



Australian Government

CUAMGT413 Manage licensing and assignment of works

Release: 1

CUAMGT413 Manage licensing and assignment of works

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit covers the skills and knowledge required to manage the use of material in a publisher's catalogue to prospective clients, and negotiate licensing and assignment of rights agreements with clients who want to use this material for their own purposes.

The unit applies to those who create and manage their own artwork, those who work for music publishing companies, and artist managers performing this role on behalf of artists.

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

Unit Sector

Management

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. Promote work to potential clients	1.1 Identify and assess marketing opportunities for listed work 1.2 Plan and agree on strategy to promote listed work and creators of work with required personnel 1.3 Identify users of publicly performed music and compile a list of potential clients in consultation with required personnel 1.4 Pitch material to potential client according to strategy 1.5 Respond to requests for information from potential clients on listed work
2. Negotiate licensing and assignment contracts	2.1 Confirm that licensing of rights in work has been agreed by copyright owner 2.2 Discuss and confirm terms and conditions of required contract with required personnel

ELEMENT	PERFORMANCE CRITERIA
	2.3 Liaise with personnel responsible for drawing up contract and confirm contract reflects agreed terms and conditions 2.4 Confirm required contract with client is free of conflicting claims or license already granted or pending 2.5 Respond to queries from all parties during licensing negotiation and resolve disputes as required 2.6 Confirm required contract is understood by all parties and delivered within agreed timeframe
3. Finalise licensing and assignment contracts	3.1 Confirm contract complies with licensing policy and royalty obligations in the required jurisdiction 3.2 Check files are updated for currency and accuracy of recording and reporting of royalty receipts and payments, according to established workplace procedures and within required timeframes

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	Interprets mathematical information embedded in texts
Oral communication	- Articulates clearly and employs listening and questioning skills - Uses specific language and industry terminology required for audience and environment
Planning and organising	Plans timeframes according to schedule requirements
Problem solving	- Gathers and analyses required information to inform development of strategy - Applies problem solving strategies to identify risks and determine solutions
Self-management	- Plans and sequences complex tasks and workload - Follows accepted consultation and communication practices to negotiate agreed outcomes
Teamwork	Consults to build rapport and establish working relationships
Technology	Uses required technologies to store, maintain and analyse information

Unit Mapping Information

Supersedes and is equivalent to CUAMGT403 Manage licensing and assignment of works.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAMGT413 Manage licensing and assignment of works

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- negotiate and finalise at least two contracts, at least one of which must be a licensing contract, and at least one an assignment of rights contract.

In the course of the above, the candidate must:

- identify market opportunities and promote listed work to potential clients
- maintain documentation and records for the licensing of music work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- different types of works that may be licensed and how they might be used
- typical terms and conditions in licensing contracts and assignment of rights contracts
- rights and obligations of publishers and creators of works
- strategies for promoting listed works to clients
- licensing policy and royalty obligations
- workplace procedures for reporting on royalty receipts and payments, including those relating to:
 - formatting reports
 - recording receipt of royalty payments
- typical features of and terminology used in licensing and assignment of rights contracts.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- listed works that could be licensed or assigned
- copyright and licensing legislation required for demonstrating the performance evidence
- licensing documentation
- industry-standard technology required for the licensing or assignment of works
- interaction with others required to demonstrate performance evidence.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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