



## Assistant Director, Licensing & Trademarks

### Job Description

#### JOB INFORMATION

<i>Job Code:</i>	123114
<i>Job Title:</i>	Assistant Director, Licensing & Trademarks
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Leads one or more employees performing similar work.
<i>Job Family:</i>	Trademark Licensing
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	4 Administrator

#### JOB SUMMARY

Responsible for managing the day-to-day operations of the university's Office of Trademarks & Licensing Services. Generates revenue through trademark licensing activities. Manages high-level, strategic assignments and allocation of trademark licensing resources. Leads large-scale trademark licensing initiatives with wide audiences in support of successful partnerships.

#### JOB QUALIFICATIONS:

##### Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Master's degree	
	X	Doctorate	

##### Additional Education

**Check here if experience may substitute for some of the above education.**

Combined experience/education as substitute for minimum education

##### Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		8 years	
	X	10 years	

##### Additional Work Experience

**Check here if education may substitute for some of the above work experience.**

Combined experience/education as substitute for minimum work experience

##### Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Directly related experience with licensing and trademarks.
X		Proven leadership experience.
X		Experience managing budgets.
X		Ability to manage and negotiate contracts.

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Familiarity with regulations governing licensing and trademarks.
X		Ability to prioritize work on multiple projects.
X		Excellent written and oral communication skills.
	X	Advanced degree in a closely related field.
	X	Directly related experience with licensing and trademarks in a university environment.
	X	Extensive understanding of and enthusiasm for the university brand and culture.
	X	Fluency in one or more languages in addition to English (e.g., Spanish, Korean, ASL).

## Other Job Factors

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops and oversees department budget, strategies, initiatives and license agreements. Manages the development of university graphic identity program and application, and collaborates with pertinent university departments. Develops strategies for new revenue growth and operational efficiencies. Executes on strategies to improve university's trademark licensing program. Manages new sales and ongoing business efforts. Responsible for identifying, pursuing, and securing international licensing opportunities for incremental revenue growth and brand building. Builds strong relationships with licensees and retail buyers with royalty growth potential.				
Determines staffing needs, training and supervising department staff. Oversees employee performance evaluation process, ensuring consistent use of all applicable policies and procedures. Oversees social responsibility programming related to the university's licensees and the production of university licenses products. Negotiates and coordinates initiatives that involve staff in other departments, areas and teams. Works collaboratively with internal and external stakeholders to develop and recommend standards, best practices, and related policies and procedures. Establishes short-term business plans and long-term operational objectives, managing project timelines/deliverables and developing resource plans for multi-project/multi-phase trademark licensing initiatives.				
Identifies licensing opportunities, negotiates agreements, and reviews all trademark licensing-related contracts for accuracy and compliance with all university policies, applicable laws, and regulations. Ensures royalties are collected and reported in accordance with agreement terms, and determines need for third-party royalty collection resources. Oversees licensee financial audits. Interacts with university offices and external agencies to facilitate the exchange of contracts and other agreements. Negotiates, contracts with, and manages database system to monitor and track contracts and other agreements activity and information. Maintains statistical information regarding contract services and generates reports, as needed.				
Manages the university's portfolio of registered trademarks (domestic and international). Leads efforts to protect the university's brand and trademarks by addressing unauthorized uses in collaboration with the Office of General Counsel, outside trademark counsel, and external vendors and software partners. Manages various strategic projects at the direction of senior leadership. Leads project planning, coordinates the work team, creates project status reports, proactively identifies challenges and works with project team to find solutions. Maintains operations on-site during home football game days.				
Composes and produces a variety of business correspondence, reports, and related materials for senior leadership review. Ensures confidentiality and controls access to sensitive information, including but not limited to agreements, contracts and financial information. Represents and proactively educates internal and external university constituents on trademark licensing matters, policies, and procedures. Engages with relevant trademark licensing associations to build expertise, and build/maintain relationships within the industry.				
Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

**Other Requirements**

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
Yes	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>			

**ACKNOWLEDGMENTS**

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

\_\_\_\_\_  
Print Employee Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Manager Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.