



Q&A WITH A CERTIFIED LICENSING PROFESSIONAL (CLP) RACHEL CASSIDY

Rachel Cassidy, PhD, MBA is Vice President of Patent Licensing, GE Licensing. She has more than 15 years of licensing and business experience at GE, Becton Dickinson, and Johns Hopkins Technology Transfer. Rachel joined the CLP Board of Governors in 2018 to contribute her expertise to expanding the CLP program. Learn more about Rachel on the CLP website.

GE Licensing is part of General Electric (GE), a global technology and infrastructure company, with a portfolio of industrial businesses spanning the Aviation, Healthcare, and Power sectors. Licensing sits at the nexus of GE's intellectual property, providing access to the company's patent portfolio, as well as technical and intellectual resources. It leverages GE's vast footprint to form new business connections and partnerships to accelerate growth opportunities for its customers and partners.

In your experience, what role does professional certification play in the industry? What value do you see in earning and maintaining the CLP credential?

CLP certification is often recognized as a benchmark in the course of a licensing career. It communicates that an individual has depth of knowledge in intellectual property and licensing. For this reason, it serves as a differentiator in the field. That value is sometimes most immediately recognized by individuals just starting out in a licensing career path, as it may provide competitive advantage when applying for jobs, or looking to advance in an existing role.

CLPs are required to demonstrate continued competence in the field of licensing in order to keep the certification. To maintain the credential, CLPs must earn at least 40 hours of continuing education (CE) during the three-year certification period. Credits may be earned through activities such as full-time employment, speaking at industry events, participating in industry events, writing, courses, etc. This demonstrates that experienced CLPs are actively participating in CE that keeps them informed, and at the top of their field.

I see CLP as an active community of licensing professionals engaging on best practices, topics of interest, and ways in which the CLP credential is utilized and leveraged in various organizations. These Q&As with CLPs are an example of that community resource.

How does GE support the ongoing professional development of its licensing team?

GE Licensing encourages team members to pursue professional development that contributes to the breadth of their expertise as licensing professionals. By having developed its own process to originate, develop, and commercialize portfolios of IP and technology, GE Licensing professionals have exposure to a broad variety of business models which enriches their professional development. A balanced approach of CE and professional organization memberships mixed with obtaining real world experience in negotiation and licensing is most supported. Complex customer interactions require the right balance of market/industry knowledge and negotiation skill. The CLP credential provides a strong foundation on which to build the full skill set required for a successful career in licensing.

Being part of GE also gives us a unique window to the business world through its vast footprint in Aviation, Healthcare, and Power. Our professional development in licensing is heightened because we have direct access to some of the world's best innovations and subject matter experts.

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

I suggest reading the [reference materials](#) listed as a resource. LES offers a [preparation course](#) that many have found helpful. Additionally, leverage your network by speaking with contacts who are CLPs. They may have exam advice, or insights on earning and maintaining the credential that you will find useful.

To find out more about the CLP program and begin your own path toward earning the credential, visit www.LICENSINGCERTIFICATION.org