

## LICENSING INTERNATIONAL/BRANDGENUITY NFLPA EXTERN DESCRIPTION

2022

### **Web copy:**

Licensing is big business! Whether it's sports and player licensing, entertainment licensing or brand licensing, the industry is growing in the USA and globally. Two leaders in the licensing industry have teamed up for a fourth year to create a one-of-a-kind virtual internship that combines industry knowledge and hands-on practical experience.

**Brandgenuity** is a leading global licensing agency whose clients include NFL Players Association, BMW, White Castle, Fireball Whisky and many others. 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. The intern will work with both the US and Europe teams to understand different markets, trends and strategies and lead a new category research project.

At **Licensing International** (the licensing industry's global trade association) you'll learn a detailed overview of the industry, trends and top brand owners, manufacturers and retailers. You'll also do a virtual retail tour with members of the Licensing International team to gain a greater understanding of how licensed products find their way to stores.

### **Job Description w/Responsibilities**

At **Brandgenuity**, you'll participate in the full 360° licensing process. The externship will feature a weeklong project that includes learning and understanding a product category, why it strategically makes sense for a specific brand, researching the category, and presenting findings and a recommendation back to the broader business development team. The extern will also sit alongside the product development and approvals teams for firsthand experience in reviewing product, understand the finance and business model of licensing with our finance team, and learn about the legal side of licensing, including the anatomy of a license agreement, with our legal team.

At **Licensing International**, the extern 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. You'll interact with our sales and membership departments. Specific projects will depend on the activities we're undertaking during that particular time frame, but could include such things as database work or brainstorming sessions.

### **Schedule Overview**

This is a virtual externship, which will include 4 days with Brandgenuity and 1 day with Licensing International.

Hours for the internship are 9:30-5:30.

**Desired Skills/Qualifications**

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