

Conversation with a Certified Licensing Professional (CLP)

Pamela L. Cox, CLP, Marshall, Gerstein & Borun LLP

Pamela L. Cox, CLP, is Partner and Chair, IP Transactions Practice Group with Marshall, Gerstein & Borun LLP. Ms. Cox acts as a pathfinder, enabling clients to execute business strategies through intellectual property transactions. She is talented at unraveling complex deal structures and devising creative agreement solutions. Formerly in-house, Ms. Cox now focuses her practice on intellectual property transactions, protection, and dispute resolution for clients ranging from multinational corporations to non-profit institutions. Ms. Cox is a patent attorney who understands her clients' intellectual property and agreement needs, and remains passionately engaged until their strategic objectives are achieved.

Ms. Cox earned the CLP credential in 2008 and served on the CLP Board of Governors from 2014-2019 and as President and Chair in 2018.

If she was not working in the licensing field, Ms. Cox might find herself in an alternate career running a network of book shops in resort communities that feature fantastic and approachable wines.



You have nearly 25 years of experience in the licensing profession. How has the profession changed since you entered the field?

When I began in the licensing profession, it was not nearly as well understood. Especially in university technology transfer, licensing activity was not universally accepted as an extension to the mission of teaching, research and engagement as it is today. Now, entrepreneurial activity is part of our culture.

What motivated your decision to pursue CLP certification, and what value do you see in maintaining it?

As a professional in the licensing field, I wanted to be recognized as a member of the credentialed community, and so I pursued the credential. I maintain my designation because the CLP credential is the “gold standard” in the industry to identify skilled licensing professionals. Serving as an external quality identifier for the licensing community, CLP has joined those of us in this industry together through our common talents.

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

Professional certification is an important differentiator, especially internationally, and confirms mastery of licensing knowledge and skills. I highly encourage individuals to earn CLP certification. You join an esteemed network of licensing professionals, and studying for the exam is a valuable review of the core competencies needed as a licensing professional.

What has been your employer's role in your CLP journey?

Marshall, Gerstein & Borun encourages and offers financial support for many educational initiatives to support professional development, both in-house and externally, for example through LES and AUTM. The firm recognizes and encourages the CLP certification as a way to communicate our licensing expertise to our clients and our peers. Leadership of the IP Transaction Practice supports and looks most favorably upon earning CLP certification, encourages test-taking and reimburses the cost of maintaining the credential. The majority of the professionals in the IP Transaction practice have earned CLP certification.

Further, my employer is committed to supporting the CLP program through volunteer activity. Julie Watson and I have served on the Board of Governors, and I am a former President and Chair of the Board.