

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Strategic and ESG Management

Title	Assist in protecting intellectual property (IP)
Code	111220L2
Range	This unit of competency (UoC) is applicable to retail staff. Practitioners have the ability to understand the importance of IP and the “No Fakes Pledge” Scheme in order to assist the organisation in maintaining a free and fair business environment, protecting IP and avoiding any infringing activities. It enables staff to address customers’ questions about the genuineness of the organisation’s products, thereby consolidating customers’ confidence in the organisation.
Level	2
Credit	1 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the fundamental concept of IP</p> <ul style="list-style-type: none"> • Understand what is considered IP as well as the values and importance of IP • Understand about the different types of Ips including trade marks, patents, designs, copyrights, etc. • Understand that IP is an important intangible asset to the organisation subject to commercial usage and has value • Understand the basic elements that constitute infringement (e.g. without the permission of the copyright owner), and the organisation’s risk management policies and procedures for protecting intellectual property (e.g. requesting permission from the copyright owner) • Understand the “No Fakes Pledge” Scheme <p>2. Assist in protecting IP</p> <ul style="list-style-type: none"> • Identify IP in business context in accordance with the types of IP defined by Intellectual Property Department <ul style="list-style-type: none"> ○ Trade marks ○ Copyright (applicable to books, animation & comic creations, audio-visual works, computer programmes, etc.) ○ Trade secrets (applicable to customer lists, ingredient lists, etc.) and know how (applicable to manufacturing process, formulation, etc.) • Demonstrate understanding of the relevance of trade marks and copyrights in commercial and promotional activities, in particular those circumstances where civil or criminal liabilities may arise (e.g. selling counterfeit or pirated goods, performing, playing or showing copyrighted works in public, and disputing on the ownership of IP in the work created by a contractor) • Assist in protecting IP within the respective functional area and rejecting infringements (e.g. use genuine software) in accordance with the organisation’s policies and established procedures • Carry out the “No Fakes Pledge” Scheme according to the organisation’s policies (e.g. explain to customers how to distinguish the authentic or counterfeit products) <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Address customers’ questions about the genuineness of the organisation’s products, thereby consolidating customers’ confidence in the organisation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Explain the aims of the “No Fakes Pledge” Scheme and its benefits for the organisation;

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	<ul style="list-style-type: none">• Identify IP in business context; and• Assist in protecting IP, rejecting infringements, and carrying out the “No Fakes Pledge” Scheme in accordance with the organisation’s policies and established procedures (e.g. explain to customers how to distinguish the authentic or counterfeit products).
Remark	