



Australian Government

BSBIPR601 Develop and implement strategies for intellectual property management

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to obtain a strategic advantage from developing and implementing strategies for the management of intellectual property. It covers the evaluation of approaches to the management of intellectual property and focuses on establishing, implementing, evaluating and monitoring an organisation's intellectual property strategy.

It applies to directors or managers who take an active role in recognising and securing intangible assets which contribute to the organisation's profitability, productivity and market leadership. These managers and coordinators may work in a range of contexts and may have responsibility for managing people, systems or processes.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Regulation, Licensing and Risk – Intellectual Property

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Evaluate approaches to the management of intellectual property	1.1 Analyse strategic and operational plans to determine intellectual property requirements 1.2 Identify sources of information and advice regarding approaches to the best practice management of intellectual property 1.3 Determine the implications and potential strategic advantage from protection of intellectual property

ELEMENT	PERFORMANCE CRITERIA
	1.4 Determine the implications and potential strategic advantage from adopting a collaborative approach to intellectual property 1.5 Determine the implications and potential strategic advantage from adopting an open source approach to intellectual property
2 Establish a strategy for managing intellectual property	2.1 Develop an intellectual property strategy for management and use of own and others' intellectual property in line with the organisation's strategic goals or plans 2.2 Examine requirements and options for commercialisation or effective use of intellectual property 2.3 Establish required documentation for the management of the intellectual property strategy 2.4 Develop strategies for addressing intellectual property infringement 2.5 Ensure intellectual property strategy complies with legislative requirements and organisational policies 2.6 Communicate intellectual property strategy to key stakeholders within the organisation and externally
3 Evaluate proposed intellectual property strategy	3.1 Obtain legal and other professional advice regarding the proposed intellectual property management strategy 3.2 Identify and evaluate the benefits from the proposed intellectual property management strategy 3.3 Identify and evaluate the disadvantages, costs and risks of the proposed intellectual property management strategy 3.4 Adjust strategy according to legal advice and evaluation 3.5 Establish, document and present the business case for adopting the proposed intellectual property management strategy to senior management, directors and other key stakeholders
4 Implement and monitor the intellectual property management strategy	4.1 Work with others to ensure the implementation of the strategy 4.2 Monitor and evaluate the strategy and its implementation and report to senior management, directors and other key stakeholders 4.3 Make changes to strategy and its implementation as required

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.1-2.3, 2.5, 3.2-3.4, 4.2, 4.3	- Identifies and analyses complex texts to determine legislative, regulatory and business requirements - Evaluates, interprets and uses content obtained from various sources to develop or review strategies
Writing	1.1, 1.2, 2.1, 2.3, 2.4, 2.6, 3.2-3.5, 4.2, 4.3	- Records and summarises information in accordance with organisational or regulatory requirements - Composes and edits texts, selecting appropriate vocabulary, structure and format for audience and purpose - Prepares correspondence and documentation according to organisational formats and protocols
Oral Communication	2.6, 3.5, 4.1, 4.2	- Presents information using language and non-verbal features appropriate to audience - Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding
Numeracy	3.3, 4.2	Reviews and analyses numerical data embedded in organisational documentation
Navigate the world of work	2.1, 2.5	- Modifies or develops strategies to meet organisational goals, and ethical and legislative requirements - Understands and applies knowledge of legislative and regulatory requirements in the conduct of own work
Interact with others	2.6, 3.5, 4.1, 4.2	- Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information - Plays a lead role in situations requiring effective collaboration, demonstrating the ability to engage and motivate others to achieve required outcomes
Get the work done	1.1-1.5, 2.1-2.4, 3.1-3.5, 4.2, 4.3	- Takes responsibility for planning, organising, implementing and reviewing processes to ensure effective implementation of intellectual property strategy - Systematically gathers and analyses all relevant information and evaluates options in order to make decisions about intellectual property strategies - Evaluates outcomes of decisions to identify opportunities for improvement - Uses analytical and lateral thinking to review current practices and develop new ideas - Uses a range of digital technologies to access, analyse, organise, present and share information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBIPR601 Develop and implement strategies for intellectual property management	BSBIPR601A Develop and implement strategies for intellectual property management	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBIPR601 Develop and implement strategies for intellectual property management

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Performance Evidence

Evidence of the ability to:

- identify and analyse information from a range of sources to determine
 - legislation, regulations and organisational policies and procedures relevant to intellectual property (IP)
 - IP requirements in relation to organisational strategic or operational goals
 - current industry best practice of IP management
 - implications and/or strategic advantage of adopting particular approaches to managing IP
- develop and evaluate a strategy for managing intellectual property that complies with legislative requirements and organisational policies, goals or plans
- develop and present a business case to decision makers
- implement, monitor and evaluate the strategy and its implementation and make improvements as appropriate
- consult and communicate effectively with stakeholders to establish, evaluate or implement the strategy.

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:

- describe types of intellectual property as they relate to the organisation
- give examples of options for commercialisation of IP
- outline typical barriers to making and implementing strategic decisions about IP and possible strategies to address them
- explain the typical advantages and disadvantages of alternative approaches to managing intellectual property

- identify relevant legislation and regulations relating to the organisation's intellectual property rights and responsibilities
- outline internal and external sources of information and advice relevant to intellectual property.

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

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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