UNIVERSITY OF SOUTHERN CALIFORNIA

Director, Trademark Licensing and Social Responsibility

Job Code: 123111

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Grade: L
OT Eligible: No
Comp Approval: 2/27/2009

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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 General Counsel.

**JOB ACCOUNTABILITIES:**

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- 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, USC Stevens Institute for Innovation, Office of the General Counsel, etc.

- Serves as the university's representative on social responsibility matters in collegiate licensing; interacts with and attends meetings with local and national organizations, including student organizations, regarding social responsibility and sweatshop labor issues; reviews monitoring reports on licensees to ensure compliance with USC's Code of Conduct.

- 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, including the USC Code of Conduct regarding social responsibility.

- 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.

- 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.

- 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.
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.

Plans, develops and manages the department budget. Approves/disapproves department expenditures.

Develops and implements policies, procedures, short- and long-term strategic plans to enhance trademark licensing operations.

Manages USC’s photography archive, including keeping the website current and maintaining files of all photographs and accompanying releases; hosts outreach and training for users of USC’s photography archive.

Provides customer service to faculty, staff and students 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.

Manages professional contacts with other universities, national licensing organization, the United States Trademark Association, manufacturers, retailers and the general public. Participates in the Association of Collegiate Licensing Administrators and with other organizations whose members' work is responsible for managing intellectual property.

Serves as information resource for the university community and/or the general public concerning trademark licensing programs and/or projects.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

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 related field.

**Preferred Education:**
Master's degree

**Preferred Experience:**
7 years

**Preferred Field of Expertise:**
Trademark licensing, crisis management and social responsibility experience.

**Skills: Other:**
- Analysis
- Assessment/evaluation
- Budget control
- Budget development
- Coaching
- Communication -- written and oral skills
- Conflict resolution
- Counseling
- Crisis management
- Customer service
- Human resource process and employment knowledge
- 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
- Teaching/training

**Skills: Machine/Equipment:**
- Calculator
- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
Fax
Personal computer
Photocopier

**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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