensed IP from another organisation to develop and integrate as part of its own product to achieve better competitive edge and faster “goto market”. This UoC concerns competence related to the formation of commercialisation of Intellectual Property strategy.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating commercialisation of Intellectual Properties strategy</p> <ul style="list-style-type: none"> • Possess excellent project management and interpersonal skills that are acute to formulating business strategies formation • Possess in-depth knowledge of commercialising a wide range of different types of IP (know-how, copyright, patent and trademarks, etc.) • Possess in-depth knowledge of SWOT (Strengths, Weaknesses, Opportunities and Threats) and other analysis tool • Possess excellent negotiation skills • Possess good knowledge of Hong Kong IP and common laws <p>2. Formulate commercialisation of Intellectual Properties strategy:</p> <ul style="list-style-type: none"> • Familiarised with the organisation overall business strategies particularly policies related to IP commercialisation • Study the organisation strategies and identify how/where the IP commercialisation aligns with and benefits the general business strategy over the short to medium term as well as perform “IP due diligence” by assessing values and risks of intangibles • Evaluate different types of IP partnership, such as the following : <ul style="list-style-type: none"> ○ IP licensing or franchise ○ Joint venture or Spin-off ○ Technology licensing ○ Contract R&D • For licensing organisation IP to third party organisation the following actions may be performed : <ul style="list-style-type: none"> ○ Study the business environment of the licensee and not to any assumptions, such as: <ul style="list-style-type: none"> ▪ Emerging markets will have the same attitude to the license relationship, as those in mature markets ▪ Have IP protection that is same as those in Hong Kong ▪ Registered Trademarks are automatically and correspondingly registered in licensee’s country ○ Ensure licensee have sufficient means to protect the licensed IP, such as taking actions against brand name copying, leaking of source code or technology, etc. ○ Ensure licensee have the full commitment to marketing and not damaging the IP brand • For seeking IP partnership the following actions may be performed:

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

Functional Area - Strategic Management

	<ul style="list-style-type: none"> ○ Assess and analyse the organisation technology/brand gaps and identify options for filling those gaps. Consider how the various IP partnership models might help address these technology/brand gaps ○ Identify potential target partners that has the desire technology/brand that can fill the gaps ○ Research the target technology/brand on if it is well known and its acceptability to local market ● Draft and formalise various documents, including: <ul style="list-style-type: none"> ○ Non-Disclosure Agreement ○ Contract ● Assemble a negotiation/contract drafting team to study, including but not limited to following areas: <ul style="list-style-type: none"> ○ IP laws and contract laws ○ Technical issues and implementation ○ Risk evaluation ○ Exit clause ● Assemble a team to develop implementation plan proposal ● Present commercialisation of IP strategy and partnership proposal to management or board for approval <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Be aware of Intellectual Property (IP) rights and ensure developed products complied with licensed contractual agreement ● Always safeguard the organisation's Intellectual Properties
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Identify the most beneficial/optimal IP commercialisation approach for the organisation's IP assets or partner IP of other organisations ● Identify gaps in the organisation current business which commercialising IP can help generate more competitive edge ● Perform a complete study of all aspects related to IP partnership that can eliminate any uncertainties in the drafting of agreements ● Develop a commercialised IP strategy that complements the organisation's business strategy and can be approved by management
Remark	