

**Specification of Competency Standards**  
**for the Printing & Publishing Industry**  
**Unit of Competency**

Functional Area - Management

Title	Collecting market information on copyright licensing and assignments to handle day-to-day copyright management tasks
Code	111080L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to handle day-to-day projects where the publisher is a copyright licensor or licensee. Practitioners should be able to understand the knowledge and concepts of copyright licensing and assignments, and be familiar with the scope and workflow of copyright-related tasks
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of copyright licensing and assignments</p> <ul style="list-style-type: none"> <li>• Understand copyright licensing and assignments <ul style="list-style-type: none"> <li>○ Understand the definition and concept of copyright licensing and assignments</li> <li>○ Understand how publishing houses are benefited from copyright licensing and assignments with respect to strategic planning</li> <li>○ Understand the differences between copyright licensing, assignments and co-publishing</li> </ul> </li> <li>• Understand the methods, channels and characteristics of copyright deals <ul style="list-style-type: none"> <li>○ Understand the principles and procedures to assume the role of a copyright licensee or licensor</li> <li>○ Understand the scope and content of copyright negotiations, including but not limited to the conditions of licensed use of original texts, photos, illustrations or electronic files, etc.</li> <li>○ Understand the payment and currency exchange arrangements of copyright deals</li> <li>○ Understand the methods, media and channels for collecting copyright information</li> <li>○ Understand key copyright agents in different countries</li> <li>○ Understand the purpose and characteristics of the International Book Fairs</li> </ul> </li> </ul> <p>2. Being able to regularly collect market information on copyright licensing and assignment activities through various channels; and consolidate and filter the information to provide analysis and suggestions to the management</p> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Respect the norms of copyright licensing and assignments in different countries and regions</li> </ul>
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Capable to collect market information on copyright licensing and assignment activities; propose to the publisher possible titles to license from copyright owners, or titles suitable to be licensed to licensees.</li> </ul>
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