# Conversation with a Certified Licensing Professional (CLP) – Rajnish Kaushik, PhD, MBA, CLP, Brandeis University

*Rajnish Kaushik, PhD, MBA, CLP, is Director, Licensing & Strategic Alliances at Brandeis University. He is involved in the IP management and commercialization activities at the Brandeis Office of Technology Licensing (OTL), and he also supports the Brandeis entrepreneurial ecosystem by engaging with students and researchers and training them on various aspects of entrepreneurship.*

*Outside of the OTL office, he loves to travel with his family across the world and also play cricket – even at subzero temperatures!*

### You earned the CLP designation last year, 2020. In what stage of your career did you pursue the CLP credential, and what motivated that decision?

I earned my CLP certification in the 10th year of my licensing career. Unlike most professions, there is almost no recognized degree or formal training for the technology licensing profession, and most of us end up learning the tricks of our trade while working real-time. CLP provides a benchmark for the level of training or experience one should achieve to be proficient in the technology licensing world.

### In your experience, what role does professional certification play in the licensing field?

There are a few key values I see for professional certification in this field.

Having earned the CLP certification helps to set expectations while working with other licensing professionals who may not know us personally but are familiar with the CLP standards. This brings a certain level of comfort in working together.

In the absence of a professional degree in the technology transfer and licensing area, a certification like CLP ensures that all basic qualifications required for a licensing professional are met.

Further, one needs to be constantly learning new and evolving developments in their professional fields, and the continuous learning requirements needed to maintain the CLP credential incentivize that process.

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### How did you prepare for the exam?

While most of the preparation came from the years of experience working in the university tech transfer offices, CLP review course right before the test was immensely helpful. It was not just the review but hearing the personal experiences (examples) from experts like Krista Holt, Paul Stewart, and Mathew McNeill was educative and enthralling as I got to learn many tricks of the trade from their decades of experience.

### How does your employer support the ongoing professional development of its licensing team?

My employer is very supportive of continuous learning and professional development, and we get to attend to various conferences, especially from LES and AUTM every year. My manager, Rebecca Menapace, herself is a Certified Licensing Professional since the program's inception, and she understands the value and supported me all along. My previous managers had also encouraged me to pursue CLP certification, but it took some time!

### What is your advice for other employers considering investing in their licensing/IP staff through the CLP certification process?

I see CLP certification as a good benchmark for a certain amount of professional training and experience an employer would like licensing professional employees to have and maintain as this in turn can only help the technology transfer (or other related) office in growing their business and transactions.