Title: Director, Trademarks and Licensing

Pay Scale Group: 20
FLSA: Exempt

Essential Function

Under general supervision from a designated administrator, direct and manage the trademark licensing program including creating policy and procedures to control the use of university marks. Establish and manage the budget for licensing and promoting the university brand increase income from sales.

Characteristic Duties

- Develop activities that promote and protect the UC Brand.
- Coordinate licensing aspect of constituent programs.
- Establish long and short term strategies to promote use of UC Marks.
- Meet financial obligations and coordinate licensing activities.
- Manage the portfolio of university marks and registration of new Marks.
- Hands on enforcement of policies; working with law enforcement and licensing agencies to protect the university from unlawful and unlicensed use of university Marks.
- Manage activities of licensing agencies representing the university and the licensees authorized to use the university Marks.
- Oversight for the use of university Marks and enforcement efforts to protect the goodwill and reputation of the university from the use of university images and trademark.
- Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with five (5) years experience; -OR- Associate’s degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in marketing, finance or related field. Experience must be in marketing, finance or related field and include at least three (3) years supervision.

Last updated: April 2009