

# UNIVERSITY OF SOUTHERN CALIFORNIA

## Licensing Associate, Senior

Job Code: 123011

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OT Eligible: No

Comp Approval: 7/20/2011

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### JOB SUMMARY:

Evaluates the commercial potential of USC inventions ("patentable ideas, commercializable concepts and procedures, tangible research property, software, and biological materials"). Markets new technology to potential industrial partners and start-ups utilizing effective marketing techniques including telemarketing, site visits, conference attendance, and leveraging existing licensee and inventors contacts. Negotiates license and other agreements. Advises faculty and staff and the Department of Contracts and Grants on licensing, patent and copyright issues. Performs duties in close collaboration with team under minimal supervision. Provides guidance and leadership to less senior and support staff.

### JOB ACCOUNTABILITIES:

#### \*E/M/NA % TIME

_____	_____	Researches and collects data on markets and corporations to identify potential licensees that have the highest probability of successfully commercializing an invention. Markets new technology to potential industrial partners and start-ups utilizing effective marketing techniques, including telemarketing, site visits, conference attendance, and leveraging existing licensee and inventors contacts. Identifies entities interested in licensing and developing a particular Invention ensuring that appropriate nondisclosure agreements are in place when confidential information is involved or as otherwise necessary.
_____	_____	Negotiates and oversees execution of license and other agreements relating to USC inventions, including development of financial terms, problem solving and collaborating to identify terms that address the interests of all stakeholders and the drafting of clear and concise business terms that promote the rapid development of the invention. Ensures that appropriate language is included so that the invention is not transferred inappropriately to a third party or the licensee. Interacts with the Office of the General Counsel to ensure that the university is appropriately protected with liability, representations and other legal provisions.
_____	_____	Reviews and evaluates the commercial potential of USC inventions by interacting with USC inventors and relevant industry, relying on personal experience, and managing preliminary marketability and patentability studies to determine best means of intellectual property protection and commercialization. Oversees patent strategy and patent investment related to assigned inventions. Oversees the resolution of potential encumbrances on assigned inventions, including ownership disputes, management of jointly-owned inventions, and resolution of sponsorship encumbrances. Manages complex and significant caseload.
_____	_____	Evaluates potential licensees and development teams to evolve licensing strategies considering the market data, interest and longer term public benefit, and human factors associated with individual cases. Determines whether the public and the university is best served by licensing an invention exclusively to an established corporation or an interested start-up, attempting to assemble a start-up team, or licensing broadly on a nonexclusive basis.

- \_\_\_\_\_ \_\_\_\_\_ Educates and advises faculty and staff about intellectual property generally and specifically as it relates to USC policies and USC ownership. Makes public presentations and participates in informational seminars, as required by office leadership. Encourages faculty, staff and students to complete inventions disclosures and use the services of USC Stevens.
  - \_\_\_\_\_ \_\_\_\_\_ Provides guidance, direction and leadership to other staff in the office.
  - \_\_\_\_\_ \_\_\_\_\_ Assists in the development and implementation of improved office systems and procedures as required. Oversees office data base currency with all data related to assigned inventions.
  - \_\_\_\_\_ \_\_\_\_\_ Establishes and maintains professional currency through participation and leadership in relevant associations and committees both internally and externally. Represents USC and USC Stevens to the general public, as required by office leadership.
  - \_\_\_\_\_ \_\_\_\_\_ Maintains and expands existing license agreements and relationships as appropriate. Assists with the development of strategy to address licenses when in default.
  - \_\_\_\_\_ \_\_\_\_\_ Collaborates with the Department of Contracts and Grants regarding intellectual property terms associated with sponsored project agreements.
  - \_\_\_\_\_ \_\_\_\_\_ Identifies conflicts of interest associated with activities related to assigned inventions, including licensing, research, and human clinical trials, and provides guidance in disclosing and seeking administrative approval relating to those conflicts.
  - \_\_\_\_\_ \_\_\_\_\_ Collaborates with the Office of the General Counsel to develop a resolution strategy for potential infringement of assigned inventions.
  - \_\_\_\_\_ \_\_\_\_\_ Maintains currency and complies with university and department policies, state, and federal laws and regulations including those that relate to the patenting and licensing university technologies.
- 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

**Minimum Experience:**

4 years

Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

Bachelor's Degree in Science or Engineering. Experience in negotiation. Licensing, sales, or business development experience for early stage technology/research in corporate or university setting. Requires a high degree of technical and business expertise including an understanding of start-ups, management of very early state inventions and partnership development. Requires understanding of the research and technology development process and at least four years related industry experience or MBA with a technical background at the college level plus two years of related sales, business development or marketing experience. Familiarity with patent law. Experience in technology marketing, evaluation and new technology valuation or acquisition in university or industry setting.

**Preferred Education:**

Master's degree

**Preferred Field of Expertise:**

Experience with start-ups and new product development. Master's Degree in Science or Engineering.

**Skills: Other:**

Analysis  
Assessment/evaluation  
Communication -- written and oral skills  
Creative writing and editing  
Interpretation of policies/analyses/trends/etc.  
Knowledge of applicable laws/policies/principles/etc.  
Lead/guidance skills  
Marketing  
Negotiation  
Organization  
Planning  
Problem identification and resolution  
Public speaking/presentations

**Skills: Machine/Equipment:**

Calculator  
Computer network (department or school)  
Computer network (university)  
Computer peripheral equipment  
Fax  
Personal computer  
Photocopier

**Supervises: Level:**

May lead one or more employees performing similar work.

**Comments:**

Some travel required.

**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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