

Trade Mark Skill Set

Target Group	This skill set is for people who need to manage the protection and commercialisation of brands and business identity within an organisation.
Units	BSBIPR403A Protect and use brands and business identity BSBIPR501A Manage intellectual property to protect and grow business
Pathway	Units from within this Skill Set can contribute to a number of qualifications, including the BSB40207 Certificate IV in Business, BSB50207 Diploma of Business, BSB50507 Diploma of Franchising and BSB51107 Diploma of Management.
Suggested form of words for Statement of Attainment	These competencies from the BSB07 Business Services Training Package meet the industry requirements for the management of the protection and use of brands and business identity within an organisation.