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FOR IMMEDIATE RELEASE

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AUTM President Earns CLP Credential

ALEXANDRIA, VA (March 21, 2011)—Certified Licensing Professionals, Inc. (CLP) announced today that Robin Rasor, MS, CLP, President of the Association of University Technology Managers (AUTM) and Director of Licensing at the University of Michigan, has earned the CLP credential.

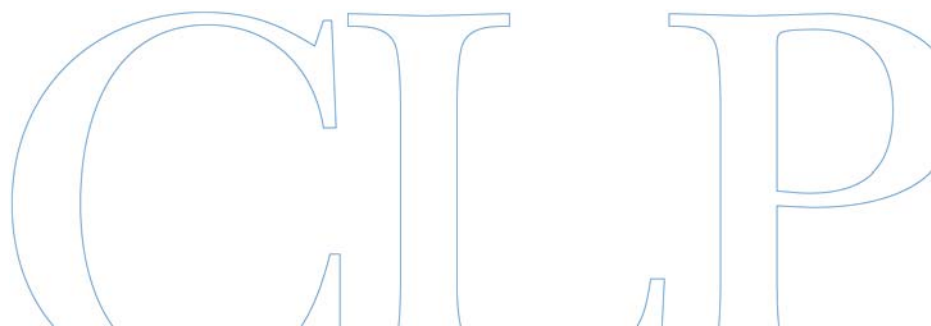
“Professional certification is important for the next generation of professionals and I can now say from personal experience that the CLP exam is a good test and it can and will be an important professional certification for our industry,” Rasor said.

Rasor has been familiar with the CLP program since its launch in 2008, but did not initially understand the value of earning the credential as a more advanced professional. After meeting with CLP representatives in 2010, she changed her mind.

“I noticed that the ‘kids’ in my office expressed interest in the CLP program, but I didn’t feel comfortable supporting it until I had actually taken, and passed, the exam,” Rasor said. “As I learned more about the program, I realized that the goal is to demonstrate a certain level of knowledge when it comes to the licensing profession. This makes sense to me.”

Rasor had some trepidation about taking the exam. In fact, the last standardized exam she took was 30 years ago.

“I felt pressure to pass the exam not only as the incoming AUTM President, but also from my colleagues at the University of Michigan. There was more than one wager about whether I would pass or not,” Rasor joked. “The exam was not easy, but I wouldn’t be a supporter of it if it was.”



Rasor believes that the CLP credential is one way to continue to build the professional reputation of the licensing and technology transfer field.

Eligible candidates for the CLP exam have at least three years of licensing experience and a Bachelor's Degree, or higher, from an accredited university. The exam is offered during two, month-long windows annually in April and October. More than 800 individuals currently hold the CLP credential. Visit the CLP Web site at www.licensingcertification.org for more information.

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