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CLP-ASSOCIATE (CLP-A) PROGRAM

CANDIDATE HANDBOOK

www.licensingcertification.org

Table of Contents

Introduction to the CLP-Associate Program	2
Eligibility Requirements	2
CLP-A Cycle.....	2
Application Process.....	3
Awarding the Designation & Digital Badge	4
Credential Verification	4
Policies	4
Contact Information.....	4
Appendix A: Sample List of Intensive Courses	5
Appendix B. Professional Narrative Prompts.....	6

Introduction to the CLP-Associate Program

The CLP-Associate (CLP-A) credential is designed for individuals who are either new to or are re-entering the licensing and technology transfer field. CLP-A is tailored to individuals who are interested in demonstrating a commitment to the licensing profession but do not have substantial experience in the fields of licensing, technology transfer or intellectual property management, and are not yet eligible to pursue the Certified Licensing Professional (CLP) certification.

To earn the CLP-A credential, applicants must complete 1) education or training in the content areas covered on the CLP certification exam and 2) a professional narrative.

The requirement for completion of education or training helps professionals gain valuable knowledge in the tasks and activities associated with the role of a licensing and tech transfer professional. It prepares the applicant for success in the professional role and establishes a basis of knowledge that will contribute to pursuit of CLP certification.

The professional narrative encourages reflection on education, training and/or previous work experience. It provides a mechanism to demonstrate commitment to the profession through one's ability to relate knowledge gained through training, education and/or work experience to an actual or hypothetical scenario.

Why become a CLP-A?

Earning the CLP-A:

- ✓ Provides a tangible demonstration of knowledge attained in the early stages of the individual's licensing and technology transfer career.
- ✓ Demonstrates commitment to the profession and ongoing development of knowledge and skill.
- ✓ Prepares applicants for success in the field.
- ✓ Establishes the basis of knowledge needed to earn the CLP certification.

Eligibility Requirements

Candidates for CLP-A must meet requirements related to completion of education/training and submission of a professional narrative. For each requirement, applicants select ***one*** option (A ***or*** B) and submit the required evidence.

Previous work experience in licensing or technology transfer is not required to earn the CLP-A.

Requirement #1: Education/Training – choose either Option A or Option B

Option A: Complete a minimum of nine (9) hours of education/training across a minimum of three (3) CLP content domains

Each educational activity must link to a domain. An Option A activity may only be tied to 1 [CLP content domain](#).

Option B: Complete one (1) intensive course (minimum 8 hours)

The educational activity must link to one or more [CLP content domains](#).

A sample list of intensive courses is available in [Appendix A](#).

Review the CLP certification exam content outline on the CLP website at <http://www.licensingcertification.org/for-candidates/exam-information/>. Sample courses that meet the eligibility requirement are listed on the CLP-A website.

Requirement #2: Professional Narrative – choose either Option A or Option B

Submit a written summary (recommended length of 500-1000 words) of a licensing project. The summary can be based on either a completed work project (Option A) or a hypothetical licensing transaction (Option B). In either case you should reflect on the practical application of your learnings from either the project or coursework.

Review [Appendix B](#) for the professional narrative prompt.

CLP-A Cycle

The CLP-A is valid for three years from the date the credential is issued. Recertification is not required.

An individual is eligible to apply for the CLP certification once all eligibility requirements for the CLP exam are met. An individual may be eligible to apply for CLP certification prior to the end of the CLP-A cycle. If an individual earns CLP certification prior to the expiration of the CLP-A, the CLP credential will take precedent, and the CLP-A credential will be rendered inactive.

If the CLP-A expires, and the individual cannot satisfy the CLP eligibility requirements, an individual may re-apply for the CLP-A credential for a second cycle. An individual may complete a lifetime maximum of two CLP-A cycles.

Application Process

Application Deadline

Applications are accepted throughout the year via the online application platform accessible from the Certified Licensing Professionals, Inc. website.

Application Fee

The CLP-A application fee is \$225. Payments can be made via credit card as part of the online application. The fee must be paid in U.S. funds and is non-refundable. All fees are subject to change.

Individuals who pursue the CLP certification within one year of the expiration of the CLP-A credential may apply the full CLP-A application fee previously paid towards their CLP application fee, thereby reducing the CLP certification fee.

Application Submission

All CLP-A candidates will apply online. Candidates can access the application and additional CLP information by visiting the CLP website at www.licensingcertification.org. Applications must be completed and submitted within one year of the start date. Applications not submitted within one year of the start date will be deleted.

Information Required on the Application

- The online application is presented in sections. The application will not be processed, and a decision will not be rendered, until all sections are complete, and the non-refundable application fee is paid. Following the Introduction and Instructions screen, the applicant will complete the following sections: Applicant Information
- Education/Training – ***Option A or B*** (includes activity name, provider, format, date completed, and brief summary of the activity)
- Professional Narrative – ***Option A or B*** (includes completion and upload of the professional narrative using the professional narrative prompt and template available on the CLP website)
- Code of Conduct Acknowledgement and Application Agreement
- Inclusion in the CLP Registry and Published Information
- Application Fee

Applicants may complete the application in multiple sittings if desired. Gathering the information outlined above prior to beginning the application will expedite completion of the application, which should take approximately 15-20 minutes (note – this does not include the actual time required to complete the required education/training or personal narrative requirements).

The application will not be processed, and a credential decision will not be rendered, until all sections are complete, and the application fee is paid. All eligibility requirements must be satisfied before submitting an application. The application fee is not refundable.

The email address and password created during the application process will be used later to update and modify information included in the CLP Registry listing and to access future applications (e.g., CLP exam application). It is the individual's responsibility to maintain current contact information with CLP, Inc. to ensure receipt of all updates and notices.

The name entered in the CLP-A application should match the individual's name as it appears on government-issued identification (e.g., driver's license, passport).

Awarding the Designation & Digital Badge

Individuals who successfully meet the requirements may use “CLP-A” after his or her name immediately following notification of approval from CLP, Inc. The letters “CLP-A” should appear in a font no larger than the name of the individual and the name of his/her employer.

CLP-A credential holders will be issued a digital badge and receive instructions for accessing it following approval of the application. The digital badge may be shared to the professional’s network such as by adding it to an email signature or linking it to one’s LinkedIn profile.

CLP-A is recognized for a period of three (3) years based on the last day of the month the application was approved. Once the CLP-A credential expires, the individual may no longer use the CLP-A designation. The digital badge will automatically expire once the individual’s CLP-A cycle has ended. See [CLP-A Cycle](#) for more information.

Credential Verification

CLP, Inc. maintains a voluntary, online registry of certificants. Individuals may opt out of inclusion in the registry and may select what information is published when completing the application or by contacting CLP. The registry is available on the CLP website and serves as verification of credentialed status. If an individual chooses to opt out of inclusion in the registry, verification of credentialed status will be provided to anyone submitting a request of such to CLP. Verification will include the professional’s name and credentialed status (“currently credentialed” or “not currently credentialed”).

The CLP, Inc. Registry is intended for use as a networking tool among certified professionals and those wishing to employ the services of or otherwise conduct a professional relationship with a CLP-A, CLP, or CLP Emeritus. At no time should the registry be used to distribute marketing materials or other unsolicited information to certificants listed in the registry. Inclusion in the registry is strictly voluntary.

Policies

Appeal Policy

Adverse decisions by CLP, Inc. may include, but are not limited to:

1. Denial of candidate application;
2. Denial of certification for an individual; and
3. Revocation of certification.

In the event of an adverse decision in the areas outlined above, CLP shall advise the individuals involved of the decision and of the procedure for appealing the adverse decision. The individual desiring to appeal CLP’s adverse decision (the “Grievant”) must adhere to the following procedures and associated timelines.

The request must be received within sixty (60) days of the date that notice of the adverse decision was issued by CLP. The candidate is responsible for demonstrating with clear and convincing evidence that the appeal should be granted. CLP shall review the request and notify the applicant of its determination. To request a copy of the full Appeal Policy, please contact CLP at clpinfo@licensingcertification.org.

Confidentiality

All information collected hereunder shall be held in confidence and shall not be used for any purpose other than in connection with CLP, Inc., including the creation of the online certificant registry.

Non-Discrimination

All administrative practices and procedures, including appeals, will be non-discriminatory on the basis of age, race, creed, color, religion, lifestyle, national origin, gender, sexual orientation, veteran status, or disability.

Contact Information

Contact CLP, Inc. at clpinfo@licensingcertification.org or visit www.licensingcertification.org for more information.

Appendix A: Sample List of Intensive Courses

The following activities are a sample of courses identified that will satisfy CLP-A Eligibility Requirement #1, Option B.

Sample Intensive Education/Training Options (*list is not intended to be comprehensive of the intensive courses that are acceptable for credit towards the CLP-A requirements)

LES

- [IP Licensing Basics](#): 8 hours
- [Negotiation Skills](#): 12 hours

AUTM

- [Essentials of Academic Technology Transfer](#): 20 hours
- [Operations and Compliance](#): 17 hours
- [Small Office](#): 10 hours

EPO

- [IP Management Series](#): total 14 hours
 1. [IP strategy | BU01-2022](#): 4 hours
 2. [IP evaluation and protection | BU02-2022](#): 6 hours
 3. [IP value extraction and commercialisation | BU03-2022](#): 4 hours

Licensing Executives Society International (LESI)

AIPLA

- Trademark Boot Camp: 18 hours

ASTP

- Fundamentals of Technology Transfer: 16 hours

University/College Coursework

- [USC Marshall Graduate Certificate in Technology Commercialization](#)
- [Rutgers MBA concentration in Technology Commercialization, Innovation and Entrepreneurship](#)
- [Rensselaer MS in Technology Commercialization and Entrepreneurship](#)
- [Texas McCombs MS in Technology Commercialization](#)
- [Università Cattolica del Sacro Cuore MSc in Innovation and Technology Management](#)

World Intellectual Property Organization (WIPO)

- [WIPO Academy programs](#)

Asian Patent Attorneys Association (APAA)

IPO

Appendix B. Professional Narrative Prompts

CLP Associate Requirement #2: Narrative of experience relevant to the exam domains/education

Exam Content Domains

- Opportunity Assessment, Development, and Valuation
- Intellectual Property Protection
- Agreement Development and Drafting
- Negotiation
- Agreement Management

Requirement

Submit a written summary (recommended length of 500-1000 words) of a licensing project. The summary can be based on either a completed work project (Option A) or a hypothetical licensing transaction (Option B). In either case you should reflect on the practical application of your learnings from either the project or coursework.

Question

Briefly describe, in a **non-confidential manner**, either a licensing-related project in which you participated (**Option A**), or a hypothetical licensing transaction based on the fact pattern provided (**Option B**), covering the following topics.

- What types of intellectual property were included in the license?
- What was the goal of each party for the license?
- Describe any deal terms or strategies used to overcome potential sticking points in the license.
- Describe the lessons learned from the project or coursework. What might you do differently because of what you learned?

Additional Instructions for Option A:

- If your project did not result in a completed transaction, you may address the aspects relative to the proposed or desired transaction or, alternatively, relative to why the transaction was not completed.
- If you were not directly involved in certain aspects of the transaction, discuss how your role in the transaction (for example, if your role was opportunity assessment or intellectual property assessment) impacted the listed aspects of the actual or desired transaction.

Additional Instructions for Option B:

- Select one of the two parties in the fact pattern and describe a hypothetical transaction from that party's perspective that would result in a favorable but realistic license.
- If your completed education/training did not involve certain aspects of the transaction, focus on the domains you have studied and how they would impact the listed aspects of the transaction.

Option B Fact Pattern

Carts-R-Us, Inc. is an international company that produces a variety of gasoline-powered small engines that are sold to companies that produce and sell golf carts. New noise ordinances across the U.S. are causing headaches for a number of Carts-R-Us' customers, who are facing complaints that the noise of the golf cart motors is disturbing the peace, resulting in electric motors eating into Carts-R-Us' market share. It turns out that the majority of the noise created by gasoline-powered golf cart motors is caused by the exhaust system.

Motor Tech LLC, a small startup company, invented a quiet exhaust system that can be used on a variety of motors. The design implemented by Motor Tech led to the company founders filing patent applications on the exhaust system and on the method of power generation without emitting sound. The way the exhaust system's coating is applied during manufacturing is not in the patent applications, because these methods are trade secrets that Motor Tech also uses in other products. Motor Tech also applied for trademark registration of a Silent Exhaust™.

After struggling with financing its research and development efforts, Motor Tech approached Carts-R-Us, seeking a transaction to fund production and to market the Silent Exhaust™ system.

Carts-R-Us was very interested in the Silent Exhaust™ system, especially after recalling Carts-R-Us customers' complaints. Timing was a concern for Carts-R-Us. The international golf cart convention was coming up and it would be great to have the product ready for the show. Motor Tech had not yet built a prototype of the Silent Exhaust™ system and estimated that a beta of the product could be released within about 6 to 12 months after the prototype was fine-tuned to make sure that the exhaust system software operates as designed.

Concerned about revealing their trade secrets, Motor Tech proposed that they supply Silent Exhaust™ systems to Carts-R-Us. Ensuring diligent development and commercialization of the Silent Exhaust™ system was also a concern for the startup.