

Conversation with a Certified Licensing Professional (CLP) – Hector E. Chagoya, CLP, Mexstrategy

Chagoya is an industry leader with over two decades of experience in the IP field. His expertise includes patent prosecution in Mexico, and PCT international stages, and also international patent prosecution and management. He has led practice related to freedom-to-operate opinions, technology intelligence studies, IP-assets valuation, IP negotiations, technology evaluation and substantive issues of patent litigation.



Mr. Chagoya is the founding partner of [Mexstrategy](#), an innovation consultancy that allows its clients to maximize the value of the knowledge generated in their organizations, using methodologies and tools to acquire and document new knowledge, protect it and incorporate it into its operations, with a strategic vision focused on maximizing the economic value of competitive advantages, whether in higher education institutions, public and private research centers, or companies of all sizes and industrial and commercial sectors.

Mr. Chagoya has held numerous leadership positions in the field. He is Past-President of the Mexican Institute of Chemical Engineers, Past-Vice President of Licensing Executives Society International (LESI), Past-President of LES Mexico, Board member of RedOTT Mexico, and has served on committees of the International Association for the Protection of Intellectual Property (AIPPI). Mr. Chagoya earned the CLP designation in 2010 and was the first in Mexico to earn the credential.

In your experience, what role does professional certification play in the licensing field?

A professional certification always sets a minimum standard of professional performance for those that claim to be knowledgeable in a profession, and licensing or intellectual assets management is no exception. Underestimating the need for specialization and quality in a consultancy related to intellectual property is a common mistake many companies make, as it is sometimes regarded as a purely legal matter that is not part of the strategic decisions of the business. In some instances, legal practitioners think like this too, which can lead to consultancy that has negative effects on the business in the mid or long term. An international certification like the CLP is needed so that anyone using the services of a licensing professional will know that there is a minimum standard that helps establish performance expectations.

In Mexico there is less awareness of the field of IP as a whole and of the benefits of a certification like CLP than in other countries. However, this is a great opportunity to those that do succeed in getting the certification, which is a true distinction. In Mexico, it is important that more individuals earn certification so that the industry has access to professionals whose high professional standards have been validated by an objective means.

What motivated your decision to pursue the CLP credential?

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I was actively engaged in licensing and involved with LES Mexico when I decided to pursue CLP certification. I saw pursuit of the credential as a way of challenging and measuring the knowledge that I really had by comparing it against an industry standard developed by experts in the field. I assumed I had the experience and knowledge as supported by client satisfaction, but professional certification gives you a reference of whether what you know is enough to perform in technology transfer and signals areas in which you are weaker.

You have been through the recertification process several times. What value do you find in this practice?

Meeting the CLP recertification requirements is an opportunity to keep on your toes and move forward in the profession. By renewing certification (I am on the fourth cycle now), you show that you keep current on knowledge related to intellectual assets management and are able to help others to extract value from their intellectual assets.

What is your advice for other individuals who are considering pursuing specialty certification, specifically CLP certification?

For almost 10 years I was the only CLP in Mexico. I am happy to say that there are, as of last year, two more because there was an effort to raise awareness but also because there were candidates that took the challenge to test their own knowledge and experience. My primary advice is that a professional should not be afraid of pursuing the CLP exam. Even if you are unsuccessful on your first attempt, you will learn insights on your weaknesses and strengths so you can identify what you need to work on the most. I found a lot of value in taking the practice test prior to taking the certification exam, which helped me determine what I needed to focus on. Finally, it is very important to consider that the responses to the questions are not purely theoretical but also rely on practical experience. Therefore, individuals should seek opportunities to gain not only theoretical knowledge, but also experience in all practice areas.

How have you supported other licensing professionals in their own professional development?

As a former leader of the patents practice in a big firm in Mexico, I encouraged and supported two of the firm's professionals to obtain the CLP credential, and they succeeded. I supported them with training at international conferences and local courses, in addition to mentoring and recommending reference materials.

In the technology transfer ecosystem in Mexico, CLP holders have unmatched quality amongst their peers, and as more candidates are encouraged to apply for the certificate, the awareness and need for more certified professionals will in turn build. Knowing that an individual holds the CLP designation is a guarantee of high-performance and professional quality. From the firm's perspective it is a good way to measure the performance of the team members under common standards, and it is also an opportunity to detect domains of knowledge or professional skills that need development within the team.

I started my own practice this year, and I find that holding the certification helps me promote my knowledge and confidence to clients and is a competitive advantage when working with clients.