

# United States Jobs Expertini®

## Senior Intellectual Property Counsel

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Company: SHEIN Distribution Corporation

Location: Los Angeles

Category: other-general

**Job Title:**Senior Intellectual Property Counsel

**Reports to:**Associate General Counsel

**Job Location:**Los Angeles, CA, USA

**Job Status:**Exempt, FT

### About SHEIN

██████████ global fashion and lifestyle e-retailer committed to making the beauty of fashion accessible to all. We use on-demand manufacturing technology to connect suppliers to our agile supply chain, reducing inventory waste and enabling us to deliver a variety of affordable products to customers around the world. From our global offices, we reach customers in more than 150 countries.

Founded in 2012, SHEIN has nearly 10,000 employees operating from offices around the world, with U.S. Headquarters located in Los Angeles and Global Headquarters located in Singapore. In SHEIN, we work with outstanding, creative, and capable peers. We share an energetic and open culture for capable people to discern, work and ignite as a team.

### Position Summary

██████████-time Senior IP Counsel for our Los Angeles-based corporate office.

The Senior IP Counsel who will be primarily responsible for managing the brand protection and intellectual property enforcement program. This includes partnering with business

teams to build brand relationships and work with brands to protect their marks and proactively prevent counterfeits. You will also be responsible for providing proactive and practical day-to-day counseling, legal advice, and support regarding various IP matters. You will partner closely with members of the US Legal team and business departments and support internal clients of all levels. This is a strong growth opportunity for an enterprising lawyer looking to join a fast-paced and dynamic team.

This role will be primarily responsible for managing the brand protection and intellectual property enforcement program but also serve as an IP generalist. This position is expected to be a key business partner and to contribute to the success of the Company by combining both legal and business expertise to understand SHEIN's operations and strategic goals. This attorney will be expected to work effectively across internal legal and non-legal functions. This role requires a mature individual who can fight fires as needed and provide practical legal advice that supports business objectives.

## **Job Responsibilities**

Advising business teams on best practices for global brand protection.

Managing brand protection and intellectual property enforcement program, including developing tools and internal processes to protect third-party brands, prevent counterfeits and to identify and stop bad actors.

Create training programs and materials to educate sellers regarding SHEIN's marketplace policies and efforts to prevent counterfeits.

Proactively protect brands and customers from counterfeit products, improve customer engagement, and identify potential supply chain defects.

Lead monitoring and enforcement efforts against sellers of infringing SHEIN products.

Working with internal and external stakeholders with respect to compliance with SHEIN's marketplace policies.

Advising internal teams on marketplace governance matters.

Counsel and provide legal guidance on general IP matters, including trademark,

copyright, and Uniform Domain-Name Dispute-Resolution Policy.

Preparing and responding to takedown notices and cease and desist letters.

Performing other duties as assigned or required.

## **Job Requirements**

Minimum of 6-8 years of experience in managing global brand portfolios (trademark and copyright) and global brand protection. A combination of law firm and in-house experience preferred.

Juris Doctorate from an ABA accredited law school.

Must be a current member of good standing of at least one state bar.

In-depth knowledge of laws relating to copyright, trademark, trade dress and right of publicity.

In-depth knowledge of laws pertaining to platform liability.

Ecommerce, marketplace and/or start-up experience is strongly preferred.

Consult with senior leaders to proactively issue-spot, provide advice on risks, and drive practical business solutions to complex supply chain disruption issues.

Respond to a wide range of legal inquiries from internal stakeholders, focusing on understanding their needs, providing practical solutions and effectively managing risk.

Self-starter; entrepreneurial, “roll up your sleeves” attitude.

Thrives in a fast-paced, start-up environment.

Exceptional legal drafting, research and analytical skills.

Ability to make quick decisions while exercising good judgment.

Have a strong work ethic, attention to detail and sense of professional accountability.

Ability to work collaboratively with team members in other parts of the world.

## Pay

\$60,600.00 min - \$210,000.00 max annually. Bonus offered.

## Benefits and Culture

(Dental, vision, prescription drugs)

Health Savings Account with Employer Funding

Flexible Spending Accounts (Healthcare and Dependent care)

Company-Paid Basic Life/AD&D insurance

Company-Paid Short-Term and Long-Term Disability

Voluntary Benefit Offerings (Voluntary Life/AD&D, Hospital Indemnity, Critical Illness, and Accident)

Employee Assistance Program

Business Travel Accident Insurance

401(k) savings plan with discretionary company match and access to a financial advisor

Vacation, paid holidays, sick days and a floating holiday

Employee Discounts

## Perks (HQ Location)

Free Lunch at HQ

Dog-Friendly office

Free Gym Access at HQ

Free Swag Giveaways

Annual Holiday Party

Invitations to pop-ups and other company events

Complimentary daily office snacks and beverages

Free Shuttle Service from HQ to LA Union Station

**SHEIN is an equal opportunity employer committed to a diverse workplace environment.**

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