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## Overview

This standard is about protecting and exploiting your intellectual property rights and ensuring the legal use of material created by others.

This standard is suitable for those who are self-employed, working for a sole practitioner or within a workshop or studio.

The following should be considered when working in craft:

- 1 Safe working practices
- 2 Ethics and sustainability

## Performance criteria

- You must be able to:*
- P1 protect any intellectual property rights arising from the craft and other work you have produced
  - P2 secure permission before using intellectual property created by others
  - P3 assert your own intellectual property rights
  - P4 develop and agree rights to optimise revenue
  - P5 negotiate with others to license your intellectual property to them and maintain accurate written records of agreements
  - P6 identify intellectual property suitable for exploitation, including alternatives where original choices prove too difficult or expensive to obtain
  - P7 negotiate with others to acquire licences to use their intellectual property and obtain written agreements
  - P8 calculate a fair market value for intellectual property rights you wish to licence from or to others
  - P9 liaise with colleagues or external specialists to ensure agreements are within legal and ethical frameworks and are of commercial value to you
  - P10 agree the ownership, nature and extent of all rights held in the product with other parties who have an interest
  - P11 ensure assets in which you have acquired licenses for use are obtained in an appropriate format
  - P12 ensure intellectual property is exploited in compliance with legal and statutory obligations

## Develop and apply an understanding of intellectual properties to protect your craft

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### Knowledge and understanding

*You need to know and understand:*

- K1 the different types of intellectual property rights and how they can be protected
- K2 when and how to assert your intellectual property rights
- K3 the key aspects of UK and international intellectual property law
- K4 how to research intellectual property rights
- K5 where to obtain further information about intellectual property
- K6 where to go for information about protecting intellectual property rights in specific jurisdictions outside the UK
- K7 when permission is needed to use or exploit material created by others
- K8 the limits of what you may legally do with material created by others before permission is needed
- K9 how to identify and contact the owner of any intellectual property rights in material you wish to use
- K10 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
- K11 the key differences between UK intellectual property law and that of other countries or regions
- K12 how to obtain specialist resources and sources of expertise to help you in asserting your intellectual property rights
- K13 the options available to you to counter or remedy breaches of your intellectual property rights
- K14 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

## CCSCR58 - SQA Unit Code HJ0F 04

Develop and apply an understanding of intellectual properties to protect your craft

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