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## Auburn University Job Description

Job Title: **Dir, Trademark Mgmt&Licensing**

Job Family: No Family

Job Code: **EA36**

Grade LC12 \$66,900 - \$120,400

FLSA status: Exempt

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### Job Summary

Promotes, protects, and controls the use of Auburn University trademarks as well as any products, promotions and advertising upon which the trademarks are used.

### Essential Functions

1. Oversees the general operation of the University's trademark management and licensing program.
2. Acts as chief liaison with University licensing agents and outside counsel as needed to enforce appropriate use of trademarks.
3. Plans, organizes, and manages programs to support the mission of the University's trademark management and licensing program.
4. Maintains professional level of expertise in licensing trends, policies, and techniques.
5. Builds and maintains working relationships with students, faculty, staff, licensees, retailers, promotion partners, and consumers.

### Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

|                          | <u>Minimum</u>           | <u>Focus of Education/Experience</u>   |
|--------------------------|--------------------------|--|
| <b>Education</b>         | Four-year college degree | Degree in Business Administration, Marketing, Communications, Public Relations, or related field     |
| <b>Experience (yrs.)</b> | 7                        | Experience in trademark management including the protection, promotion, and/or control of trademarks |

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

#### **Minimum Required Knowledge**

Knowledge of laws and regulations related to trade marking and licensing.

#### **Certification or Licensure Requirements**

None Required.

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### Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, and lifting up to 10 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 1/3/2012

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