Assessment Requirements for BSBIPR403 Protect and use brands and business identity

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- review and interpret information to determine the context and need for brand and identity protection in the organisation
- use various sources to gather information about trademarks, brand protection and the trademark applications process
- participate in the application for a trademark using correct applications process
- establish processes to use own and others' trademarks
- monitor the market and the application of organisation's procedures for possible trademark infringements and recommend actions to address risks and infringements
- communicate information about trademarks and relevant policies and procedures to others
- identify the need for training on trademarks and implement training as appropriate.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline the legal context for trademarks with reference to relevant Australian and international legislation, treaties and guidelines
- outline organisational policies and procedures relevant to trademarks and brand protection
- outline options for commercialisation of trademarks and potential benefits for the organisation
- identify different ways to protect trademarks
- outline the trademark application processes including definitions of registrable trademarks
- identify various sources of information and advice on trademark protection

- explain processes that can be used to monitor the market for infringements against own trademarks.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the regulation, licensing and risk – intellectual property field of work and include access to:

- relevant legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10