

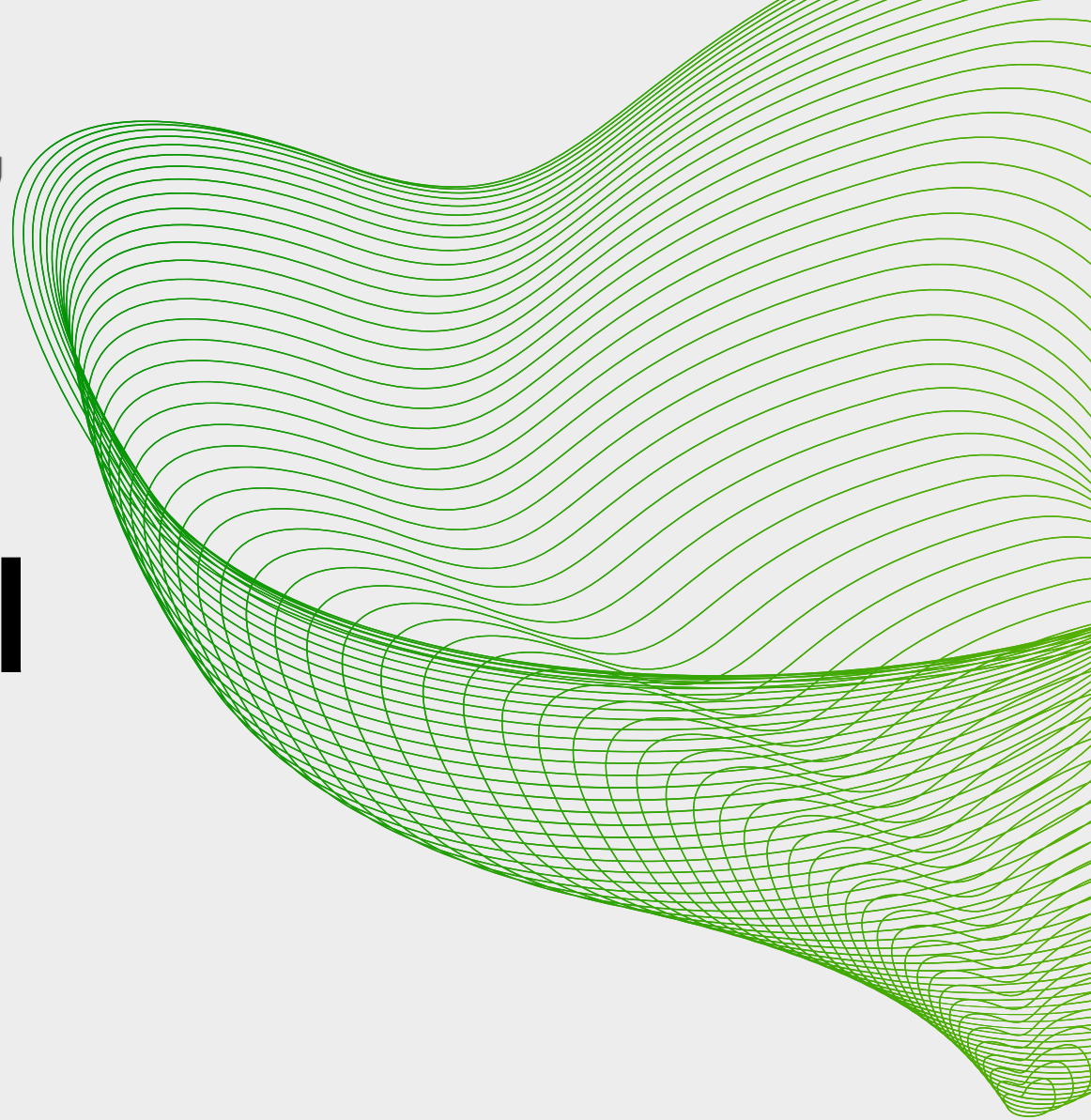


Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

Intellectual Property Protection:



Job Task Analysis



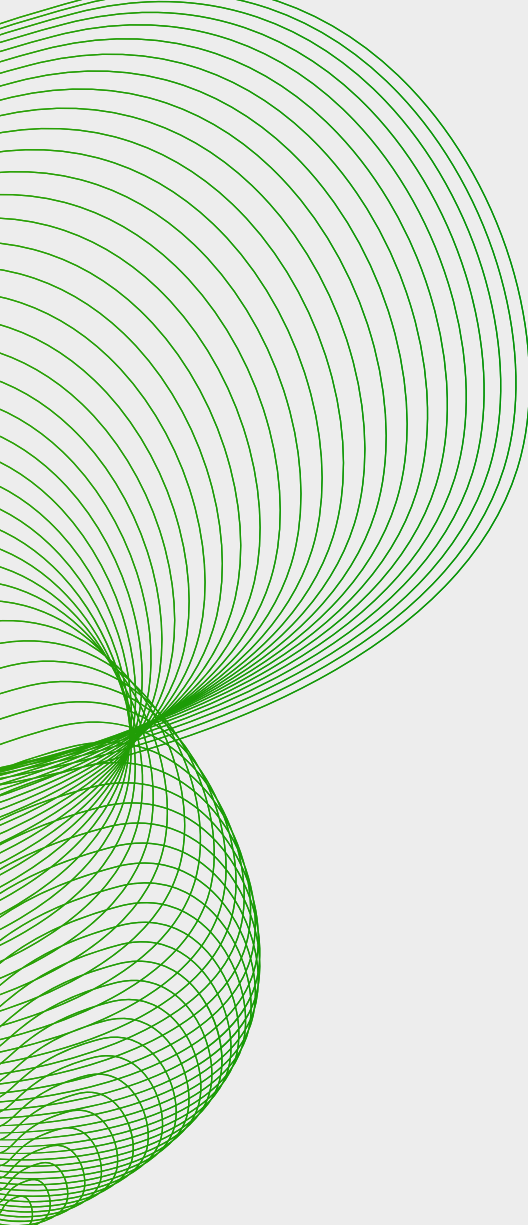


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Our Team



**Kevin
Hoff**



**Saleem
Alhabash**



**Kari
Kammel**

This research was conducted independently by the Michigan State University Center for Anti-Counterfeiting and Product Protection (A-CAPP) and utilizing research funding from the Certified Trade and Intellectual Property Specialist Program (CTIPS).

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Obtaining Additional Marketing Insights. This report is not intended to be marketing advice for your organization. For assistance with individualized marketing strategies incorporating findings from this study with your audience, please contact the A-CAPP Center.

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About the A-CAPP Center

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Center for Anti-Counterfeiting
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MICHIGAN STATE UNIVERSITY

OUR MISSION

Identify and examine the complex issue of trademark counterfeiting from a practical, actionable, academic nexus/ viewpoint, working collaboratively with brand protection practitioners and communities worldwide.

OUR VISION

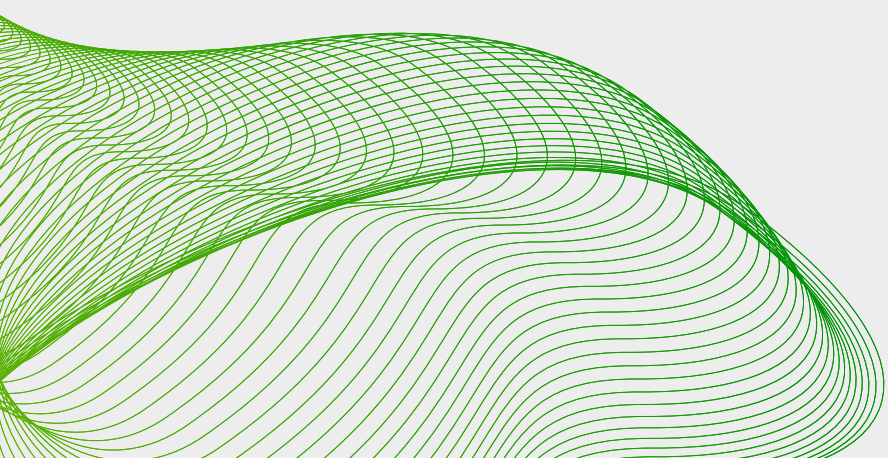
Combat trademark counterfeiting through our research, education and outreach.

OUR TEAM

We are a small and committed team passionate about brand protection and anti-counterfeiting. We rely on partnerships with others in the brand protection community for funding and engagement as well as data for our research. Brand protection is an umbrella term that describes how brand owners (companies), law enforcement, academics and related technology and other vendors work together to stop trademark counterfeiting and protect the public.

OUR VALUES

As a public, research-intensive, land-grant university funded in part by the State of Michigan, our university mission is to advance knowledge and transform lives. At the Center for Anti-Counterfeiting and Product Protection, these same values are at the core of what we do, as applied to the brand protection field. Through our vision, we live out these values by helping create solutions on a global scale to problems with significant health, safety and other risks. We also help train a diverse cadre of current and future industry professionals.



About the A-CAPP Center

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Center for Anti-Counterfeiting
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MICHIGAN STATE UNIVERSITY

WE ARE INTERDISCIPLINARY

At MSU and at other institutions, we work with scholars in the many disciplines that make up our field, including but not limited to: Law, Criminal Justice, Business, Supply Chain, Marketing, Packaging, Engineering, Pharmacy, Advertising and Public Relations and Global Health. We also work closely with the team in International Studies and Programs, the Broad College's International Business Center/Global Business Club, the Axia Institute and others from all over campus and across the globe. We are working to develop additional relationships across a broad spectrum of potential partners.

WE ARE COLLABORATIVE

We work with everyone imaginable in the brand protection and anti-counterfeiting community, from academics to members of law enforcement, vendors and brand owners. We do not endorse others' solutions, allow sales of services or products, or give away our partners' information to be used for sales. This policy has helped us build relationships of trust with our partners.

WE ARE INDEPENDENT

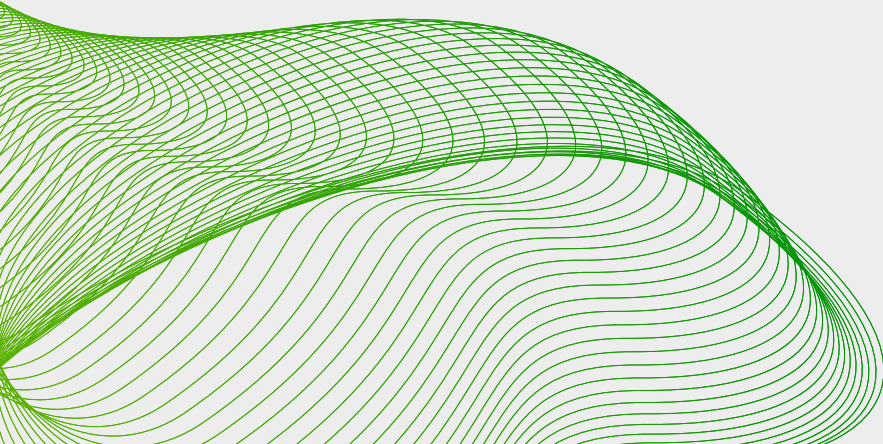
Our research and related work are independent. Although we raise funding for our research and other activities as a self-sustaining unit at Michigan State University through gifts and contracts, we do not accept funding that would require us to promote a specific viewpoint or perspective. We proactively seek to be knowledgeable about current events and updates in our field and produce research and resource tools applicable in the practice of brand protection.

WE ARE INCLUSIVE AND PROMOTE INCLUSIVITY IN ALL WE DO

We recognize that the field of brand protection is made better by being as inclusive as possible. We work actively to ensure that our events, programs and team are inclusive and that our educational programs view lessons and delivery through an inclusive lens. We seek to have as diverse an array of partners as possible through significant and strategic outreach.

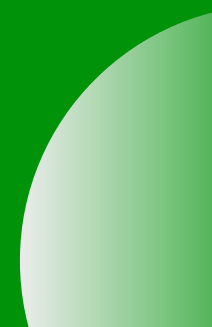
WE PRIORITIZE EDUCATING AND LEARNING

We are committed to educating the current and next generation of brand protection professionals through our self-guided online courses, as well as various types of experiential education and traditional university courses. Our internship programs include mentoring and other state-of-the-art career development tools to both educate new members of the profession and create learning opportunities for their mentors.





Executive Summary



Executive Summary

Background

This research report is a product of the Center for Anti-Counterfeiting and Product Protection (ACAPP) at Michigan State University. This report describes the development, implementation, and results of a task-oriented job analysis conducted to evaluate the work tasks performed by intellectual property protection professionals. The findings from this study have been used to aid the development of the Certified Trade and Intellectual Property Specialist (CTIPS).

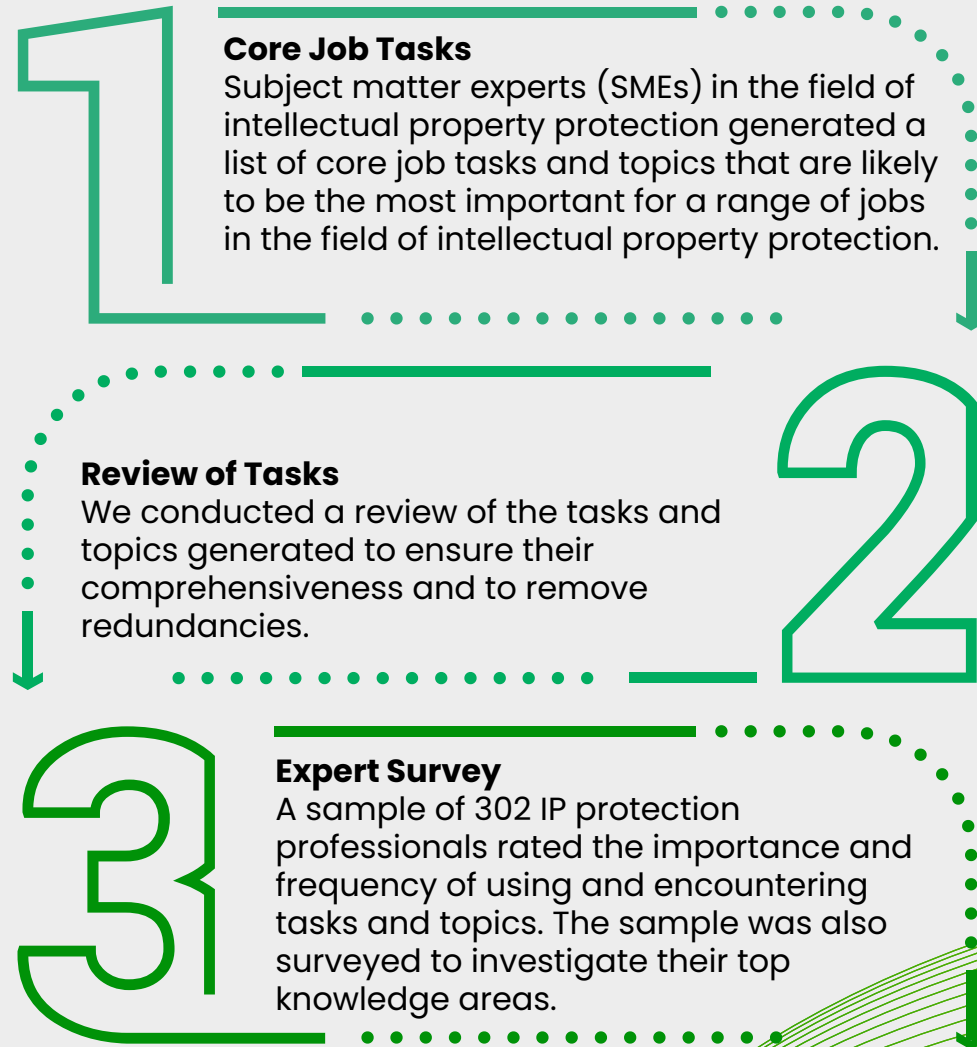
Key Results

- Overall, **job tasks and topics related to Investigations received the highest importance and frequency ratings**, followed by Proactive Protection, Illicit Trade, Enforcement, and IP Overview. All major tasks/topics had averages above 3.0 on the 5-point scale, indicating that all topic areas were considered at least moderately important.
- Overall, **importance and frequency ratings were very highly correlated** ($r = .99$), indicating that tasks and topics completed/used more frequently were also more important (and vice versa).
- Among specific tasks and topics, **the most important included defining IP and its types, understanding the role of the internet in illicit trade, and recognizing various types of illicit trade and their consequences**. Other specific tasks and topics rated as highly important focused on public-private collaboration efforts to protect IP (4.22), methods of disrupting illicit activities (4.20), and responsibilities of intermediary services in protecting IP (4.19). By contrast, the lowest-rated tasks were related to understanding publicity/persona rights, patent protection, and trade secret principles. Notably, even the lowest three tasks were still rated as at least moderately important.
- In terms of **knowledge areas, brand protection, anti-counterfeiting, intellectual property enforcement, and IP investigations were rated as the strongest knowledge areas** among the sample. Patent law was the lowest-rated knowledge area, with the average rating falling between “somewhat knowledgeable” and “knowledgeable”. The findings from this study provided the framework for the development of the Certified Trade and Intellectual Property Specialist (CTIPS) IP certification.

Executive Summary

Job Analysis Method

This job analysis uses a task-and-topic-oriented approach to investigate the frequency and importance of core job tasks and topics in the field of intellectual property protection. The job analysis was conducted in three stages:





Background

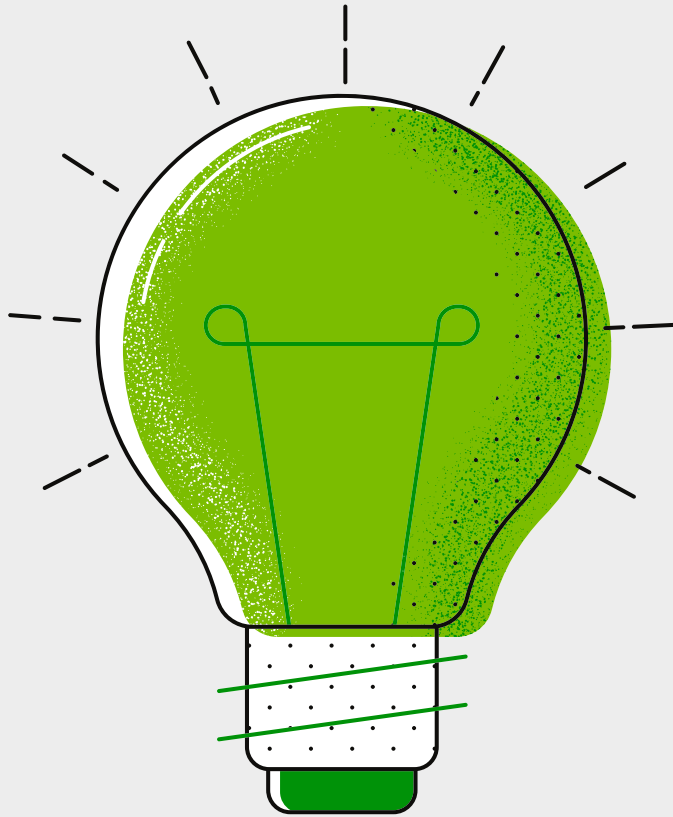
Background

Overview

Broadly defined, the intellectual property protection field encompasses multiple disciplines and is situated across a variety of organizations working across various intellectual property arenas, including brand protection, anti-counterfeiting, anti-piracy, and anti-illicit trade in goods. **This research surveyed practitioners across various organizations regarding their perceptions about the importance and use frequency of a set of knowledge domains within the IP field.**

This report describes the development, implementation, and results of a task and topics-oriented job analysis conducted to evaluate the work tasks performed by intellectual property protection professionals and knowledge topics on which they rely to perform their job responsibilities in IP protection. To do so, following the development of a comprehensive list of IP protection-related tasks and topics, survey participants were asked to rate the frequency and importance of performing and encountering these tasks and topics in relation to their work in IP protection.

Background



Objectives

Insights derived from this job analysis can be used to achieve several objectives:

01

Describe the core job tasks of intellectual property professionals across a range of occupations, organizations, and positions

02

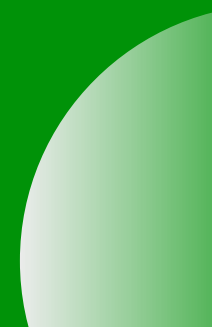
Identify the most critical job-related topics that can serve as a foundation for developing a certification exam in the field of intellectual property protection

03

Document the top knowledge areas of intellectual property professionals, which can guide the development of additional educational and training resources



Results



Results

01 Overall Importance and Frequency Ratings by Knowledge Domain

We examined both the importance and frequency of completing tasks and encountering topics in IP work to provide a more holistic perspective on the criticality of IP protection work and functions. Overall, importance and frequency ratings were very highly correlated ($r = .99$), indicating that participants tended to view the tasks they completed and topics they encountered more frequently as more important (and vice versa). Note that importance ratings were higher than frequency ratings across all tasks and topics, but each set of questions used different rating scales, so direct comparisons should not be made across importance and frequency ratings.

The figure below presents the average importance and frequency ratings summarized across the five major knowledge domains, including: Intellectual Property (IP) Overview, Illicit Trade, Proactive Protection, Investigations, and Enforcement. Overall, investigations received the highest importance and frequency ratings, followed by Proactive Protection, Illicit Trade, Enforcement, and IP Overview. All topics had averages above 3.0 on the 5-point scale. This indicates that all topics were considered at least moderately important.

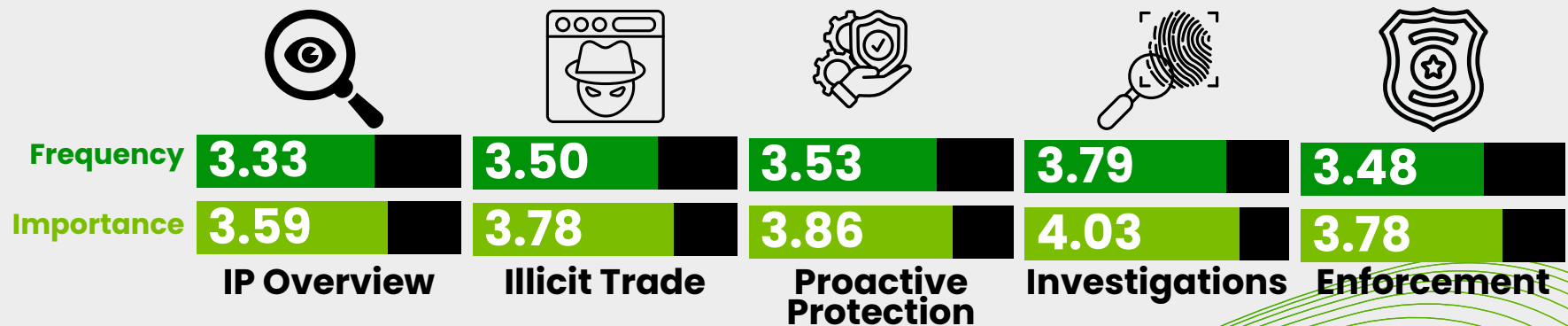
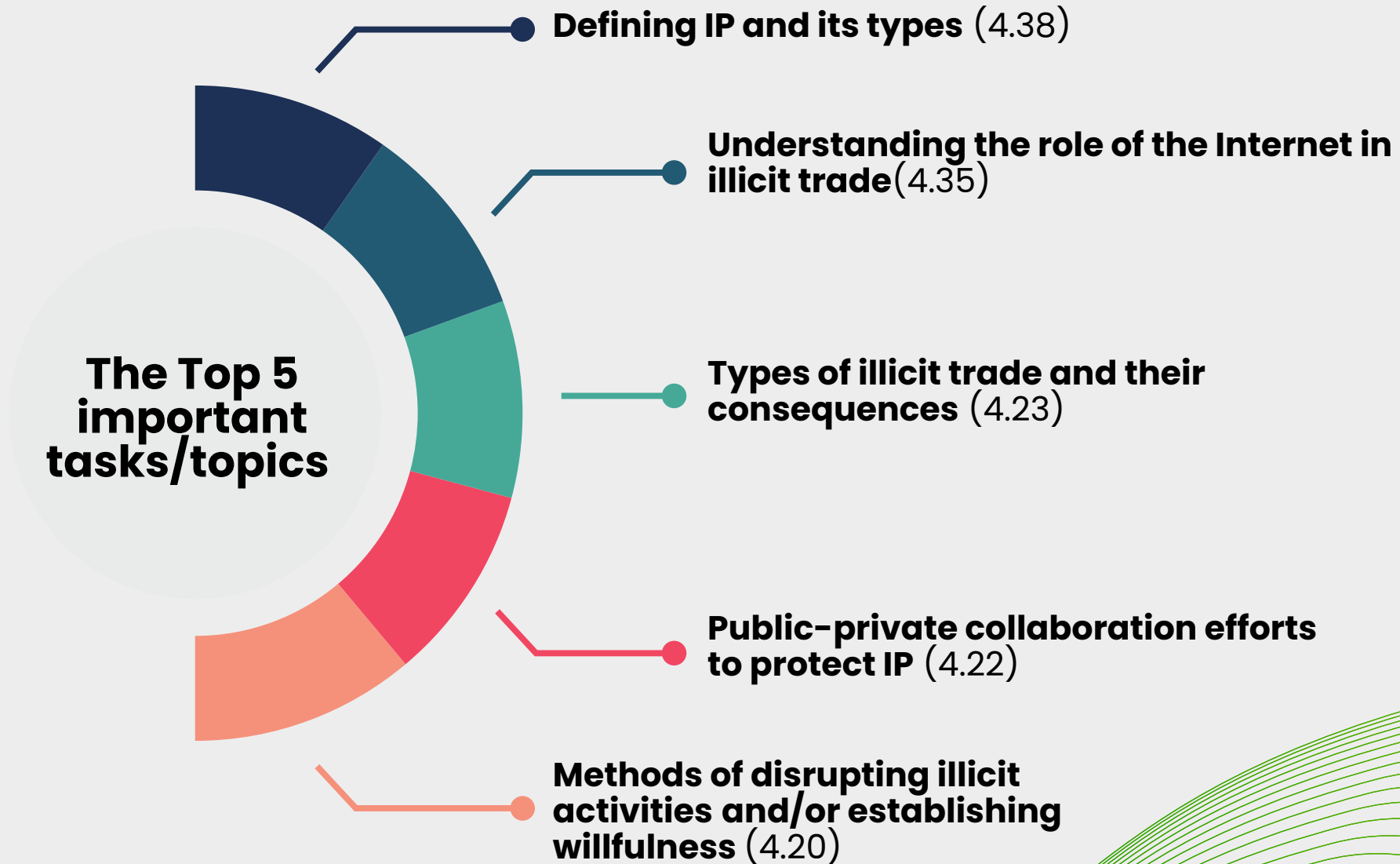


FIGURE 1.1 Aggregated mean scores (5-point scale) for frequency and importance ratings of the five major knowledge domains of IP protection work. *Frequency* was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

01 Overall Importance and Frequency Ratings by Knowledge Domain

Next, we examined the specific tasks and topics across all knowledge domains that were rated as most important and most frequently performed. Figure 1.2 highlights the top 20 job tasks by importance rating.



Results

01 Overall Importance and Frequency Ratings by Knowledge Domain

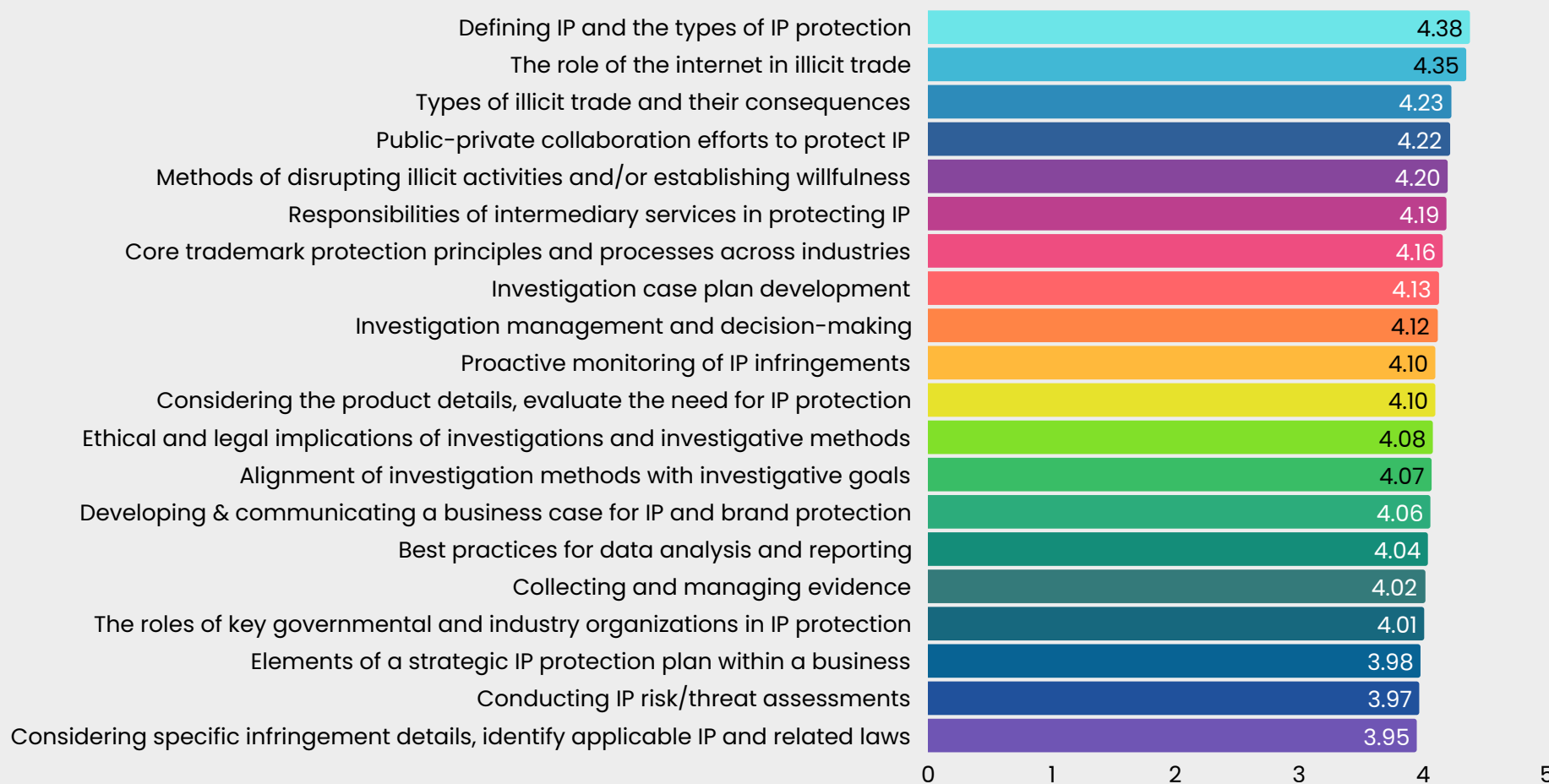


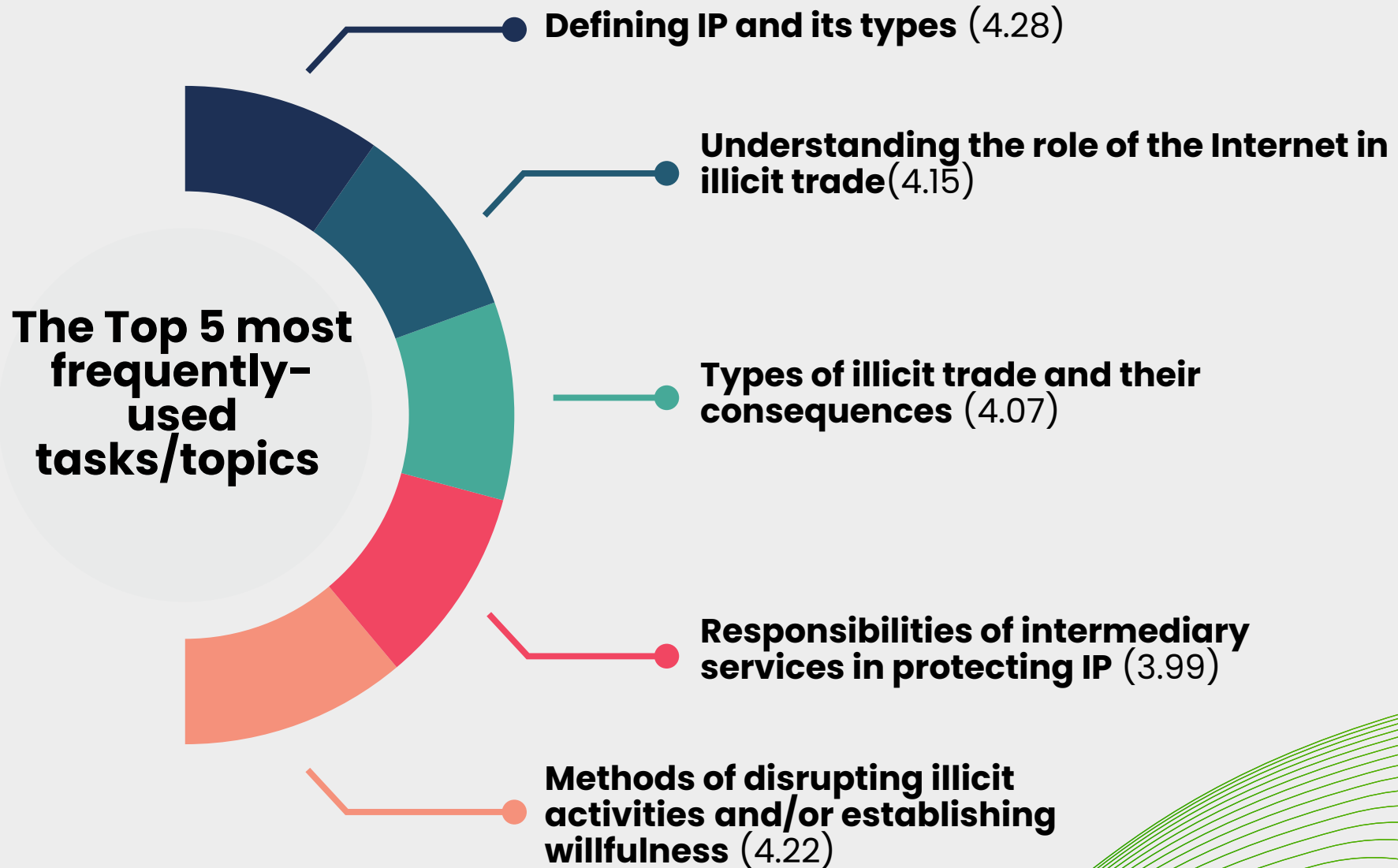
FIGURE 1.2 Top 20 Job Tasks and Topics by Importance Ratings

Importance was rated on a 5-point scale where 1 = 'Not at all important' and 5 = "Extremely important/essential".

Results

01 Overall Importance and Frequency Ratings by Knowledge Domain

Next, Figure 1.3 displays the top 20 tasks and topics by frequency rating. As importance and frequency ratings were highly correlated, the top 20 tasks and topics overlapped considerably among frequency and importance ratings.



Results

01 Overall Importance and Frequency Ratings by Knowledge Domain

Only one task/topic was rated among the top 20 in terms of frequency, but not importance: global supply chain basics, including how criminals exploit vulnerabilities. Nonetheless, this task was still rated as the 21st most important task/topic, again revealing the strong overlap between frequency and importance ratings.



FIGURE 1.3 Top 20 Job Tasks and Topics by Frequency Ratings
Frequency was rated on a 5-point scale where "1 = Never" and 5 = "Regularly".

Results

02 Item Ratings across Knowledge Domains

The following section provides an in-depth look at the frequency and importance ratings for individual tasks and topics within each of the five major knowledge domains of IP protection work.



Domain 1: IP Overview



Domain 2: Illicit Trade



Domain 3: Proactive Prevention



Domain 4: Investigations



Domain 5: Enforcement

Results

02 Item Ratings across Knowledge Domains



Domain 1: IP Overview

The first topic, ***Intellectual Property Overview***, covered a range of core job tasks and topics in the fields of intellectual property protection and the legal landscape. Figure 2.1 presents importance and frequency ratings of key tasks and topics within the "IP Overview" category. *Defining IP and its types* was rated the highest in both importance and frequency, followed closely by *core trademark protection principles* and *considering the product details, evaluating the need for IP protection*. In contrast, tasks associated with *publicity/persona rights*, *patent protection*, and *trade secret principles* were rated lowest, indicating they are performed less frequently and are generally viewed as less important relative to the other tasks.

Results

02 Item Ratings across Knowledge Domains



Domain 1: IP Overview

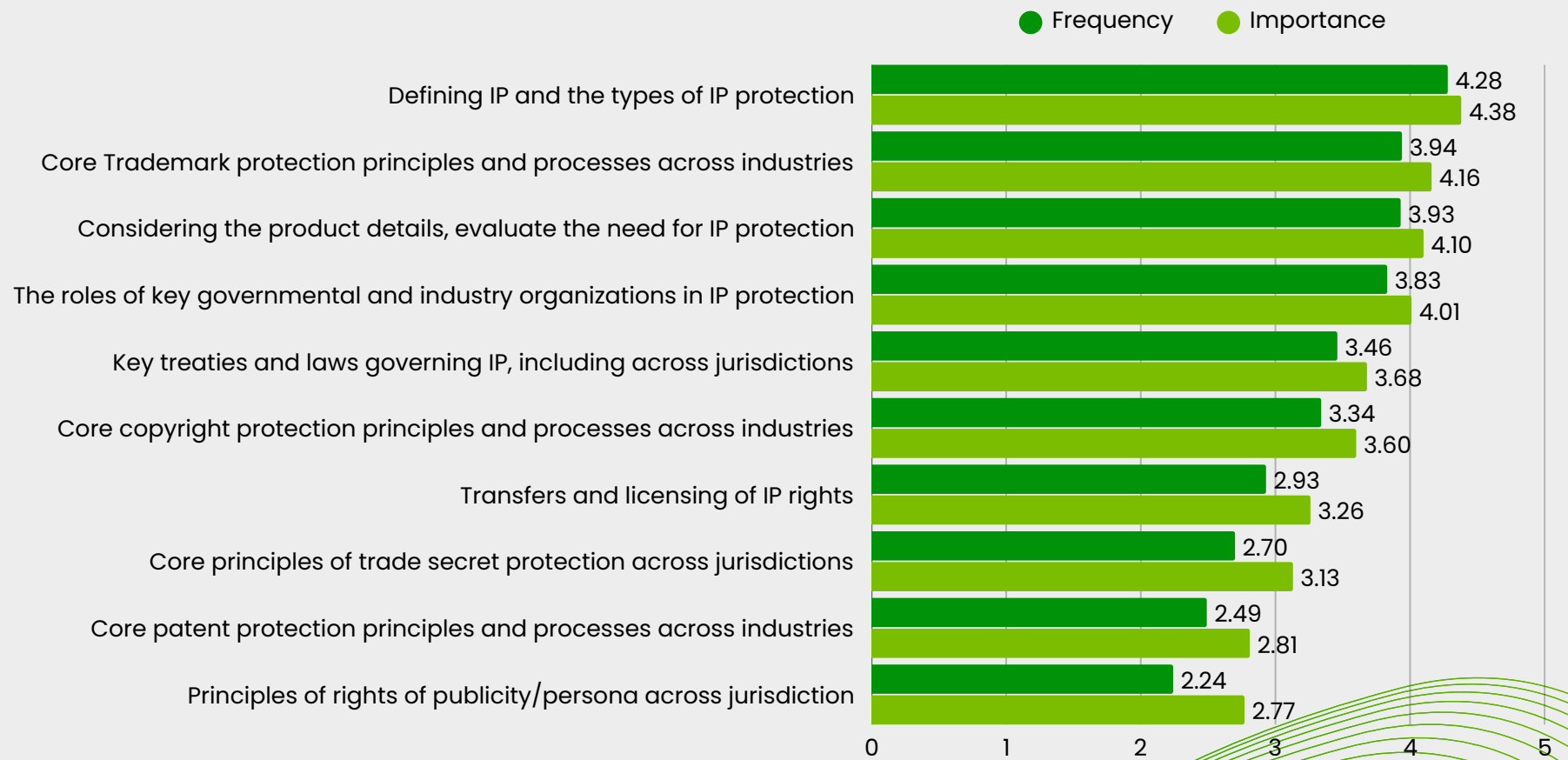


FIGURE 2.1 Mean scores for individual tasks/topics in Domain 1: IP Overview.
Frequency was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

02 Item Ratings across Knowledge Domains



Domain 2: Illicit Trade

The second domain, ***Illicit Trade***, covered core job tasks and topics related to global trade. Figure 2.2. illustrates the importance and frequency ratings of tasks and topics related to illicit trade. The highest-rated tasks and topics in both categories included the *role of the internet in illicit trade*, *types and consequences of illicit trade*, and *the responsibilities of intermediary services in protecting intellectual property*. Other key tasks/topics, such as *global supply chain vulnerabilities*, *criminal evasion methods*, and *customs agency roles*, were the next highest-rated tasks. By contrast, the lowest-rated tasks/topics included *core principles of global trade and international trade agreements* and *bribery and corruption*, although these tasks/topics were still rated above the scale mid-point on both importance and frequency indicating they are at least moderately important.

Results

02 Item Ratings across Knowledge Domains



Domain 2: Illicit Trade

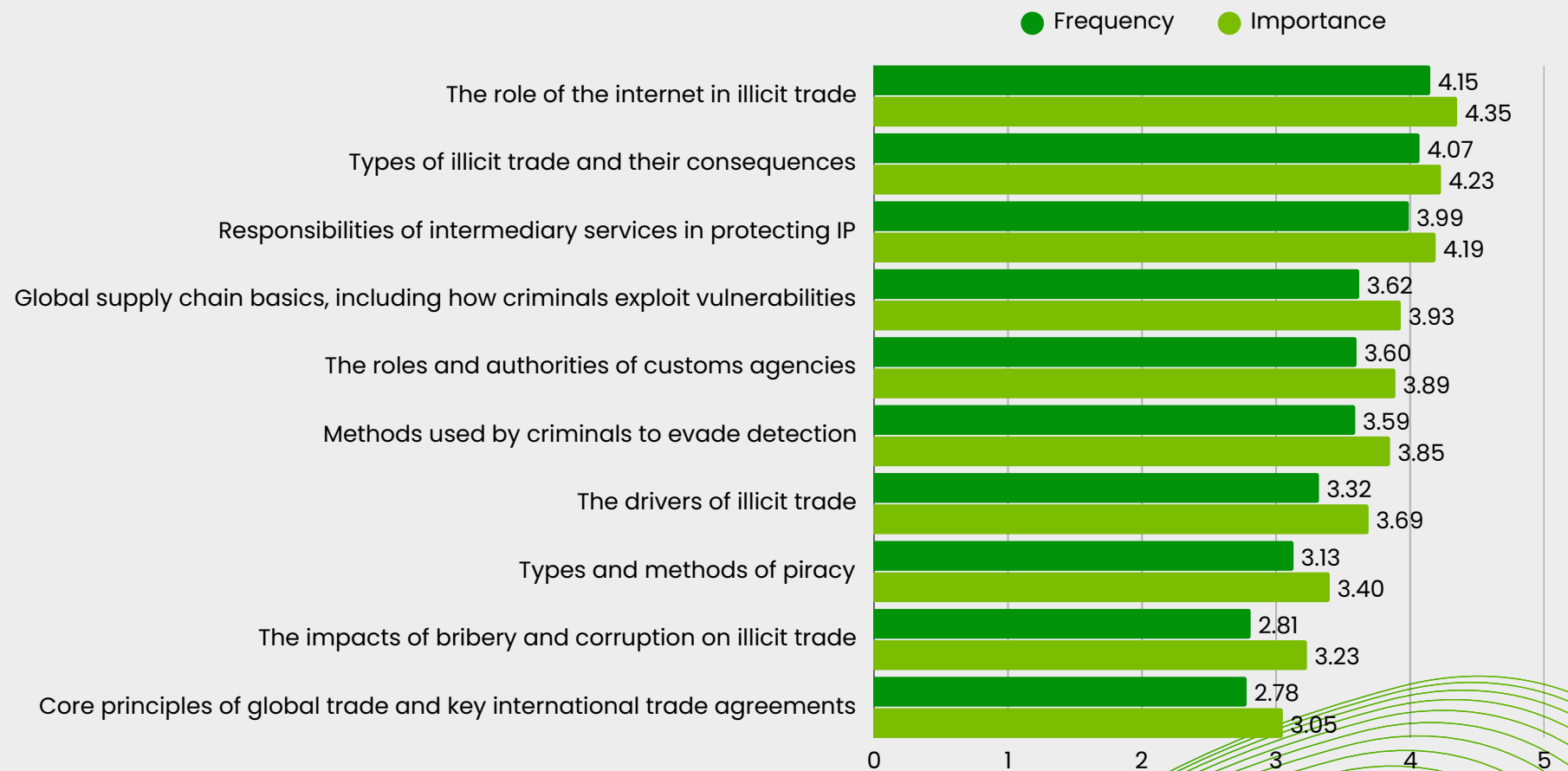


FIGURE 2.2 Mean scores for individual tasks/topics in Domain 2: Illicit Trade. *Frequency* was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

02 Item Ratings across Knowledge Domains



Domain 3: Proactive Prevention

The third domain, **Proactive Protections**, focused on risk assessments/mitigation efforts to protect IP. Figure 2.3 presents the importance and frequency ratings of key tasks and topics under proactive protection. The highest-rated tasks/topics in both frequency and importance were *public-private collaboration efforts* and *proactive monitoring of IP infringement*, emphasizing their critical role in IP protection. Other highly rated tasks/topics involved *developing a business case for IP protection*, *strategic planning*, and *conducting IP risk assessments*. The lowest-rated task/topic involved *applying controls to mitigate piracy risks*, although this was still rated above the scale mid-point.

Results

02 Item Ratings across Knowledge Domains



Domain 3: Proactive Prevention

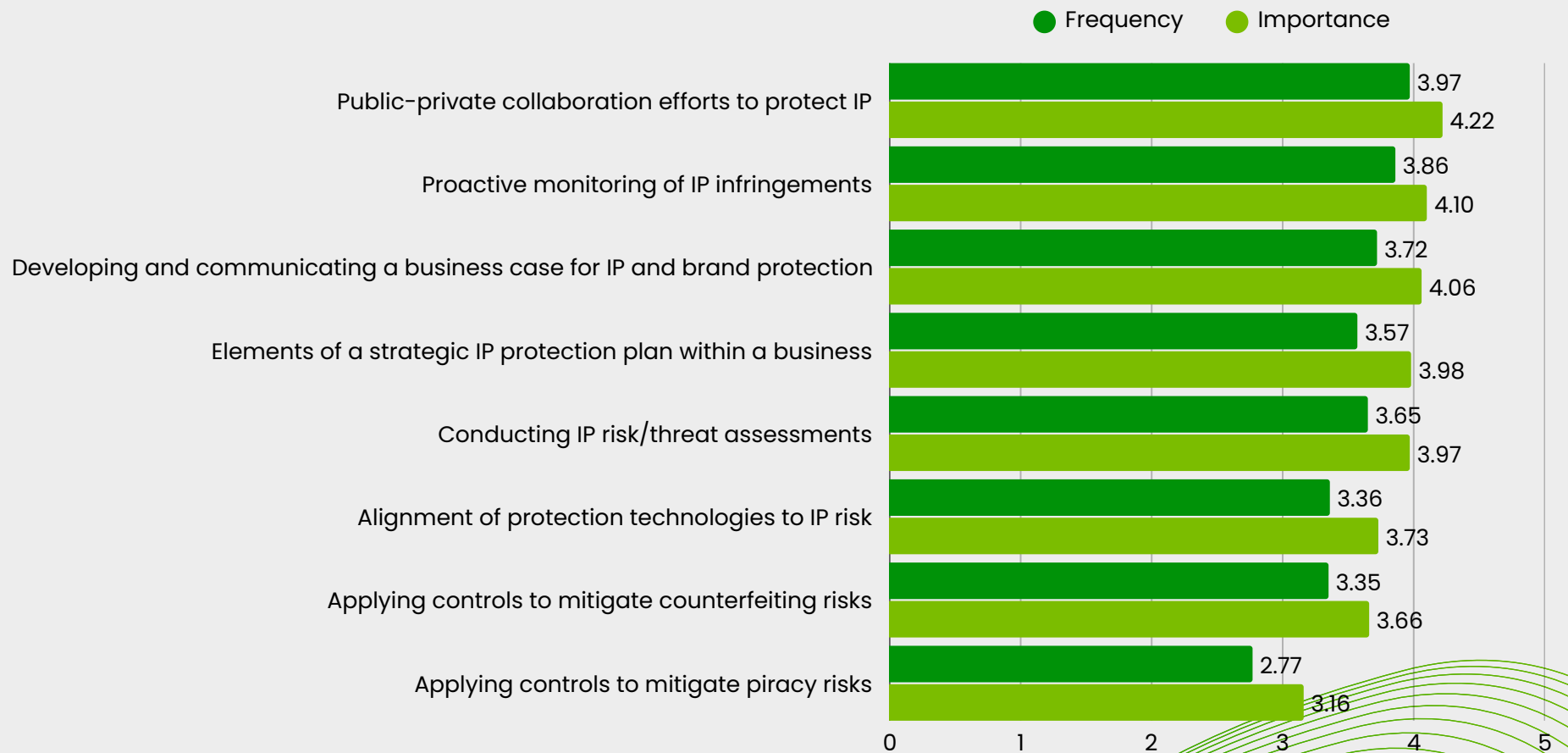


FIGURE 2.3 Mean scores for individual tasks/topics in Domain 3: Proactive Prevention. *Frequency* was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

02 Item Ratings across Knowledge Domains



Domain 4: Investigations

The fourth domain focused on ***Investigations***. Figure 2.4 illustrates the importance and frequency ratings of key tasks and topics related to investigations in IP protection. Interestingly, all core tasks/topics in investigations received relatively high ratings, there was only a small difference of approximately 0.3 units between the highest- (*investigation case plan development*) and lowest-rated topics/tasks (*operational security to protect investigators*). As noted earlier, this knowledge domain also had the highest overall means for frequency and importance, indicating that investigations is a key knowledge domain across the IP protection field.

Results

02 Item Ratings across Knowledge Domains



Domain 4: Investigations

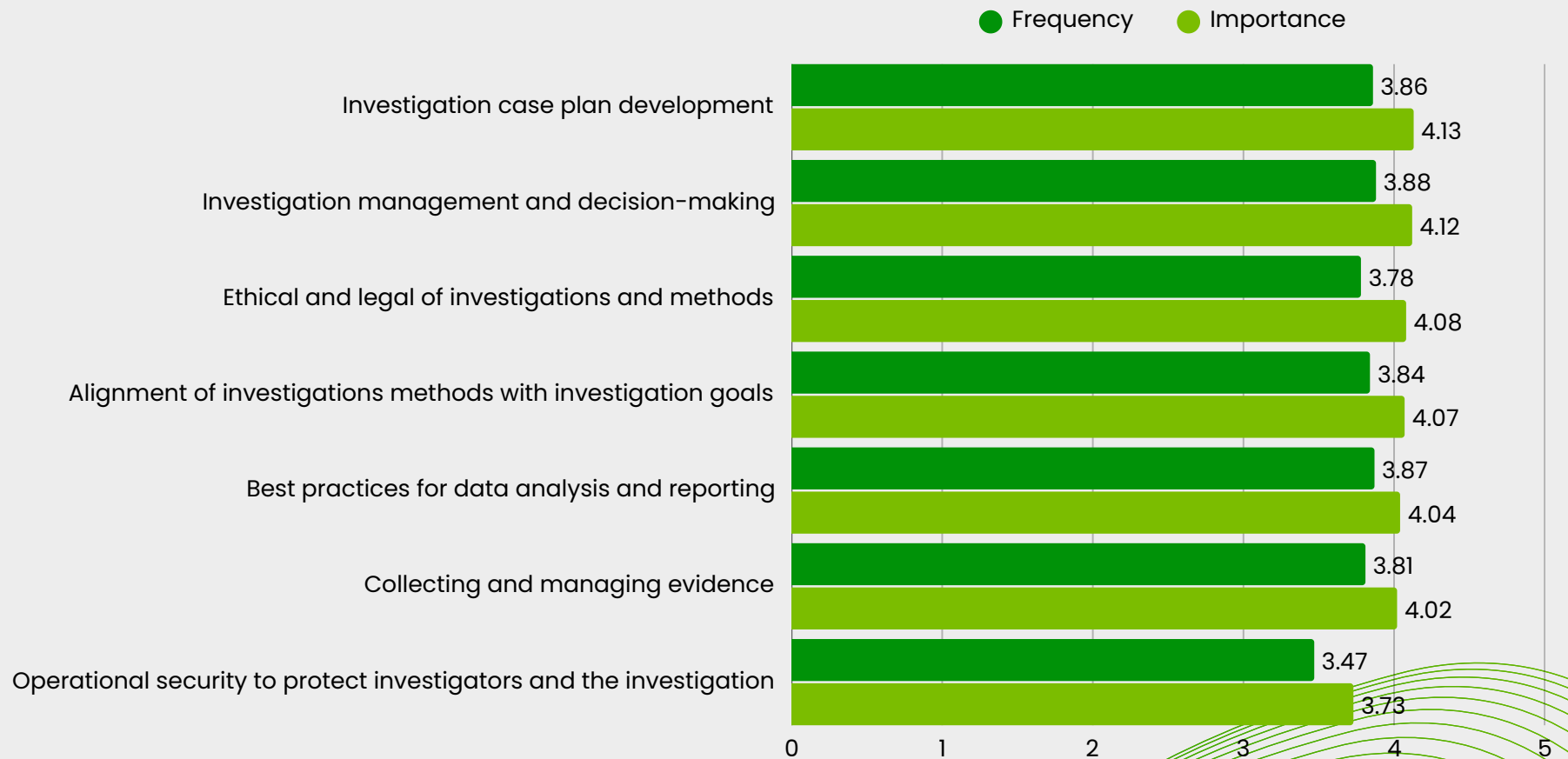


FIGURE 2.4 Mean scores for individual tasks and topics in Domain 4: Investigations. *Frequency* was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

02 Item Ratings across Knowledge Domains



Domain 5: Enforcement

The fifth topic focused on **Enforcement** of IP protection laws and ethical principles. Figure 2.5 presents importance and frequency ratings for key enforcement-related tasks and tasks. The highest-rated topic/task in both importance and frequency was *methods of disrupting illicit activities and/or establishing willfulness*, followed by *identifying applicable laws for specific infringement details and enforcement agencies across jurisdictions*. The lowest-rated tasks/topics were related to *differentiating between types of legal liability and criminal and civil suits*, though were still relevant as they received average ratings above 3.0 on both frequency and importance.

Results

02 Item Ratings across Knowledge Domains



Domain 5: Enforcement

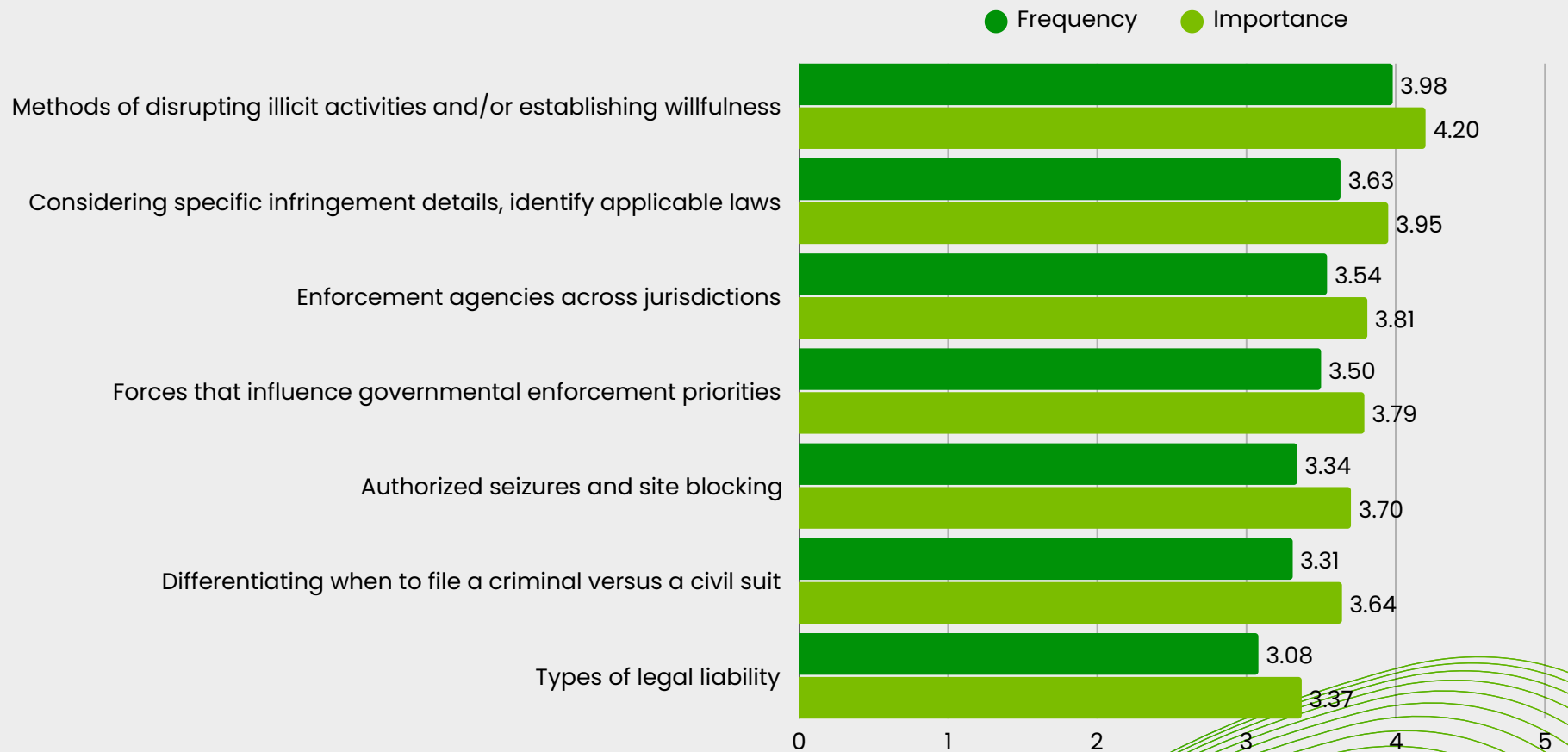


FIGURE 2.5 Mean scores for individual tasks and topics in Domain 5: Enforcement. *Frequency* was rated on a 5-point scale where “1 = Never” and 5 = “Regularly”; *Importance* was rated on a 5-point scale where 1 = “Not at all important” and 5 = “Extremely important/essential”.

Results

03 Knowledge Areas

Finally, participants were also asked to report their level of knowledge in eight key areas. Figure 3.1 highlights the top knowledge areas among the sample.

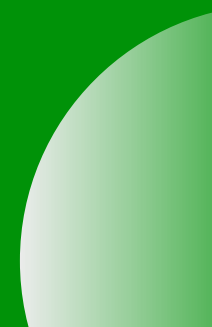
- Overall, brand protection, anti-counterfeiting, intellectual property enforcement, and IP investigations were rated as the strongest knowledge areas, with averages (ranging from 3.66 to 3.85) falling closer to “highly knowledgeable” than “knowledgeable”.
- Anti-piracy and illicit trade were moderately rated, with averages (3.30) closer to “knowledgeable”.
- Trademark law, copyright law, and patent law were the lowest-rated knowledge areas, although the averages (ranging from 2.33 to 3.15) were still between “somewhat knowledgeable” and “knowledgeable”.



FIGURE 3.1 Mean scores for knowledge levels
 Knowledge was rated on a 5-point scale where “1 = Novice, 2 = Somewhat Knowledgeable, 3 = Knowledgeable, 4 = Highly Knowledgeable, and 5 = “Expert”



Summary & Conclusions



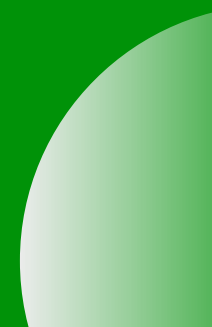
Summary & Conclusions

This report, developed by the A-CAPP Center in collaboration with CTIPS, described the **development, implementation, and results of a task-oriented job analysis conducted to evaluate the work performed by intellectual property protection professionals.**

- The majority of respondents worked in **brand and content protection management** (18%) or **senior leadership roles** (18%), followed by positions in law, investigators, academics, and law enforcement, each making up approximately 6–7% of the sample. Other roles include research analysts, government employees, and brand protection client managers.
- We examined both **task importance and frequency of completing tasks to provide a holistic perspective on the criticality of different tasks among IP protection professionals.** Overall, importance and frequency ratings were very highly correlated, indicating that tasks completed more frequently were also more important (and vice versa).
- Among all topics, the **most important and frequently-used tasks** included defining IP and its types, understanding the role of the internet in illicit trade, and recognizing various types of illicit trade and their consequences.
- Among all topics, the **least important and frequently-used tasks** were related to understanding publicity/persona rights, patent protection, and trade secret principles. Nonetheless, even the lowest three tasks were still rated at approximately 2.50, on average, in terms of both importance and frequency indicating they are at least moderately important.
- In terms of **knowledge areas**, brand protection, anti-counterfeiting, intellectual property enforcement, and IP investigations were rated as the strongest knowledge areas among the sample. Patent law was the lowest rated knowledge area, although the average rating still fell between “somewhat knowledge” and “knowledgeable”.



Methods



Methods

Survey Development and Exam Content

Subject matter experts recruited by CTIPS generated a list of job tasks and topics important for the field of intellectual property protection. This approach is rooted in job task analysis (JTA) principles but intentionally adapted for a diverse and interdisciplinary field. Traditional JTAs focus on identifying specific tasks tied to narrowly defined roles. However, the field of intellectual property protection spans professionals in law, brand protection, enforcement, technology, and policymaking – each approaching the challenge from distinct perspectives and performing different tasks associated with the same concept or goals. No single job description could capture the full scope of required competencies.

To address this complexity, CTIPS employed a hybrid, role-integrative approach that emphasized shared knowledge domains. Rather than isolating task execution within a single function, the research focused on how key topics and competencies support success across varied roles. This was reflected in the survey design, which asked participants not “how often do you perform this task,” but “how often this topic is applicable” to their job and “how critical and relevant each topic” is to their success. This shift reflects a knowledge-in-use orientation—capturing not only what professionals do, but what they need to understand and apply in context to work effectively across boundaries.

The job tasks were organized into five major knowledge domains, each consisting of 7-10 job tasks:



A survey was developed to evaluate 42 total job tasks and topics across the five knowledge domains using the following scales:

1. **Importance.** Provide an Importance rating based on how critical and relevant this topic is to the success of your job. (from 1 = Not at all important to 5 = Extremely important/essential)
2. **Frequency.** Provide a Frequency rating based on how often this topic is applicable to your job. (from 1 = Never to 5 = Regularly)

Methods

Participants

A total of 302 participants responded to at least one topic area of the survey, with 190 participants completing the full survey. Among those who completed the full survey, 64% identified as male and 34% as female. In terms of racial and ethnic identities, 67% identified as White, 9% as Asian, 5% as Black, and 2% as Middle Eastern or North African. In addition, 12% of the sample identified as Hispanic or Latino.

Participants represented a diverse range of **countries**, with the majority from the United States (58%), followed by the United Kingdom and Northern Ireland (11%), Kenya (3%), Brazil (2%), and Mexico (2%), along with 33 other countries that each had three or fewer participants. Within the United States, respondents were distributed across various **states**, with the largest representation from Michigan (21%), Pennsylvania (11%), New York (8%), New Jersey (7%), Texas (7%), and Virginia (6%), while 20 other states each accounted for 5% or less of the sample.

Figure 3.1 presents the **position types** of the sample. The majority of respondents work in brand and content protection management (18%) or senior leadership roles (18%), followed by positions in law, investigators, academics, and law enforcement, each making up approximately 6–7% of the sample. Other roles include research analysts, government employees, and brand protection client managers

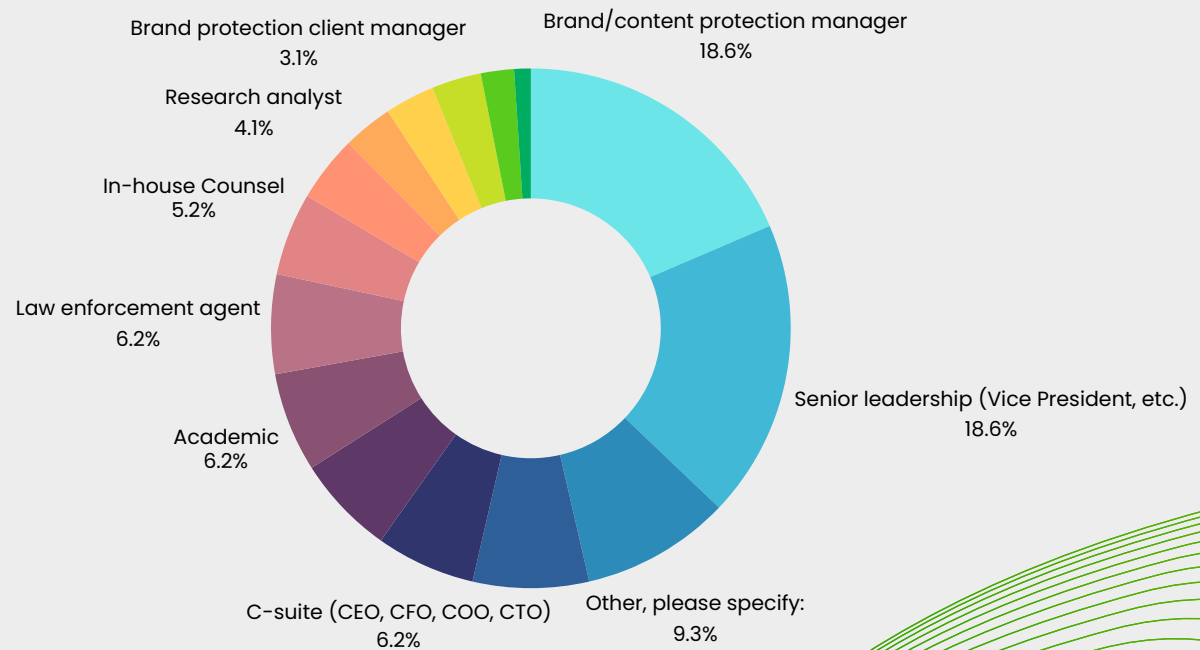


FIGURE 3.1 Sample distribution by position type

Methods

Participants (*continued*)

Regarding educational attainment, overall, the sample was highly educated, as slightly more than half (52%) of respondents held a graduate or professional degree, while 31% had a bachelor's degree. A smaller portion of respondents reported having some college education (7%) or an associate/technical degree (3%), with only 2% holding a high school diploma as their highest level of education.

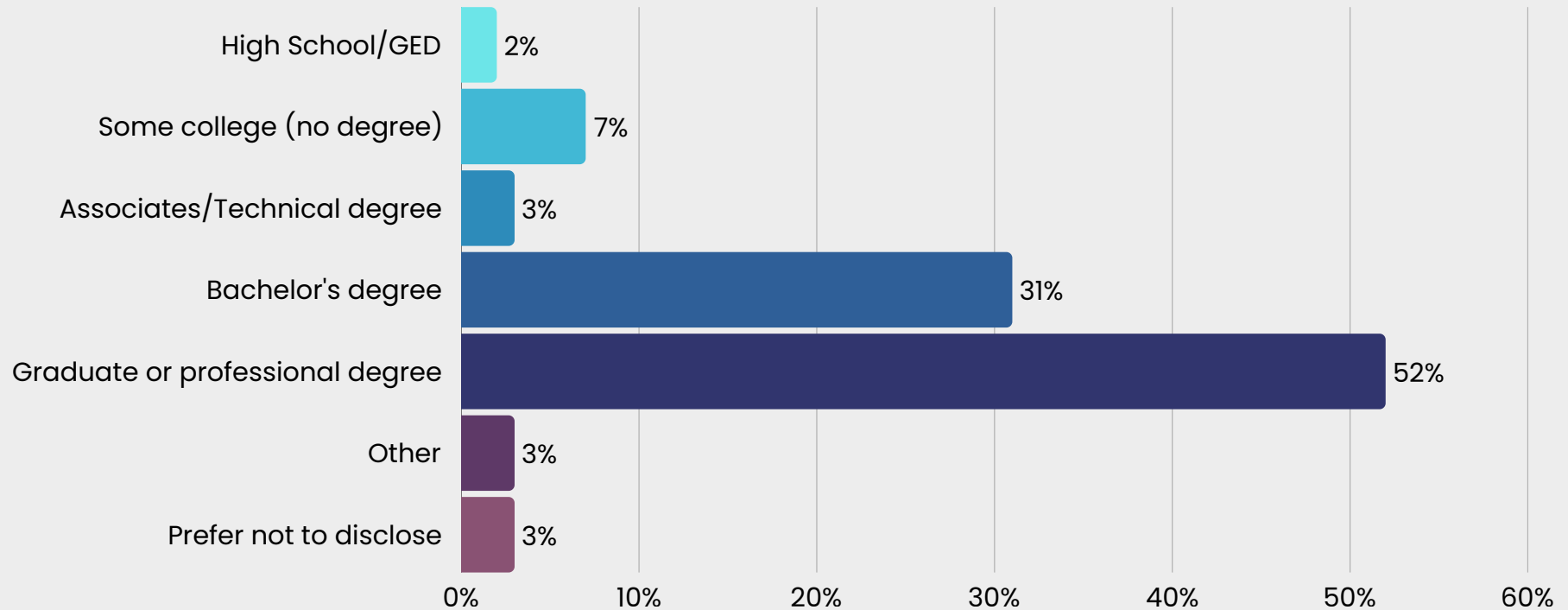


FIGURE 3.2 Sample distribution by educational level

Methods

Participants (*continued*)

Participants reported a broad number of years of experience working in intellectual property protection. The most common responses were between 16 to 20 years of experience (20%), followed by 21 to 25 years (17%) and 11 to 15 years (16%). About 20% of the sample (combining the two lowest categories) had less than five years of experience, while 14% had more than 25 years in their profession.

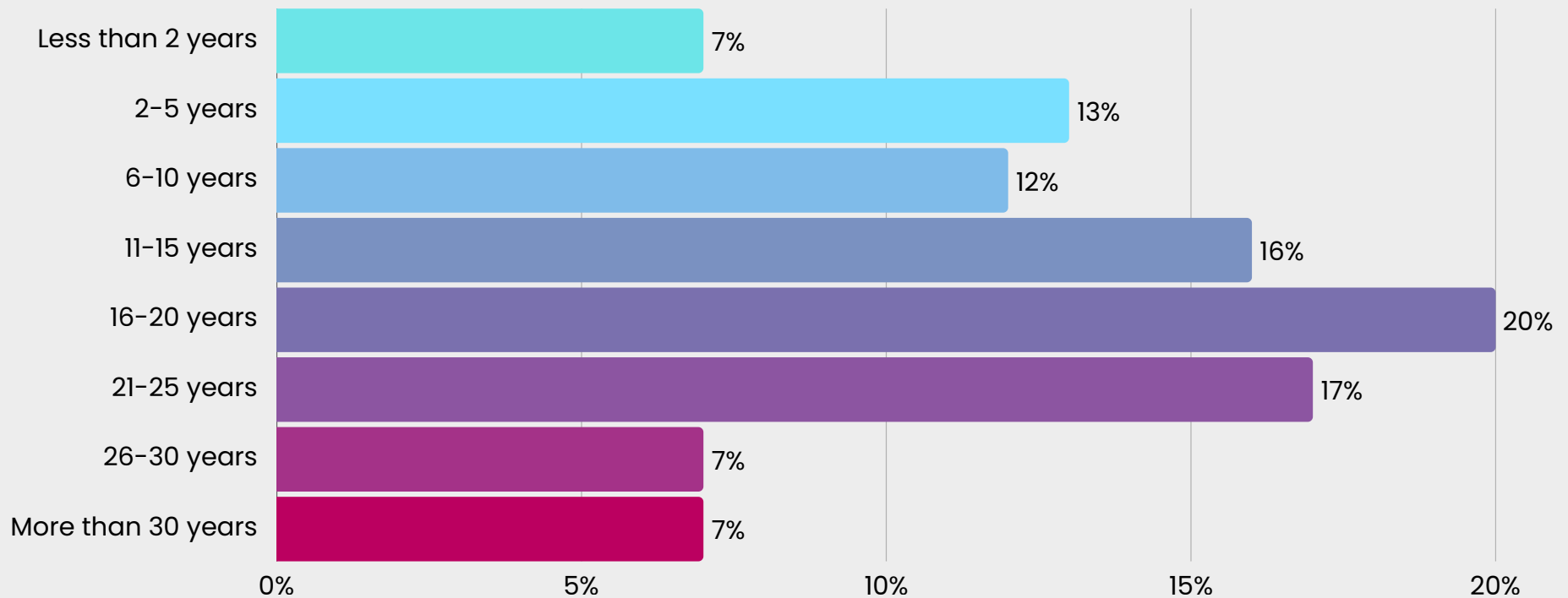


FIGURE 3.3 Sample distribution by years of experience

Methods

Participants (*continued*)

In terms of organization types, around 1/3 of the sample (34%) worked for intellectual property rights holders (i.e., brand/content owners), followed by technology and service providers (11%), investigations (9%), law enforcement (8%), and law firms (8%). Other common organization types include academia, consulting, government, and non-profit organizations.

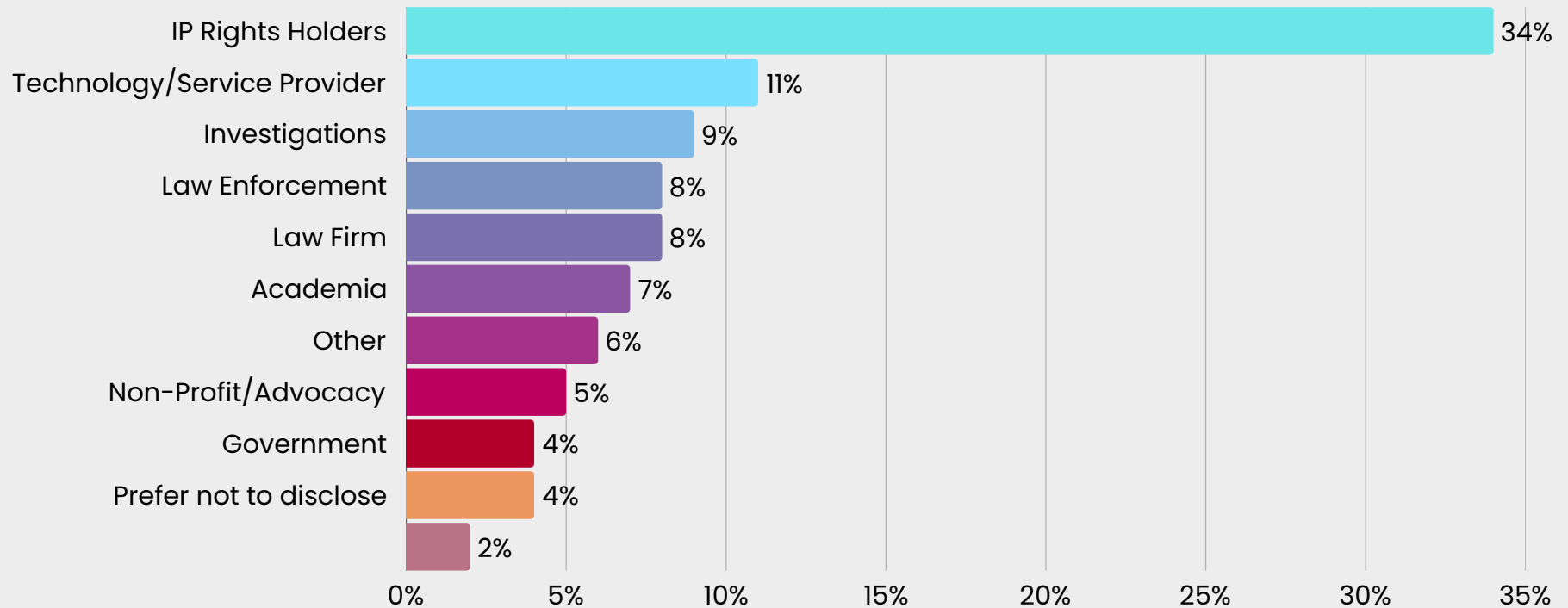


FIGURE 3.4 Sample distribution by organization type

Methods

Participants (*continued*)

Finally, in terms of organization size, most participants either worked for large (more than 2,000 employees; 51%) or small organizations (less than 1,500 employees; 37%), with fewer participants reporting medium-sized organizations (4%).

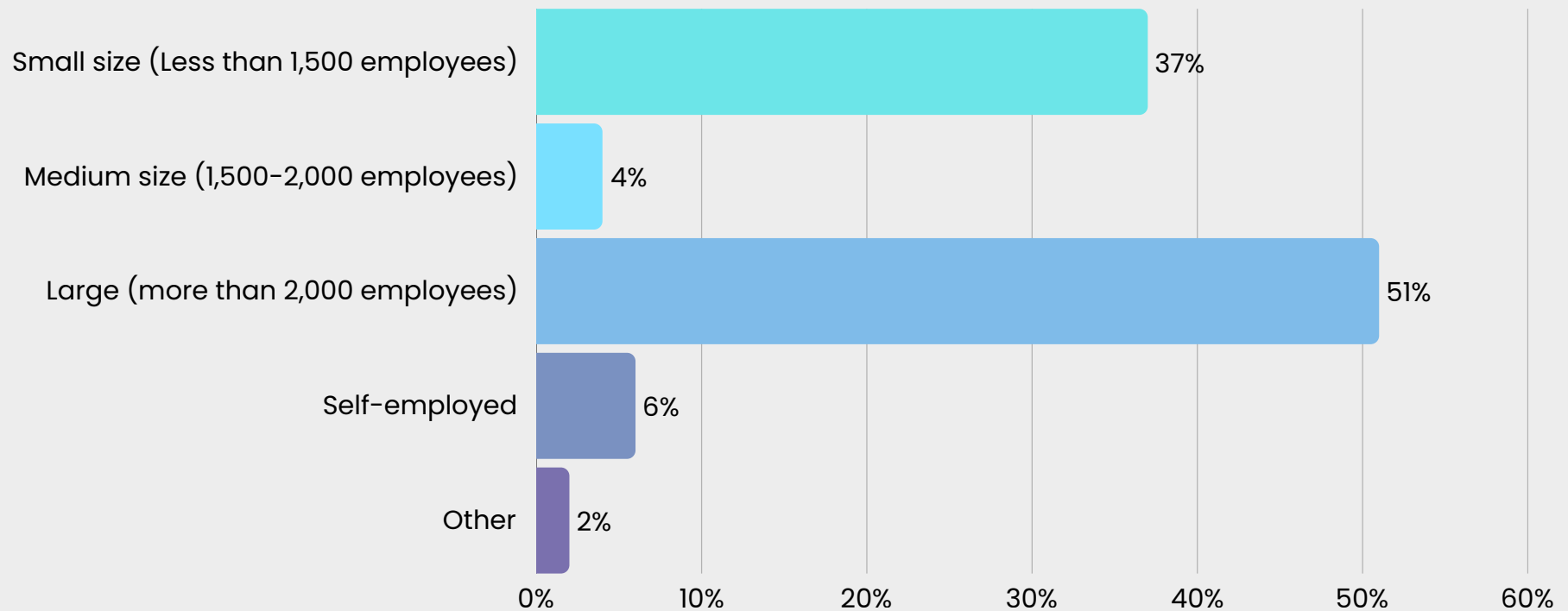


FIGURE 3.1 Sample distribution by organization size



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This research
was funded by:



CTIPS

CERTIFIED TRADE AND INTELLECTUAL
PROPERTY SPECIALIST