AUBURN
Human Resources

Dir, Trademark Management & Licensing

Job Description

JOB INFORMATION

Job Code	EA36
Job Description Title	Dir, Trademark Management & Licensing
Pay Grade	LC12
Range Minimum	$76,560
33rd %	$96,970
Range Midpoint	$107,180
67th %	$117,390
Range Maximum	$137,800
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/3/2012

JOB FAMILY AND FUNCTION

Job Family:	Legal, Compliance & Audit
Job Function:	Intellectual Property

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.

RESPONSIBILITIES

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

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Business Administration, Marketing, Communications, Public Relations, or related field	and	7 years of	Experience in trademark management including the protection, promotion, and/or control of trademarks	

Substitutions Allowed for Experience	Yes
Substitution 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 KNOWLEDGE, SKILLS, & ABILITIES

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

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching				X		
Talking				X		
Hearing				X		
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

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