



LIMA/BRANDGENUITY NFLPA EXTERNSHIP DESCRIPTION

Web copy:

Licensing is big business! Whether it's sports and player, entertainment, or brand licensing, the industry is growing in the USA and globally. Two leaders in the licensing industry have teamed up to create a one-of-a kind internship that combines industry knowledge and hands-on practical experience. At LIMA (the licensing industry's trade association) you will be engaged with leading experts regarding how licensing works, master key terms, and learn about how partners are selected and deals forged. You'll also tour retail with members of the LIMA team to gain a greater understanding of how licensed products find their way to stores.

At Brandgenuity, a leading global licensing agency, you'll be intimately involved in putting theory into practice. Join the team for meetings at the New York Toy Fair as they prospect for licensing partners on behalf of agency clients, negotiate license agreements and facilitate the product development and approvals process. Join Brandgenuity partners and senior directors as they brainstorm new ideas and research new companies and categories for licensing.

Job Description w/Responsibilities

At LIMA, 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, 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 be exposed to all aspects of our business, the services we provide and gain an appreciation for the skill sets that are required to work in the licensing business. You'll work directly with the agency partners and senior

directors. Starting with a day at the New York International Toy Fair, the intern will attend meetings with our sales team, conduct category research, sit in on contract negotiations, gain first hand product development experience, and learn about royalty collection and developing projections. Lastly, we'll conduct a company-wide new business brainstorm where our intern will present new brand ideas.

Schedule Overview

LIMA'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.