



Conversation with a Certified Licensing Professional

Mariella Massaro, J.D., CLP

Mariella Massaro, J.D., CLP, is a partner at [Berggren Oy](#), where she works on international IP and commercial transactions and projects, including licensing and IP infringement issues across multiple jurisdictions. She develops effective IP strategies in key global markets for a variety of businesses, from high-tech to iconic design and fashion companies. Mariella is a member of Berggren's International Client Relations team, ensuring that foreign clients receive excellent legal services, tailored to their needs and expectations. She also established Berggren's Italy and Russia

Desks. She is a frequent speaker at international events and workshops on a variety of IP and privacy issues and is fluent in English, Italian, and Russian.

When not helping clients navigate IP projects, Mariella enjoys watching ballet, having studied classical and modern dance for 11 years.

You earned the CLP credential in the spring of 2021. Please tell us about your licensing experience. Why did you decide that now was the right time to pursue CLP certification?

I passed the CLP exam during the 2021 spring session after having spent 15 years practicing as an IP attorney-at-law in Italy and 2 years as a partner at Berggren Oy, a full-service European IP law firm headquartered in Helsinki, Finland. During my 15 years in Italy, I worked on a wide variety of licensing projects, mainly with European clients. At Berggren, I am actively involved in projects with clients from the United States and Asia. Berggren has a Brokerage Team specializing in IP monetization and commercialization among its IP services and having earned the certification affords valuable credibility when assisting the team's clients.

For the last 7 years I have regularly attended AUTM and LES meetings where I noticed how much the CLP designation is appreciated by professionals who are part of those organizations. As I learned from various conversations at these meetings, a successful candidate must be knowledgeable in a wide range of fields, including IP strategy, IP valuation, negotiation techniques, United States IP law and contract law. Indeed, licensing activities are multifaceted and go well beyond the legal practice. Achieving the CLP certification is a comprehensive and objective validation of my knowledge and experience in all these areas, and earning it came at the perfect time for my career.

How do you define the purpose of professional certification in the licensing field?

A professional certification such as the CLP is a quality signal in the relevant community. From my perspective as a European professional with a background that differs somewhat from those with US-based education and work experience, the CLP credential establishes a common understanding of the knowledge and experience I possess, irrespective of the jurisdictions in which I operate. Being part of the CLP community links me to a network of professionals I can refer to when I need to assist clients in international projects. I recommend certification for those professionals who want to demonstrate a 360° perspective on licensing, especially for anyone involved in technology transfer, and for those working on international licensing projects.

How did you prepare for the CLP exam?

I took a virtual preparatory course organized by LES USA & Canada, which I highly recommend, and I reviewed the course materials in the final six weeks prior to the exam. I regularly read relevant publications, including from the LES Journal "Les Nouvelles". I also appreciated having more exposure to US IP law and to various valuation methods during my preparations.

How has your employer supported your ongoing professional development and pursuit of the CLP credential?

Berggren sponsored my participation in the exam review course and gave me sufficient time to prepare for the exam. The firm understands the value of the CLP certification especially as it relates to interacting with entities in the United States. I highly recommend that employers support the efforts of their employees who wish to obtain the CLP certification. The added value of the CLP certification more than makes up for the firm's investment in the preparation courses and the exam itself.

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