

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Strategic and ESG Management

Title	Develop risk management policies and procedures related to intellectual property (IP)
Code	111235L6
Range	This unit of competency (UoC) is applicable to staff responsible for the policies of a retail organisation. Practitioners have the ability to develop risk management policies and procedures to establish and uphold trustworthy trading practices, protect IP and avoid any infringing activities for strengthening consumer confidence in the organisation.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Integrate and understand intellectual property knowledge and IP laws for reviewing the organisation's IP related risk management policies and formulate relevant policies, including:</p> <ul style="list-style-type: none"> • Understand that the development of Hong Kong as a regional IP trading centre is one of the national development strategies which is instrumental to organisations in protecting and elevating their brands, and helps to enhance their strengths and competitiveness, explore market opportunities and generate greater economic benefits • Know about the different types of Ips (e.g. trade marks, copyright, patents, designs) • Have expert knowledge of the different modes of IP protection (e.g. some IP requires registration in accordance with the law to entitle protection whereas trade secrets and know how are protected by common law of confidence) • Beware of the issues of IP infringement, including the corresponding civil and criminal liabilities • Know about the "No Fakes Pledge" Scheme • Review the organisation's procedures for formulating and implementing risk management policies <p>2. Develop risk management policies and procedures related to IP</p> <ul style="list-style-type: none"> • Apply knowledge of IP and relevant protection measures to ensure compliance with legal requirements • Develop policies and guidelines to prevent the organisation from possessing, exhibiting in public, using, distributing or selling infringing materials (e.g. policies and guidelines concerning selection of products, use of computer software, creation of promotional or display materials, distribution of materials on the Internet) • Formulate implementation procedures for the risk management policies (e.g. regular review of the laws for application of IP protection measures) • Establish communication mechanism to align all levels of staff in different functional areas and to promote staff's awareness of IP • Protect the organisation's inventions/creations through registration of trade marks (for brand name), patent and designs (for products) or otherwise (e.g. by copyright which does not require registration in Hong Kong), to enable the organisation to seize market opportunities and gain its competitive advantage through IP commercialisation <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure compliance with related legislation and restrictions in the implementation of risk management policies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Distinguish different types of Ips and different modes of IP protection;

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	<ul style="list-style-type: none">• Develop a set of feasible risk management policies and procedures according to the relevant IP laws and the organisation's business objectives in order to protect IP and avoid any infringing activities; and• Obtain the resources, manpower and requirements necessary for the implementation of the risk management policies.
Remark	