

LICENSING INTERNATIONAL/BRANDGENUITY NFLPA EXTERN DESCRIPTION

February 2020

At **Licensing International** (the licensing industry's trade association) you will be engaged with leading experts to learn how licensing works, you'll master key terms, learn about how partners are selected, and how deals are forged. You'll also tour retail with members of the Licensing International team to gain a greater understanding of how licensed products find their way to stores.

Brandgenuity is a leading global licensing agency whose clients include NFL Players Association, BMW, MGM Studios (Rocky, The Addams Family), Anheuser Busch-InBev, White Castle and many others. Join the team for meetings at New York International Toy Fair to prospect for licensing partners, learn about industry trends, and test out a few toys, too! Back in the office, you'll learn how the process of being an agent unfolds, from business development and strategy building to license agreement negotiation and the product development process.

Job Description w/Responsibilities

At **Licensing International**, the intern would work most closely with our President and SVP of Industry Relations as they deal with the challenges of promoting the licensing business model and providing services to our members. Depending on the specific week, this can vary significantly, such as attending a local trade show to interact with members and recruit new ones, going on sales calls, working with our PR and promotional people on events and campaigns, or creating presentations for us to deliver at public events.

At **Brandgenuity**, you'll participate in the full 360° licensing process. The extern will be responsible for recapping Toy Fair findings and sharing with the team. The externship will also include researching new brands and categories for the business development team. The extern will also sit alongside the product development and approvals teams for firsthand experience in reviewing product, and learn about the legal side of licensing, including the license agreement dos and don'ts, with our legal team.

Schedule Overview

Licensing International's 10-person staff functions as a typical office with a standard official 9-5 workday that can stretch later as situations require. We're very flexible about adapting to specific needs.

At Brandgenuity, there are 15 employees in the New York office. Hours for the internship are 9:30-5:30.

Desired Skills/Qualifications

Strong interpersonal skills, and basic computer and communications skills are necessary; knowledge of programs including PowerPoint, Word and Excel and an ability to do online research are a plus.