



## Code of Conduct

### Introduction

Certified Licensing Professionals, Inc. ("CLP, Inc.") has adopted the following rules of professional conduct ("Code of Conduct") to:

- i. establish and promote the professional standing of those designated Certified Licensing Professionals (CLP), CLP-Associate (CLP-A), or CLP Emeritus ("CLP Designee"),
- ii. provide guidelines for the professional conduct of a CLP Designee,
- iii. enhance the trust of the public in those designated CLPs and the CLP certification program, and
- iv. grow and bolster the confidence of the public in the intellectual property licensing profession ("IP Licensing").

The enforcement of the Code of Conduct is pursuant to Section 5 of the Professional Practice and Disciplinary Policy and Procedures, which is found in the CLP, Inc. Policy and Procedures Manual and available by request to CLP, Inc. by emailing [clpinfo@licensingcertification.org](mailto:clpinfo@licensingcertification.org).

Any amendments to the Code of Conduct may be only promulgated by the CLP, Inc. Board of Governors. The amended Code of Conduct is effective as of the date the amended Code of Conduct is posted on the website of CLP, Inc.

### The CLP Designee and the Code of Conduct

A CLP Designee shall neither willfully nor knowingly violate or attempt to violate the Code of Conduct, nor knowingly assist or induce another to do so, or do so through the acts of another. 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 provided that the CLP Designee has knowledge of and control over the conduct of such entity.

### Rules of Professional Conduct

#### 1. Duty to the Client

A CLP Designee may act as an agent or employee of a client or an employer (the terms 'client' and 'employer' are herein collectively referred to as 'Client').

The CLP Designee may perform the following non-exhaustive list of functions i-iv, in the context of an IP Licensing assignment, commissioned, sponsored or requested by the Client:

- i. **Advisor:** The CLP Designee shall provide the Client with an informed judgment regarding potentially licensable properties and, as necessary, explain their practical implications.
- ii. **Advocate:** The CLP Designee shall represent the Client's position within the context of advancing the Client's interests arising from potentially licensable properties.
- iii. **Negotiator:** The CLP Designee shall seek a result advantageous to the Client but consistent with requirements of fair and honest dealings with others.
- iv. **Evaluator:** The CLP Designee shall examine potentially licensable properties and provide a complete and unbiased report about them.

The CLP Designee shall:

- a) act with honesty, fidelity, professionalism and civility in performing any one of the above functions, or any other function in connection with an IP Licensing assignment, commissioned, sponsored or requested by the Client, and
- b) in the course of representing the interests of the Client, a CLP Designee shall not knowingly engage in conduct involving dishonesty, fraud, deceit or misrepresentation.

## **2. Conflicts**

A CLP Designee shall obtain the express, written consent of one or more Clients in order to represent the Client(s) in an IP Licensing assignment. However, the CLP Designee shall not represent at the same time and for the same IP Licensing assignment both a potential licensor and a potential licensee, unless both the potential licensor and the potential licensee expressly consent to this by written agreement.

Promptly upon becoming aware of a conflict, a CLP Designee shall disclose to the Client any interest concerning the CLP Designee of which the CLP Designee is aware of and where said interest may be adverse or potentially adverse to the Client, or that may be perceived to be in conflict with the interests of the Client, including any significant personal financial interest.

## **3. Confidence**

In the absence of any type of agreement between a CLP Designee and a Client that restricts the disclosure of the confidential information of the Client, e.g. non-disclosure agreement, the CLP Designee shall request that the Client identify, clarify, or explicitly state in writing the information the Client considers to be of confidential nature; and in view of such guidance, the CLP Designee shall:

- a) treat said information as confidential information; and
- b) refrain from disclosing the confidential information of the Client, unless:
  - i. the Client gives specific, written informed consent to the contrary, or
  - ii. the disclosure of the confidential information of the Client is required by applicable law or court order.

In the presence of any type of agreement between a CLP Designee and a Client that restricts the disclosure of the confidential information of the Client, e.g. non-disclosure agreement, the CLP Designee shall act according to the provisions of the agreement unless:

- i. the Client consents and documents otherwise, or
- ii. the disclosure of the confidential information of the Client is required by applicable law or court order.

In the presence of any type of agreement between two or more parties that restricts the disclosure of the confidential information of the parties to the agreement, e.g. non-disclosure agreement, and of which agreement a CLP Designee is made aware, and said CLP Designee represents a Client who is party to the agreement, the CLP Designee shall act according to the provisions of the agreement concerning the disclosure of confidential information, unless the disclosure of confidential information of the Client is required by applicable law or court order.

## **4. Advertising and Solicitation**

A CLP Designee shall not behave in a manner that denigrates CLP, Inc. or its credentialing programs.

A CLP Designee will use the appropriate acronym for the credential held, as instructed by CLP, Inc. pursuant to its guidelines. CLP, Inc. may disallow any such use at any time and with no compensation to the CLP Designee.

In particular, the CLP Designee shall not use:

- i. any business card, and/or
- ii. letterhead, and/or
- iii. directory listing, and/or
- iv. advertising material, and/or

- v. other form of documentation, and/or
- vi. other means of communication, that is false, deceptive, or misleading, or likely to create false or exaggerated expectations as to:
  - a) the skill, experience or ability of the CLP Designee;
  - b) the value or cost of the services or facilities offered by the CLP Designee; and/or
  - c) the results to be accomplished through such services or facilities.

The appropriate credential acronym should appear in a font size no larger than the name of the individual and/or the Client of such individual.

## **5. Privacy and Membership Lists**

CLP Inc. may collect, use and disseminate the information from CLP Designees as stated in the Privacy Policy available online at <https://licensingcertification.org/>.

## **6. Compliance**

Each CLP Designee shall act in good faith and shall undertake reasonable efforts to conduct his/her practice in agreement with the law and regulations in connection with his/her Client's assignment(s).

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