

## IM11 Manage Intellectual Property Rights

Example job titles: IPR Manager, Business Manager

| Overview   | Knowledge and Understanding  | Awareness  | Performance Statements   |
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| <p>This unit is about your ability to protect and exploit your intellectual property rights, and ensure legal use of material created by others.</p> <p>You will need to be able to:</p> <ul style="list-style-type: none"> <li>▪ Protect any intellectual property rights arising from work produced by you or your organisation;</li> <li>▪ Secure permission to legally exploit intellectual property created by others.</li> </ul> <p>You may be dealing with rights to individual component assets within an interactive media product, or with rights to the product as a whole.</p> | <p><b><i>This is what you must know</i></b></p> <ol style="list-style-type: none"> <li>a. The different types of intellectual property rights and how they can be protected;</li> <li>b. When and how to assert your (or your organisation's) intellectual property rights;</li> <li>c. The key aspects of UK and international intellectual property law;</li> <li>d. Where to go for information about protecting intellectual property rights in specific jurisdictions outside the UK;</li> <li>e. When permission is needed to use or exploit material created by others;</li> <li>f. The limits of what you may legally do with material created by others before permission is needed;</li> <li>g. How to identify and contact the owner of any intellectual property rights in material you wish to use;</li> <li>h. Why it is important to ensure that all aspects of copyright, distribution rights, use of patents, trademarks, or other intellectual property rights, have been resolved before production commences.</li> </ol> | <p><b><i>This is what you must be aware of</i></b></p> <ol style="list-style-type: none"> <li>i. The key differences between UK intellectual property law and that of other countries or regions;</li> <li>ii. Specialist resources and sources of expertise to help you in asserting your intellectual property rights;</li> <li>iii. The options available to you to counter or remedy breaches of your intellectual property rights;</li> <li>iv. Sources of reliable market information for calculating the value of intellectual property rights in material you wish to use or material you wish to license to others;</li> <li>v. The different components of a single product that could individually have associated rights;</li> <li>vi. On-going developments in the field of digital rights management.</li> </ol> | <p><b><i>This is what you must be able to do</i></b></p> <ol style="list-style-type: none"> <li>1. Formally assert intellectual property rights on behalf of yourself or your organisation;</li> <li>2. Develop and agree rights exploitation strategies that optimise revenue for your organisation;</li> <li>3. Agree negotiating strategies and positions with colleagues;</li> <li>4. Negotiate with others to license your intellectual property to them and maintain accurate written records of agreements;</li> <li>5. Identify intellectual property suitable for exploitation, including alternatives where original choices prove too difficult or expensive to obtain;</li> <li>6. Negotiate with others to acquire licenses to use their intellectual property and obtain written agreements;</li> <li>7. Calculate a fair market value for intellectual property rights you wish to license from or to others;</li> <li>8. Liaise with colleagues or external specialists to ensure agreements are within legal and ethical frameworks and are of commercial value to your organisation;</li> <li>9. Agree the ownership, nature and extent of all rights held in the product with other parties who have an interest;</li> <li>10. Ensure assets in which you have acquired licenses for use are obtained in an appropriate format;</li> <li>11. Ensure intellectual property is exploited in compliance with legal and statutory obligations.</li> </ol> |