

## Qualification Pack



# Media IP (Intellectual Property) Merchandising Director

QP Code: MES/Q2507

Version: 1.0

NSQF Level: 6

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,  
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## Qualification Pack

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## Qualification Pack

# MES/Q2507: Media IP (Intellectual Property) Merchandising Director

## Brief Job Description

The IP Merchandising Director is responsible to develop, execute and oversee companies intellectual property strategies

## Personal Attributes

The Intellectual Property Merchandising Director must combine strong abilities to influence, collaborate, build culture and lead with deep Intellectual Property knowledge and skills so as to advise, inform and execute on behalf of the Participating Institutions

## Applicable National Occupational Standards (NOS)

### Compulsory NOS:

1. [MES/N2523: Analyse intellectual property and its importance](#)
2. [MES/N2524: Preparing annual and quarterly budgets](#)
3. [MES/N2525: Tracking inventory movement](#)
4. [MES/N2526: Overseeing the planning and implementation of merchandising strategies](#)
5. [MES/N2527: Collaborating with the marketing and legal department](#)
6. [MES/N0104: Maintain Workplace Health & Safety](#)

## Qualification Pack (QP) Parameters

<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Digital, Media and Entertainment
<b>Occupation</b>	Asset Creation, Ad Sales/Account Management/Scheduling/Traffic, Art and Design
<b>Country</b>	India
<b>NSQF Level</b>	6
<b>Credits</b>	NA



## Qualification Pack

<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/2611.1001
<b>Minimum Educational Qualification &amp; Experience</b>	Post Graduate with 1 Year of experience OR Graduate with 3 Years of experience OR Diploma (after class 12th) with 3 Years of experience
<b>Minimum Level of Education for Training in School</b>	Not Applicable
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	22 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Approval Date</b>	31/03/2022
<b>Version</b>	1.0
<b>Reference code on NQR</b>	2022/ME/MESC/05696
<b>NQR Version</b>	1.0

### Remarks:



## Qualification Pack

### MES/N2523: Analyse intellectual property and its importance

#### Description

This NOS covers the importance of intellectual property and protect its rights in the industry and demonstrate the processes of invention disclosure, invention market assessment, patent protection, and IP management components for Institutions.

#### Scope

The scope covers the following :

- Describe and demonstrate the role of IP Merchandise Director
- Analyse the importance of intellectual property and protect its rights in the industry
- Demonstrate the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions

#### Elements and Performance Criteria

##### *Analyse intellectual property rights*

To be competent, the user/individual on the job must be able to:

- PC1.** Analyse the role of IP Merchandise Director
- PC2.** Analyse intellectual property and its importance protected by copyrights, Trademarks, and the right of publicity
- PC3.** Analyse and protect the intellectual property rights in the industry

##### *Develop, execute IP management components*

To be competent, the user/individual on the job must be able to:

- PC4.** Creating layouts that showcase the brand and aesthetic of the company
- PC5.** • The IP Merchandising Director will develop, execute and oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Participating Institutions, utilizing and partnering with available R1 resources. The process will be efficient and transparent and will utilize advisory input from the applicable university leadership and commercialization staffing, documented research review, and other scientific advisory inputs. Included in the p
- PC6.** The IP Merchandising Director will coordinate with all outside patent counsel related to patent filings and prosecution, and will oversee all inventor's meetings related to those processes
- PC7.** Individual will be responsible for shepherding and making all patenting decisions, in coordination with the participating inventor, relevant university officials, and Executive Director.
- PC8.** The IP Development Director, will be responsible for day-to-day anagement of the IP portfolio, its maintenance and docketing on behalf of the Participating Institutions.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



## Qualification Pack

- KU1.** importance of intellectual property
- KU2.** layouts that showcase the brand and aesthetic of the company
- KU3.** ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions
- KU4.** importance of day-to-day management of the IP portfolio and its maintenance
- KU5.** ways to gather information on operational issues and diagnosing and managing the resolution of issues
- KU6.** factors that play a role while dealing with intellectual property of any institution
- KU7.** the importance of creating a comprehensive IP strategy
- KU8.** how to audit IP Portfolio
- KU9.** how to do team scheduling (rosters, overtime etc.), training and management
- KU10.** what all is included in IP inventory management
- KU11.** ways to maintain real-time updates and the status of the IPs within a network
- KU12.** the tools that can help businesses achieve effective IP inventory management
- KU13.** relevance of maintaining centralized repository of records
- KU14.** Guidelines for Creating Intellectual Property
- KU15.** Create strategy to protect IP
- KU16.** Carry out budget plan for resource, maintenance and futuristic operational activities
- KU17.** ways to train sub-ordinates to manage protection of IP security
- KU18.** various legal rights and instruments
- KU19.** File trademark applications for the mark cleared in territories around the world
- KU20.** ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- KU21.** ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and ontracts, etc)
- KU22.** facilitate the onboarding of new IP stemming from an acquisition

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** plan and manage team activities
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** critically appraise quality of own performance to identify issues
- GS6.** Identify the different types of health and safety hazards in a workplace
- GS7.** solve problems that may arise in a project.
- GS8.** Draft affidavits and settlement agreements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Analyse intellectual property rights</i>	20	50	-	-
<b>PC1.</b> Analyse the role of IP Merchandise Director	5	-	-	-
<b>PC2.</b> Analyse intellectual property and its importance protected by copyrights, Trademarks, and the right of publicity	10	-	-	-
<b>PC3.</b> Analyse and protect the intellectual property rights in the industry	5	-	-	-
<i>Develop, execute IP management components</i>	30	-	-	-
<b>PC4.</b> Creating layouts that showcase the brand and aesthetic of the company	5	-	-	-
<b>PC5.</b> <ul style="list-style-type: none"> <li>The IP Merchandising Director will develop, execute and oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Participating Institutions, utilizing and partnering with available R1 resources. The process will be efficient and transparent and will utilize advisory input from the applicable university leadership and commercialization staffing, documented research review, and other scientific advisory inputs. Included in the p</li> </ul>	10	-	-	-
<b>PC6.</b> The IP Merchandising Director will coordinate with all outside patent counsel related to patent filings and prosecution, and will oversee all inventor's meetings related to those processes	5	-	-	-
<b>PC7.</b> Individual will be responsible for shepherding and making all patenting decisions, in coordination with the participating inventor, relevant university officials, and Executive Director.	5	-	-	-
<b>PC8.</b> The IP Development Director, will be responsible for day-to-day anagement of the IP portfolio, its maintenance and docketing on behalf of the Participating Institutions.	5	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2523
<b>NOS Name</b>	Analyse intellectual property and its importance
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Media and Entertainment, Digital
<b>Occupation</b>	Asset Creation, Journalism, Production
<b>NSQF Level</b>	6
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Clearance Date</b>	31/03/2022





## Qualification Pack

### MES/N2524: Preparing annual and quarterly budgets

#### Description

This NOS covers various skills and abilities required to advise and inform institutions about their intellectual property.

#### Scope

The scope covers the following :

- Draft A Comprehensive IP Strategy
- Prepare budgets

#### Elements and Performance Criteria

##### *Draft a comprehensive IP Strategy*

To be competent, the user/individual on the job must be able to:

- PC1.** • combine strong abilities to influence, collaborate, build culture and lead with deep Intellectual Property knowledge and skills so as to advise, inform and execute on behalf of the Participating Institutions, whereas these Institutions have different research strengths, different sizes and budgets and unique management structures, metrics and intellectual property policies, yet all sharing a common goal of
  - accelerating the collective power of Institutions
- PC2.** Gather information on operational issues and diagnosing and managing the resolution of issues
- PC3.** Team scheduling (rosters, overtime etc.), training and management
- PC4.** Intellectual property protection is a non-negotiable, and a high IP budget
- PC5.** Draft A Comprehensive IP Strategy
- PC6.** Audit IP Portfolio

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of intellectual property
- KU2.** layouts that showcase the brand and aesthetic of the company
- KU3.** ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions
- KU4.** importance of day-to-day management of the IP portfolio and its maintenance
- KU5.** ways to gather information on operational issues and diagnosing and managing the resolution of issues
- KU6.** factors that play a role while dealing with intellectual property of any institution
- KU7.** the importance of creating a comprehensive IP strategy
- KU8.** how to audit IP Portfolio



## Qualification Pack

- KU9.** how to do team scheduling (rosters, overtime etc.), training and management
- KU10.** what all is included in IP inventory management
- KU11.** ways to maintain real-time updates and the status of the IPs within a network
- KU12.** the tools that can help businesses achieve effective IP inventory management
- KU13.** relevance of maintaining centralized repository of records
- KU14.** Guidelines for Creating Intellectual Property
- KU15.** Create strategy to protect IP
- KU16.** Carry out budget plan for resource, maintenance and futuristic operational activities
- KU17.** ways to train sub-ordinates to manage protection of IP security
- KU18.** various legal rights and instruments
- KU19.** File trademark applications for the mark cleared in territories around the world
- KU20.** ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- KU21.** ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and ontracts, etc)
- KU22.** facilitate the onboarding of new IP stemming from an acquisition

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** plan and manage team activities
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** critically appraise quality of own performance to identify issues
- GS6.** Identify the different types of health and safety hazards in a workplace
- GS7.** solve problems that may arise in a project.
- GS8.** Draft affidavits and settlement agreements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Draft a comprehensive IP Strategy</i>	<b>30</b>	<b>70</b>	-	-
<p><b>PC1.</b></p> <ul style="list-style-type: none"> <li>combine strong abilities to influence, collaborate, build culture and lead with deep Intellectual Property knowledge and skills so as to advise, inform and execute on behalf of the Participating Institutions, whereas these Institutions have different research strengths, different sizes and budgets and unique management structures, metrics and intellectual property policies, yet all sharing a common goal of</li> <li>accelerating the collective power of Institutions</li> </ul>	5	-	-	-
<b>PC2.</b> Gather information on operational issues and diagnosing and managing the resolution of issues	5	-	-	-
<b>PC3.</b> Team scheduling (rosters, overtime etc.), training and management	5	-	-	-
<b>PC4.</b> Intellectual property protection is a non-negotiable, and a high IP budget	5	-	-	-
<b>PC5.</b> Draft A Comprehensive IP Strategy	5	-	-	-
<b>PC6.</b> Audit IP Portfolio	5	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2524
<b>NOS Name</b>	Preparing annual and quarterly budgets
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Media and Entertainment, Digital
<b>Occupation</b>	Asset Creation, Journalism, Production
<b>NSQF Level</b>	6
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQF Clearance Date</b>	31/03/2022



## Qualification Pack

### MES/N2525: Tracking inventory movement

#### Description

This NOS covers ways to manage IP inventory and to maintain real-time updates and the status of the IPs within a network

#### Scope

The scope covers the following :

- Describe and demonstrate the process of managing IP inventory
- Create a strategy that can help businesses achieve effective IP inventory management

#### Elements and Performance Criteria

##### *Draft a comprehensive IP Strategy*

To be competent, the user/individual on the job must be able to:

- PC1.** IP inventory management includes planning, collection, allocation, and management of the organization's IP addresses
- PC2.** Maintain real-time updates and the status of the IPs within a network, so an organization's fixed IP space can be used accordingly
- PC3.** Create strategy and reliable tools in place can help businesses achieve effective IP inventory management.

##### *Achieve effective IP inventory management*

To be competent, the user/individual on the job must be able to:

- PC4.** Keep track of inventory for all IPs of the company
- PC5.** Management of Multiple DHCP/DNS Services
- PC6.** Centralized Repository for Accurate Record

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of intellectual property
- KU2.** layouts that showcase the brand and aesthetic of the company
- KU3.** ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions
- KU4.** importance of day-to-day management of the IP portfolio and its maintenance
- KU5.** ways to gather information on operational issues and diagnosing and managing the resolution of issues
- KU6.** factors that play a role while dealing with intellectual property of any institution
- KU7.** the importance of creating a comprehensive IP strategy
- KU8.** how to audit IP Portfolio



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- KU9.** how to do team scheduling (rosters, overtime etc.), training and management
- KU10.** what all is included in IP inventory management
- KU11.** ways to maintain real-time updates and the status of the IPs within a network
- KU12.** the tools that can help businesses achieve effective IP inventory management
- KU13.** relevance of maintaining centralized repository of records
- KU14.** Guidelines for Creating Intellectual Property
- KU15.** Create strategy to protect IP
- KU16.** Carry out budget plan for resource, maintenance and futuristic operational activities
- KU17.** ways to train sub-ordinates to manage protection of IP security
- KU18.** various legal rights and instruments
- KU19.** File trademark applications for the mark cleared in territories around the world
- KU20.** ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- KU21.** ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and ontracts, etc)
- KU22.** facilitate the onboarding of new IP stemming from an acquisition

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** plan and manage team activities
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** critically appraise quality of own performance to identify issues
- GS6.** Identify the different types of health and safety hazards in a workplace
- GS7.** solve problems that may arise in a project.
- GS8.** Draft affidavits and settlement agreements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Draft a comprehensive IP Strategy</i>	<b>15</b>	<b>70</b>	-	-
<b>PC1.</b> IP inventory management includes planning, collection, allocation, and management of the organization's IP addresses	5	-	-	-
<b>PC2.</b> Maintain real-time updates and the status of the IPs within a network, so an organization's fixed IP space can be used accordingly	5	-	-	-
<b>PC3.</b> Create strategy and reliable tools in place can help businesses achieve effective IP inventory management.	5	-	-	-
<i>Achieve effective IP inventory management</i>	<b>15</b>	-	-	-
<b>PC4.</b> Keep track of inventory for all IPs of the company	5	-	-	-
<b>PC5.</b> Management of Multiple DHCP/DNS Services	5	-	-	-
<b>PC6.</b> Centralized Repository for Accurate Record	5	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2525
<b>NOS Name</b>	Tracking inventory movement
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Media and Entertainment, Digital
<b>Occupation</b>	Asset Creation, Journalism, Production
<b>NSQF Level</b>	6
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQF Clearance Date</b>	31/03/2022





## Qualification Pack

# MES/N2526: Overseeing the planning and implementation of merchandising strategies

## Description

This NOS covers strategy to protect Intellectual Property and prepare a plan to Implement the strategy created and Guidelines for Creating Intellectual Property

## Scope

The scope covers the following :

- Create strategy to protect Intellectual Property and prepare a plan to Implement the strategy created.
- Establish Guidelines for Creating Intellectual Property

## Elements and Performance Criteria

### *Establish Guidelines for Creating Intellectual Property*

To be competent, the user/individual on the job must be able to:

- PC1.** Establish Guidelines for Creating Intellectual Property
- PC2.** Value IP portfolio and train subordinates to manage protection of IP security
- PC3.** Audit Your Intellectual Property

### *Plan to implement the strategy being created to protect IP*

To be competent, the user/individual on the job must be able to:

- PC4.** Create strategy to protect IP and plan to implement the strategy
- PC5.** Analyze competitive Advantage and Barriers to Entry
- PC6.** Manage Modification to equipment inventory
- PC7.** Carry out budget plan for resource, maintenance and futuristic operational activities.

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of intellectual property
- KU2.** layouts that showcase the brand and aesthetic of the company
- KU3.** ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions
- KU4.** importance of day-to-day management of the IP portfolio and its maintenance
- KU5.** ways to gather information on operational issues and diagnosing and managing the resolution of issues
- KU6.** factors that play a role while dealing with intellectual property of any institution
- KU7.** the importance of creating a comprehensive IP strategy
- KU8.** how to audit IP Portfolio



## Qualification Pack

- KU9.** how to do team scheduling (rosters, overtime etc.), training and management
- KU10.** what all is included in IP inventory management
- KU11.** ways to maintain real-time updates and the status of the IPs within a network
- KU12.** the tools that can help businesses achieve effective IP inventory management
- KU13.** relevance of maintaining centralized repository of records
- KU14.** Guidelines for Creating Intellectual Property
- KU15.** Create strategy to protect IP
- KU16.** Carry out budget plan for resource, maintenance and futuristic operational activities
- KU17.** ways to train sub-ordinates to manage protection of IP security
- KU18.** various legal rights and instruments
- KU19.** File trademark applications for the mark cleared in territories around the world
- KU20.** ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- KU21.** ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and ontracts, etc)
- KU22.** facilitate the onboarding of new IP stemming from an acquisition

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** plan and manage team activities
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** critically appraise quality of own performance to identify issues
- GS6.** Identify the different types of health and safety hazards in a workplace
- GS7.** solve problems that may arise in a project.
- GS8.** Draft affidavits and settlement agreements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish Guidelines for Creating Intellectual Property</i>	<b>15</b>	<b>65</b>	-	-
<b>PC1.</b> Establish Guidelines for Creating Intellectual Property	5	-	-	-
<b>PC2.</b> Value IP portfolio and train subordinates to manage protection of IP security	5	-	-	-
<b>PC3.</b> Audit Your Intellectual Property	5	-	-	-
<i>Plan to implement the strategy being created to protect IP</i>	<b>20</b>	-	-	-
<b>PC4.</b> Create strategy to protect IP and plan to implement the strategy	5	-	-	-
<b>PC5.</b> Analyze competitive Advantage and Barriers to Entry	5	-	-	-
<b>PC6.</b> Manage Modification to equipment inventory	5	-	-	-
<b>PC7.</b> Carry out budget plan for resource, maintenance and futuristic operational activities.	5	-	-	-
<b>NOS Total</b>	<b>35</b>	<b>65</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2526
<b>NOS Name</b>	Overseeing the planning and implementation of merchandising strategies
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Media and Entertainment, Digital
<b>Occupation</b>	Asset Creation, Journalism, Production
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Clearance Date</b>	31/03/2022



## Qualification Pack

### MES/N2527: Collaborating with the marketing and legal department

#### Description

This NOS covers ways to support Corporate Mergers and Acquisitions team with evaluating IP. File trademark applications for the mark cleared in territories around the world.

#### Scope

The scope covers the following :

- Demonstrate ways to manage a very large portfolio of trademarks
- Coordinate and work closely with marketing and legal department

#### Elements and Performance Criteria

##### *Manage portfolio of trademarks*

To be competent, the user/individual on the job must be able to:

- PC1.** File trademark applications for the mark cleared in territories around the world
- PC2.** Manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- PC3.** Manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and contracts, etc.)
- PC4.** Support the Corporate Mergers and Acquisitions team with evaluating IP and help facilitate the onboarding of new IP stemming from an acquisition
- PC5.** Conduct trademark clearances, for international program titles and merchandising campaigns through online databases, analyze search results, and present recommendations to internal business clients

##### *Coordinate with marketing and legal department*

To be competent, the user/individual on the job must be able to:

- PC6.** Manage the prosecution of international trademark filings
- PC7.** Correspond with outside counsel on issues relating to applications including local office objections
- PC8.** Review, analyze and provide recommendations for enforcement efforts to protect IP in international trademark offices
- PC9.** Draft affidavits to support our enforcement efforts and settlement agreements subject to the review and approval of the Senior Vice President co-heads of the department
- PC10.** Evaluate IP portfolio for gaps in protection and strategize with business on new trademark filings
- PC11.** Analyse copyright laws and Legal instruments for protecting various creative works and products relevant to advertising industries

#### Knowledge and Understanding (KU)



## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** importance of intellectual property
- KU2.** layouts that showcase the brand and aesthetic of the company
- KU3.** ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions
- KU4.** importance of day-to-day management of the IP portfolio and its maintenance
- KU5.** ways to gather information on operational issues and diagnosing and managing the resolution of issues
- KU6.** factors that play a role while dealing with intellectual property of any institution
- KU7.** the importance of creating a comprehensive IP strategy
- KU8.** how to audit IP Portfolio
- KU9.** how to do team scheduling (rosters, overtime etc.), training and management
- KU10.** what all is included in IP inventory management
- KU11.** ways to maintain real-time updates and the status of the IPs within a network
- KU12.** the tools that can help businesses achieve effective IP inventory management
- KU13.** relevance of maintaining centralized repository of records
- KU14.** Guidelines for Creating Intellectual Property
- KU15.** Create strategy to protect IP
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- KU17.** ways to train sub-ordinates to manage protection of IP security
- KU18.** various legal rights and instruments
- KU19.** File trademark applications for the mark cleared in territories around the world
- KU20.** ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP
- KU21.** ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and ontracts, etc)
- KU22.** facilitate the onboarding of new IP stemming from an acquisition

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** plan and manage team activities
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** critically appraise quality of own performance to identify issues
- GS6.** Identify the different types of health and safety hazards in a workplace
- GS7.** solve problems that may arise in a project.



## Qualification Pack

**GS8.** Draft affidavits and settlement agreements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage portfolio of trademarks</i>	<b>20</b>	<b>50</b>	-	-
<b>PC1.</b> File trademark applications for the mark cleared in territories around the world	5	-	-	-
<b>PC2.</b> Manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP	-	-	-	-
<b>PC3.</b> Manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and contracts, etc.)	5	-	-	-
<b>PC4.</b> Support the Corporate Mergers and Acquisitions team with evaluating IP and help facilitate the onboarding of new IP stemming from an acquisition	5	-	-	-
<b>PC5.</b> Conduct trademark clearances, for international program titles and merchandising campaigns through online databases, analyze search results, and present recommendations to internal business clients	5	-	-	-
<i>Coordinate with marketing and legal department</i>	<b>30</b>	-	-	-
<b>PC6.</b> Manage the prosecution of international trademark filings	5	-	-	-
<b>PC7.</b> Correspond with outside counsel on issues relating to applications including local office objections	5	-	-	-
<b>PC8.</b> Review, analyze and provide recommendations for enforcement efforts to protect IP in international trademark offices	5	-	-	-
<b>PC9.</b> Draft affidavits to support our enforcement efforts and settlement agreements subject to the review and approval of the Senior Vice President co-heads of the department	5	-	-	-





## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> Evaluate IP portfolio for gaps in protection and strategize with business on new trademark filings	5	-	-	-
<b>PC11.</b> Analyse copyright laws and Legal instruments for protecting various creative works and products relevant to advertising industries	5	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2527
<b>NOS Name</b>	Collaborating with the marketing and legal department
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Media and Entertainment, Digital
<b>Occupation</b>	Asset Creation, Journalism, Production
<b>NSQF Level</b>	6
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQF Clearance Date</b>	31/03/2022



## Qualification Pack

### MES/N0104: Maintain Workplace Health & Safety

#### Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

#### Elements and Performance Criteria

##### *Understanding the health, safety and security risks prevalent in the workplace*

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- PC3.** understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises
- PC4.** participate in organization health and safety knowledge sessions and drills

##### *Knowing the people responsible for health and safety and the resources available*

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

##### *Identifying and reporting risks*

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

##### *Complying with procedures in the event of an emergency*

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



## Qualification Pack

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



## Qualification Pack

**GS22.** Apply balanced judgments in different situations

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
<b>PC2.</b> understand the safe working practices pertaining to own occupation	5	5	-	-
<b>PC3.</b> understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
<b>PC4.</b> participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
<b>PC6.</b> identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	<b>18</b>	<b>17</b>	-	-
<b>PC7.</b> identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
<b>PC8.</b> ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
<b>PC9.</b> identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	<b>7</b>	<b>8</b>	-	-
<b>PC11.</b> follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
<b>PC12.</b> identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0104
<b>NOS Name</b>	Maintain Workplace Health & Safety
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Animation, Gaming, Radio, Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022

### Assessment Guidelines and Assessment Weightage

#### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.





## Qualification Pack

**Minimum Aggregate Passing % at QP Level : 70**

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N2523.Analyse intellectual property and its importance	50	50	0	0	100	20
MES/N2524.Preparing annual and quarterly budgets	30	70	0	0	100	20
MES/N2525.Tracking inventory movement	30	70	0	0	100	20
MES/N2526.Overseeing the planning and implementation of merchandising strategies	35	65	0	0	100	10
MES/N2527.Collaborating with the marketing and legal department	50	50	0	0	100	20
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
<b>Total</b>	<b>245</b>	<b>355</b>	<b>-</b>	<b>-</b>	<b>600</b>	<b>100</b>



## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.