



Rules of Professional Conduct

To promote and establish the professional standing of those designated Certified Licensing Professionals (“CLP Designee”) and to enhance the trust of the public in the CLP program, Certified Licensing Professionals, Inc. (“CLP, Inc.”) has adopted the following rules of professional conduct. For purposes of these rules of professional conduct, the conduct of a corporation, partnership or other entity which is substantially owned, controlled or managed by a CLP Designee may be imputed to him or her. A CLP Designee may not willfully or negligently violate or attempt to violate these rules of professional conduct, knowingly assist or induce another to do so, or do so through the acts of another. The spirit of these rules should be a proper guide for the conduct of CLP Designees to establish confidence of the public in the licensing profession.

1. Obligation Under Other Rules of Professional Conduct

The duties imposed by these rules of conduct shall be in addition to the rules of professional conduct imposed by the membership or status of a CLP Designee in other professions or organizations.

2. Duty to Client/Employer

A CLP Designee shall act with honesty, fidelity, professionalism, and civility towards a client or employer (hereafter “Client”). As an agent or employee of a Client, a CLP Designee performs various functions. As advisor, a CLP Designee provides a Client with an informed understanding of potentially licensable properties and, as necessary, explains their practical implications. As an advocate, a CLP Designee asserts the Client's position within the context of advancing the Client's interests arising from potentially licensable properties. As a negotiator, a CLP Designee seeks a result advantageous to the Client but consistent with requirements of fair and honest dealings with others. As an evaluator, a CLP Designee acts by examining potentially licensable properties and reporting, as applicable, about them.

3. Dishonesty, Fraud, Deceit or Misrepresentation

In the course of representing the interests of a Client, a CLP Designee shall not engage in conduct involving dishonesty, fraud, deceit or misrepresentation.

4. Conflicts

A CLP Designee shall not represent both parties involved in the licensing or sale of intellectual property or represent conflicting interests in the same transaction without notifying and obtaining the express consent of both parties involved. A CLP Designee shall disclose to his or her Client any interest of which he or she is aware that may be adverse or potentially adverse to the Client or that may be perceived to be in conflict with the interests of a Client, including any significant personal financial interest that may be perceived as conflicting.

5. Confidence

A CLP Designee shall not reveal confidential information of a Client unless a non-disclosure agreement has been signed between the parties, the Client gives specific informed consent, or the disclosure is authorized or permitted or required by applicable law.

6. Advertising and Solicitation

A CLP Designee should not behave in a manner that denigrates the CLP program. In particular, a CLP Designee may not use any business card, letterhead, directory listing, advertising material or any other form of communication that is false, deceptive or misleading, or likely to create false or exaggerated expectations as to the skill, experience or ability of such CLP Designee; the value of cost of the services or facilities offered; or the results to be accomplished through such services or facilities. A CLP Designee may use the acronym "CLP" or the full text version, "Certified Licensing Professional to identify himself or himself as a Certified Licensing Professional, however CLP, Inc., in its sole discretion, may disallow any such use at any time. A CLP Designee shall not make any other use of the acronym "CLP" or the full text version, "Certified Licensing Professional," without prior authorization of CLP, Inc.

7. Privacy and Membership Lists

CLP, Inc. may collect, use and disseminate the information collected in the completed application or membership form ("Information"), which Information is acknowledged as having been voluntarily provided, for the following purposes: to provide notices and information about CLP, Inc., its activities and meetings, to CLP Designees through mail, fax, email or other mode of communication; to publish CLP Designee information in CLP, Inc. directories, available in hard copy, electronic and otherwise; to publish CLP Designee information in CLP, Inc. meeting/function attendance lists; and to maintain CLP Designee information in CLP, Inc. databases for use by CLP, Inc. in furtherance of its activities. CLP, Inc. will not sell CLP Designee names or addresses, but it may exchange information lists with organizations of like interests. A CLP Designee may contact CLP, Inc. to find what information the organization has about the CLP Designee in its files. The information is retained while the individual is a CLP Designee and for three (3) years thereafter. The membership and attendance lists are the property of CLP, Inc. and are entrusted to CLP Designees for their personal information only.

Reproduction or commercial use of such lists is not authorized without the prior written permission of CLP, Inc. Violation of this rule may lead to revocation of CLP status and designation pursuant to Sections 8 and 9.

8. Enforcement

Enforcement of any of the above rules shall be pursuant to the Section 3.06(3) Professional Practice and Disciplinary Policy and Procedures in the CLP, Inc. Policy and Procedure Manual.

9. Compliance with Laws and Regulations

It is the duty of each CLP Designee to comply with all federal, state, provincial and local laws and regulations and all rules of conduct imposed upon the CLP Designee by membership in other professional organizations. A final determination by a competent authority that the CLP Designee has violated any such law, regulation or rule may be a basis for discipline or expulsion by the Board of Governors without compliance with the enforcement procedures set forth in Section 8 of these rules.

10. Changes

Any changes to these rules of conduct may be promulgated from time to time by the CLP, Inc. Board of Governors, and shall be effective upon sending notification of such changes to all CLP Designees and the posting of such rules on the website of CLP, Inc.