



A Global Credential for a Global Industry

Accreditation systems of Knowledge Transfer professionals: International Initiatives

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President LES Spain & Portugal
Deputy Director General FGCSIC

Plenaria Red OTRI - Ourense, June 2nd, 2011

Advancing the Business of Intellectual Property Globally



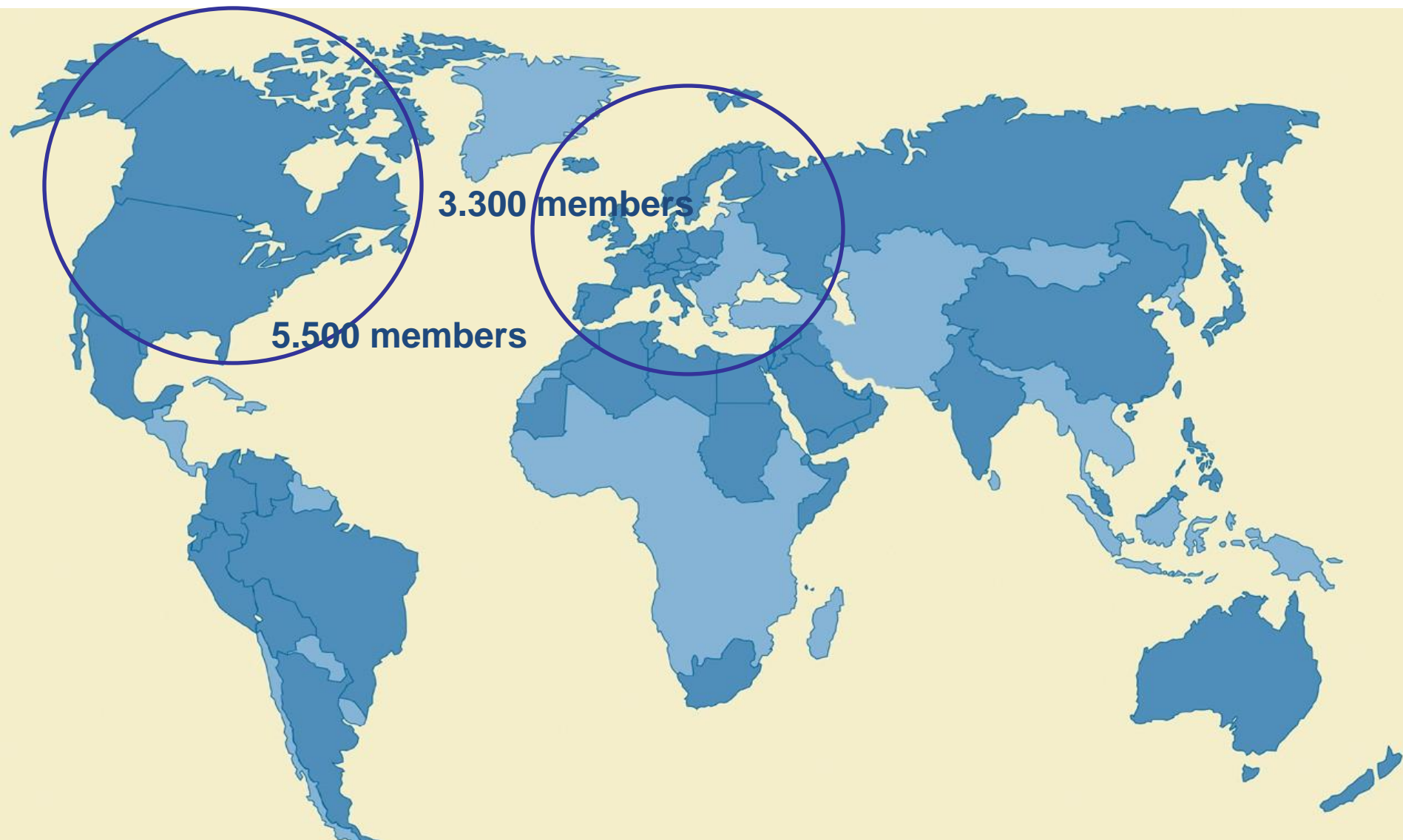
WHAT IS LESI?

- A global business association made up of 32 national and regional societies, representing 90 countries and 12,000 individual members involved in the licensing, transfer and management of intellectual property rights
- An association of individual societies cooperating under one umbrella
- The first society (LES USA) was formed in 1965
- LES España was formed in 1975
 - In 1999, it became regional LES España & Portugal



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

LESI World Map





MISSION OF LESI

- To function as a non-profit professional organization to broadly support LES Societies in their efforts on behalf of individual members by:
 - Setting and promoting consistent, high professional standards for licensing executives on a global basis;
 - Creating and maintaining various geographically based LES Societies with the necessary quantity and balance of local members;
 - Providing organizational leadership, coordination and advice;
 - Facilitating professional networking between the members of LES Societies;
 - Providing quality educational content to, and facilitating the sharing of educational content between LES Societies;
 - Informing and interacting with global organizations and policy forums concerning the economic significance and importance of licensing and other transfer of technology and intellectual property rights.



LESI Working Groups

- Americas
- Asia Pacific
- European
 - Automotive
 - Chemicals, Energy & Environmental
 - Industry, University & Government Transactions
 - IT & E-Commerce
 - Life Sciences
 - Copyright Licensing
 - Dispute Resolution
 - Patent & Technology Licensing
 - Trademark & Character Licensing



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Who are LESI members?

- Managing Directors
- Company Executives
- Small Business Entrepreneurs
- University Licensors
- Campus Company Managers
- Venture Capitalists
- Inventors
- Accountants
- Scientists & Engineers
- Lawyers
- Patent & Trademark Attorneys
- Academics
- Government Representatives
- Technology Brokers
- Consultants



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

PRODUCTS

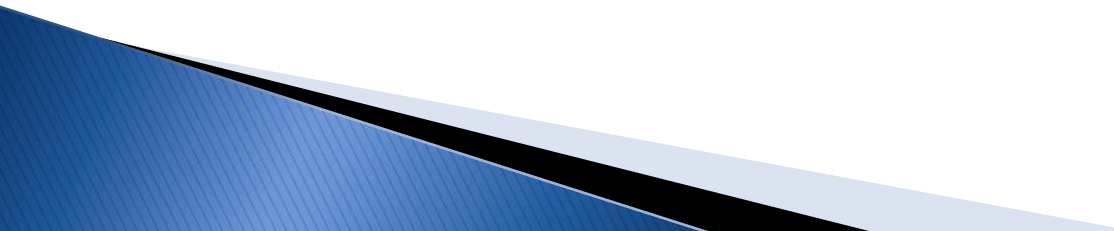
- *Les Nouvelles* - quarterly journal
- Worldwide membership directory
- Member-only access to www.lesi.org
 - Royalty Rates for various sectors and usual license contracts clauses
- Educational material
- Conferences and Newsletters

Through these products and services, LESI provides networking and business opportunities, educational courses and a shared experience for members.



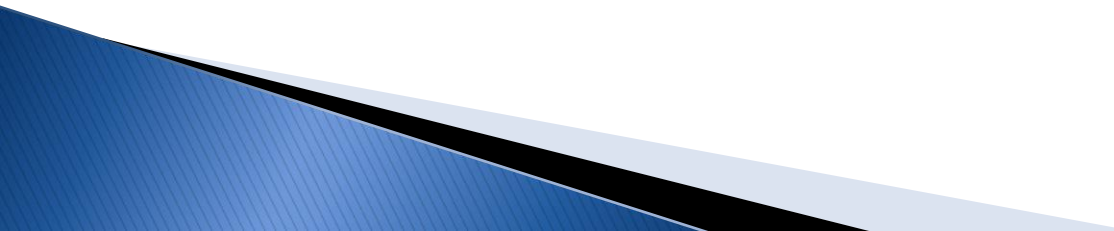
A Global Credential for a Global Industry

Background

- ▶ CLP program launched in 2008
 - ▶ Board of Governors includes industry leaders from organizations such as LES, AUTM and BIO
 - ▶ Nearly 850 professionals currently hold the CLP credential
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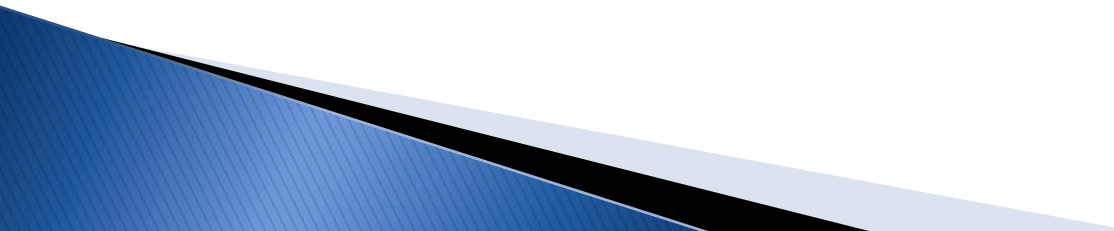
Who is Eligible to Take the Exam?

CLP exam candidates are:

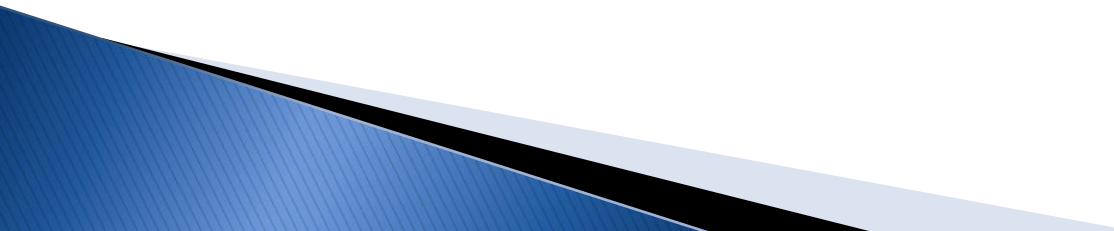
- ▶ Licensing professionals who are focused on the multi-disciplinary aspects of licensing.
 - ▶ Individuals who have received a bachelors degree or higher from an accredited university.
 - ▶ Professionals with at least 3 years of professional experience in the licensing field.
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Why Earn the CLP?

Earning the CLP credential:

- ▶ Establishes credibility among your colleagues and peers.
 - ▶ Shows that you understand and utilize the latest industry practices.
 - ▶ Fulfills personal and professional goals for career development and opens up more opportunities in your career for advancement and job mobility.
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Why Earn the CLP?

- ▶ Recognizes your experience and qualifications as well as your commitment to continuing education and professional development.
 - ▶ Demonstrates your commitment to the licensing profession as a career.
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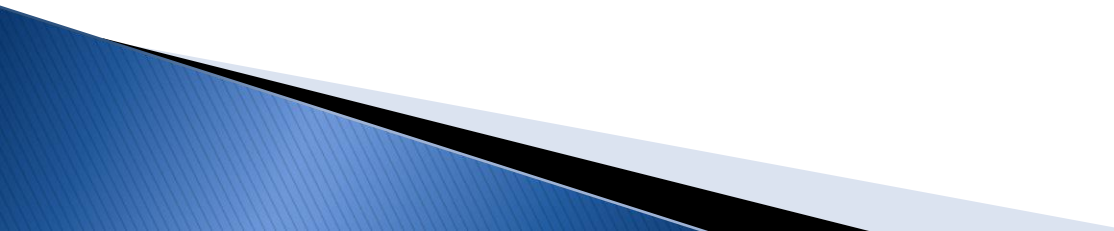
Exam Content

- ▶ The exam covers eight major content areas (or domains):
 1. Strategy
 2. Opportunity Assessment
 3. IP Protection
 4. Valuation
 5. Marketing
 6. Agreement Drafting & Development
 7. Negotiation
 8. Agreement Management

Exam Content

- ▶ Each domain broken down into specific tasks
- ▶ Domains weighted differently based on importance, criticality and frequency in licensing work
- ▶ Complete content outline (domains & tasks) available online at:
www.licensingcertification.org

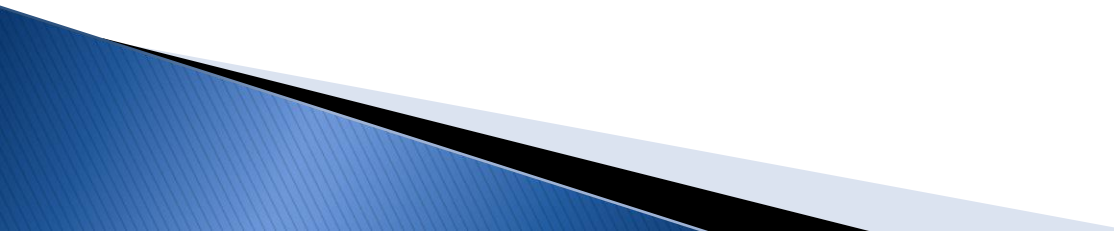
Exam Windows

- ▶ CLP exam offered during two, month-long testing windows in April and October each year.
 - ▶ Select a specific date and location that is convenient for you
 - ▶ CLP's testing partner has more than 400 test sites around the world
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Fees

- ▶ Exam application fee = \$995 (US)
- ▶ Includes two testing opportunities within 13-month window
- ▶ Includes access to 50-question online practice test

2010 Grandfather Opportunity

- ▶ Earn CLP based on experience, without taking the exam
 - ▶ Limited grandfather window will close on June 30, 2011
 - ▶ Strict eligibility standards and requirements
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2010 Grandfather Opportunity

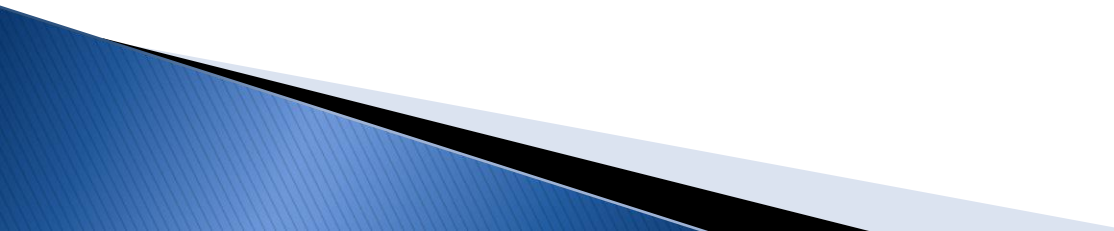
Candidates for the 2011 grandfather opportunity:

- ▶ Are seasoned professionals with at least 10 years of experience, within the last 12 years
- ▶ Hold a bachelor's degree, or higher, (or its equivalent outside of the U.S.)
- ▶ Comply with four of the six eligibility statements

2010 Grandfather Opportunity

- ▶ Application fee = \$1195 USD
- ▶ Candidates required to recertify every three years

Recertification

- ▶ CLP credential granted for 3-year period
 - ▶ CLPs are required to recertify every 3 years
 - ▶ Recertify by earning 40 Continuing Education (CE) credits
 - ▶ Still active in licensing upon recertification
 - ▶ Online recertification application available
 - ▶ Fee US\$400
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Recertification

- ▶ Earn CE credits from:
 - Attendance and/or participation in industry events on topics relevant to the licensing industry
 - Presentations/speaking engagements related to licensing
 - Writing and publishing written materials on relevant topics in the industry
 - Participating in CLP exam development activities (item writing)

Next Steps

- ▶ Download the CLP Candidate Handbook at www.licensingcertification.org
- ▶ Learn more about the limited grandfather opportunity, if eligible, at www.licensingcertification.org
- ▶ Complete the online application and pay application fee

For More Information

Certified Licensing Professionals, Inc.

- Visit the web site:
www.licensingcertification.org
- Contact the CLP Certification Manager,
Cynthia Allen, via email at
callen@licensingcertification.org



REGION	Nº MEMBERS
USA	704
EUROPE	61
CANADA	62
OTHERS	13
	840
UNIVERSITIES	88

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AUTM President Earns CLP Credential

- Robin L. Rasor, MS, CLP, Director of Licensing at the University of Michigan and current AUTM President, recently took and passed the CLP exam. Here is what she says about the CLP program.
- *"I recently obtained, or should I say, earned, my CLP status. Because of my experience in the profession (you can interpret that as my advanced age, but I prefer my advanced length of service), I would have been eligible for the grandfathered application. I chose, however to actually take the test in order to better understand what it entails and how it will promote the licensing profession. I am happy to report that I passed!"*
- *I will continue to work with the CLP organization to further improve the test to incorporate additional questions specifically pertinent to academic licensing and to advocate for its use and acceptance in academic institutions, first in the United States and then globally. I can now say from personal experience, it IS a good test, it CAN and WILL be an important professional certification for our members."*



- *“Earning and maintaining your designation as a Certified Licensing Professional will distinguish you in the licensing industry as someone with experience and knowledge. Our Office now requires that new senior licensing associates be CLP-certified or eligible to take the exam.”*

— Wes Blakeslee, CLP
Executive Director,
*Johns Hopkins Technology Transfer
at Johns Hopkins University*



Inspiring
Business

TECHNOLOGY TRANSFER OFFICE MANAGER

2011.03.2

Me gusta

Más opciones

Position: Technology Transfer Office Manager
Reference: T-T11159/11

DESCRIPTION OF OFFER:

Tecnalia R&I is the most important private applied research centre in Spain, and is among the top five centres on an international level with a workforce comprising 1,427 people. Its applied research activity is divided into five divisions: Sustainable Development; Information and Communications Technology; Industry and Transport; Innovation and Society; and Health and Quality of Life.

Among the different tasks carried out by the organisation is our commitment to developing technology that may enable us to market and transfer knowledge via the Technology Transfer Office (TTO). Therefore, the duty of the TTO Manager is to identify, protect and administer technological ideas and developments developed at TECNALIA in order to generate financial returns via royalties, IP licences, start-ups and SMEs.

The **main responsibilities** of the TTO Manager are to:

- Give a valuation of assets in general and patents in particular
- Contact potential buyers and companies
- Develop marketing strategies
- Prepare business plans
- Create start-ups
- Prepare and negotiate contracts
- Attract new investment partners
- Generate returns via the marketing of research results

REQUIREMENTS:

- Graduate in science, physics, engineering or similar
- Be in possession of a PhD
- MA in Business Administration (MBA) and/or Marketing
- Be in possession of CLP certification (Certified Licensing Professionals)



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