SAMPLE PRESS RELEASE

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FOR IMMEDIATE RELEASE

Contact: [Insert Your Organization’s or Your Personal Contact Information]

[Insert Name] Earns Certified Licensing Professional (CLP) Designation

[City/State—Date] [Name] [Title] [Organization] has earned the Certified Licensing Professional (CLP) credential. [He/She] joins a growing group of IP professionals who have demonstrated they are dedicated to higher standards of practice in the licensing industry.

The CLP designation acknowledges licensing professionals who have demonstrated their experience and proficiency in licensing and the commercialization of intellectual property. It is built on internationally applicable standards of practice, knowledge, and ethics to differentiate licensing professionals who have taken the steps necessary to become certified.

After conducting industry research, the CLP certification was created to recognize licensing professionals who are committed to professional development and the attainment of the skills and knowledge necessary to perform their jobs at the highest level of quality.

The CLP credential is also an avenue for employers to recognize and promote licensing professionals.

To become a CLP certificant, [insert name] met requirements in three areas:

- Education – Bachelor’s degree or higher from an accredited university
- Experience – At least three years of professional-level experience involving the development, use, transfer, marketing, and/or management of IP within the past eight years.
- Knowledge – Passed the CLP examination

The three-hour CLP exam is offered during two, month-long exam windows (April and October) annually. The exam includes 150 multiple-choice questions on subject areas including strategy, opportunity assessment, IP protection, valuation, marketing, agreement drafting and development, negotiation and agreement management.

For more information about the CLP program and to apply online, visit www.licensingcertification.org or email clpinfo@licensingcertification.org.

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