UNIVERSITY OF SOUTHERN CALIFORNIA

Director, Trademark Licensing

Job Code: 123107

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<td>OT Eligible:</td>
<td>No</td>
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<td>Comp Approval:</td>
<td>4/1/1994</td>
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**JOB SUMMARY:**

Directs the maintenance of the University's graphic identity, establishes and enforces trademark development and use policy; sets the marketing direction for the University through the medium of identifying trademarks. Reports to Associate Vice President, Auxiliary Services.

**JOB ACCOUNTABILITIES:**

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<th>*E/M/NA</th>
<th>% TIME</th>
<th>Description</th>
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<td>Provides customer service to students, faculty, staff and external customers. Meets customer needs, offers options, resolves problems and follows up with customers. Ensures full customer satisfaction without unnecessarily referring customer to other staff members. Maintains friendly, helpful demeanor.</td>
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<td>Plans, implements and directs programs, projects and activities for marketing the University's image through the means of graphic identity and trademark licensing and marketing. Develops and recommends goals and objectives for the University, working in partnership with University Public Relations, Athletics, Student Affairs, Patent and Copyright Administration, etc.</td>
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<td>Directly supervises all staff assigned to the department. Determines staffing needs based on goals and objectives of the department. Determines and/or recommends raises, promotions and reclassifications. Approves/disapproves all work guidance actions for department.</td>
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<td>Oversees recruitment, hiring, orientation, training and supervision of staff. Oversees performance evaluation process, ensures consistent use of all applicable policies and procedures. Counsels, disciplines and/or terminates employees as requested.</td>
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<td>Plans, develops and manages the department budget. Approves/disapproves department expenditures.</td>
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<td>Develops and implements policies, procedures, short- and long-term strategic plans to enhance trademark licensing operations.</td>
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<td>Directs the legal activities pertaining to securing state, federal and international trademarks and negotiating licensing agreements; maintains the University's trademark registrations, works closely with legal counsel to acquire and maintain trademark registrations both nationally and internationally.</td>
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<td>Maintains professional contacts with other universities, national licensing organization, the United States Trademark Association, manufacturers, retailers and the general public. Actively participates in the Association of Collegiate Licensing Administrators and with other organizations whose members' work is responsible for managing intellectual property.</td>
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<td>Serves as information resource for the University community and/or the general public concerning trademark licensing programs and/or projects.</td>
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 Assures that all manufacturers using USC trademarks have executed licensing agreements on file. Develops and administers all licensing contracts and verifies that all licenses are in compliance with requirements.

Reviews and approves all products and artwork bearing USC trademarks, ensuring that products and artwork enhance the image and reputation of the University. Maintains samples of products and artwork from each licensee.

Identifies unauthorized use of USC trademarks and takes necessary steps to halt sales. Conducts periodic surveys in retail outlets through area to discover unlicensed merchandise and educate retail buyers regarding the necessity of purchasing licensed merchandise. Notifies unlicensed manufacturers of illegal sales and liaises with General Counsel's office to halt sales or execute licensing agreements. Collects royalties from merchandise sales.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

**EMERGENCY RESPONSE/RECOVERY:**

Essential: ☐ No
☐ 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.

**JOB QUALIFICATIONS:**

**Minimum Education:**

- Bachelor's Degree
- Combined experience/education as substitute for minimum education

**Minimum Experience:**

- 5 Years
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

- Management level experience in a University Auxiliary Services division

**Preferred Education:**

- Master's Degree

**Preferred Experience:**

- 7 Years

**Preferred Field of Expertise:**

- USC Auxiliary Services management level experience; trademark licensing experience.

**Skills:** Other:

- Analysis
- Assessment/evaluation
- Budget control
Budget development
Communication -- written and oral skills
Conflict resolution
Consulting
Counseling
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Managerial Skills
Marketing
Mediation
Negotiation
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Scheduling
Staff development

Supervises: Level:
Supervises employees who do not supervise

Supervises: Nature of Work:
Administrative
Clerical/Secretarial

SIGNATURES:
Employee: _______________________________ Date: _______________________________
Supervisor: _______________________________ Date: _______________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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