

ROLE PROFILE

Job Title:	Brand Protection Paralegal (12 Month Temporary Contract)
Reports to:	Global Trade Marks Director (Hygiene Home)

SUMMARY

This is a mixed role encompassing support to a team of Trade Mark Attorneys and Assistants handling brand protection activities, including anti-counterfeiting and domain name work.

Responsibilities include supporting TM Director and HyHo Global Brand Protection team on brand protection and anti-counterfeiting matters including the management and reporting of IP enforcement and anti-counterfeiting cases, cease and desist letters, letters of authority, liaising with local lawyers, external counsel and investigative agencies, as well as the preparation of brand manuals and training material.

SCOPE / DIMENSIONS OF ROLE

RB's trade marks and domain names are assets of the highest value, the protection and maintenance of which is of vital commercial importance both in capital and trading terms. The company currently has trade mark protection in over 150 trade mark jurisdictions globally, which amounts to over 45,000 trade mark registrations and applications in total. Trade marks provide legal protection for the strategic brands of the business globally.

RB works with a variety of service providers and law enforcement organisations around the world on a large number of cases involving suspected counterfeit RB products. It is of critical importance to RB that it protects its brands and consumers from counterfeit goods and supports law enforcement agencies in the fight against illicit trade.

RESPONSIBILITIES / ACCOUNTABILITIES

Brand protection activities:

1. Manage investigations of anti-counterfeiting and infringement (both offline and online). Duties on a day-to-day basis include reviewing sighting reports and concerns as received by both internal and external stakeholders; categorizing and assigning cases to outside investigators and counsel; monitoring investigative activities on an ongoing basis; and providing guidance to investigators regarding strategies.
2. Collaborate with Global Brand Protection team to develop investigative strategies.
3. Develop and conduct brand enforcement training programs for local business units and law enforcement agencies.
4. Develop appropriate metrics and create periodic reports of brand enforcement activities for distribution to key business stakeholders.
5. Oversee and direct online enforcement vendors and outside counsel on online enforcement strategies including: takedowns across online marketplaces, actions to disable counterfeit domains [UDRP, domain litigation] and social media marketplace monitoring and takedowns.
6. Collaborate with internal stakeholders (e.g., E-Business, Customer Service, Sales and Marketing and Legal Team members, Security) on counterfeit sighting reports.
7. Analyze industry trends and recommend corresponding enforcement program changes to ensure program effectiveness.
8. Contribute to overall success of the Global Brand Protection team, including by liaising with business and supporting initiatives of Global Trade Marks Director as needed.
9. Perform such other appropriate functions as may be assigned from time to time.

Domain Name Activities

To work with the Global Brand Protection team to manage RB's domain name portfolio for the Hygiene Home business.

Admin and Reporting:

Support Global TM Director and Global Brand Protection team on all administrative matters including organizing meetings, training and the preparation of training materials and reports for the Business, Customs and law enforcement.

KEY CHALLENGES

- To have a good understanding of brand protection methods and strategies;
- to organise tasks and workload so as to ensure that all deadlines are met and momentum is maintained on cases;
- to have the necessary knowledge and skills required to use the Trade Marks Management System and other information systems used within RB, including on-line trade mark databases and other Internet sources.

PROFESSIONAL QUALIFICATIONS/ EXPERIENCE

- Educated to degree level (preferably law degree) with 2+ years experience in brand protection, trade marks and domain names.
- Demonstrates sound commercial judgment, organizational skills and problem-solving abilities.
- Strong speaking and writing skills required to communicate with both internal and external stakeholders and compile summary reports.
- Ability to operate successfully in a fast-paced, challenging environment.
- Ability to prioritize and complete multiple tasks in a timely, efficient, effective and accurate manner while managing client expectations and appropriate communications.
- Strong work ethic and sense of pride and accountability in work with ability to independently and self-sufficiently perform job function with minimal supervision and direction.
- Team player with a positive attitude.

IT SKILLS

PC Skills	Essential			Desirable		
	Basic	Intermediate	Advanced	Basic	Intermediate	Advanced
PowerPoint			Yes			
Word		Yes				
Excel		Yes				
Outlook		Yes				
Access						
Internet		Yes				
Other databases			Trade Mark Management System			

Please note that the duties and responsibilities within this role may change over the course of employment, which will require flexibility

relevant to the role			(training will be given in the Role)			
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PERSONAL ATTRIBUTES

- an excellent team worker;
- pro-active mindset;
- ability to work in an often pressurised environment;
- ability to work to a very high degree of accuracy and confidentiality;
- ability to prioritise and organise tasks and workload.

In case you are interested in this position, please send your motivation letter and CV to Ms Siân Bowen (sian.bowen@rb.com).