CLP Exam Preparation Study Guide

Preparing for the Certified Licensing Professional (CLP) exam may feel overwhelming because the body of knowledge spans multiple disciplines—from intellectual-property law and valuation to drafting agreements, negotiation and post-contract compliance. To help professionals who are preparing to take the CLP certification examination, this study guide references available resources as a tool to help individuals design their professional development journey. For each CLP domain in the exam content outline, core texts, intensive courses, and related webinars are listed.

Candidates seeking a comprehensive exam review option may wish to review the Licensing Executives Society's CLP Exam Review Course or other comprehensive offerings, such as the AUTM Essentials Course.

CLP, Inc. also provides a reference list by domain and two practice test options. More information about these resources is available on the CLP website.

Content Note: Webinars offered by professional associations, including CLP, Inc.'s webinar series, by employers, and others can be helpful resources in rounding out one's professional development on a given topic. While a vast number of applicable webinars are available, for purposes of this study guide, a limited list of potentially helpful webinars is included. Visit the CLP, Inc. website for a list of organizations that may provide additional webinars. The list is not intended to be exhaustive nor is it intended to imply that all professional development opportunities offered by these providers include content covered by the CLP exam content outline.

CLP, Inc. develops and administers the CLP certification examination. CLP, Inc. does not endorse nor recommend any specific resource as the best or only means of preparation for the CLP exam.

How to use this guide

- Work domain-by-domain: prioritize the domain in which you believe you have the least knowledge or experience, then rotate your review to keep concepts fresh.
- Use the core texts, adding suggested courses as needed, then reinforce with webinars.
- Frequently review the CLP exam content outline to check in on your progress.

CLP Content Domains

Domains
1: Opportunity assessment, development, and valuation
2: Intellectual property protection
3: Agreement development and drafting
4: Negotiation
5: Agreement management

Domain 1 – Opportunity Assessment, Development & Valuation

Areas of focus: Strategically managing and commercializing intellectual property by evaluating, valuing, acquiring, and leveraging assets to align with business objectives and maximize commercial return through licensing, partnerships, or new ventures.

Activity	Resources
Core texts	• Edison in the Boardroom Revisited — chapters on IP strategy and portfolio management; Razgaitis (2009) on valuation methods; Krattinger et al. handbook chapters 5, 9 and 12–14. • WIPO's IP Valuation Basics for explanations of cost, market, income and real-options methods [1]
Suggested courses	**LES** • LICENSING 101 – IP Licensing Basics • LICENSING 203 – Due Diligence • NEGOTIATION 201 – IP Negotiation Basics • VALUATION 201 – Foundations in IP Valuation • VALUATION 202 – Intro to Damages • VALUATION 301 – Managing IP Value in Startups & Early-Stage Ventures **AUTM** • Essentials of Academic Technology Transfer Course • Software Course Webinar Series • Startup Course • Technology Valuation Course
Webinars	• Holistic Approach - Successful Commercialization of Research • Sneak Preview: AUTM Valuation Course in San Diego! • The AI Enabled TTO • The True Value of Startup Equity • Pulling Back the Curtain on Deep Tech Due Diligence

Domain 2 – Intellectual Property Protection

Areas of focus: Strategically identifying, protecting, and managing an organization's intellectual property portfolio to advance business objectives and maximize long-term value.

Activity	Resources
Core texts	• Title 17 U.S. Code (Copyright) and Title 35 U.S. Code (Patent); key sections on subject-matter eligibility, requirements and rights.

	• AUTM Technology Transfer Practice Manual – Volume One for laws and regulations. • EPO Intellectual Property Teaching Kit: IP Basics. • WIPO Academy DL-101 or DL-301 for comprehensive IP law overviews.
Suggested courses	**LES** • LICENSING 101 – IP Licensing Basics • LICENSING 203 – Due Diligence **AUTM** • Marketing Course
Webinars	• The European Unitary Patent System: The Risks and Benefits • Patent Prosecution Strategies • Tips for Enforcement of University Patent Portfolios • Best Practices for Competitive Patent Analyses and FTOs

Domain 3 – Agreement Development & Drafting

Areas of focus: Collaboratively structuring, valuing, drafting, and reviewing agreements to ensure licensing terms align with business strategy, contribute to efficient negotiations, and reflect the parties' intended commercial relationship.

Activity	Resources
Core texts	• O'Reilley & Kacedon – Drafting Patent License Agreements (8th ed.). • WIPO & LESI's "Successful Technology Licensing" manual [2].
Suggested courses	**LES** • LICENSING 101 – IP Licensing Basics • GENERAL 101 – Industry, Universities, and Government • LICENSING 202 – Strengthening Your License • LICENSING 203 – Due Diligence **AUTM** • Advanced Licensing Course
Webinars	• One Template Does Not Fit All: Spruce Up Your License Agreement • Negotiating Technology Transfer Agreements • TLO Toolbox: Hammer Out Successful License Agreements

Domain 4 – Negotiation

Areas of focus: Preparing for, executing, and closing negotiations by implementing effective negotiation strategies, securing approval, and ensuring final agreements accurately reflect negotiated terms and licensing objectives.

Activity	Resources
Core texts	• Harvard PON article "Six Guidelines for Getting to Yes"; focus on separating people from the problem, focusing on interests and managing emotions [3].
Suggested courses	**LES** • LICENSING 101 – IP Licensing Basics • NEGOTIATION 201 – IP Negotiation Basics • NEGOTIATION 301 – Negotiation Skills **AUTM** • Negotiation Strategies & Tactics Course • Advanced Licensing Course
Webinars	• Common Pitfalls in Negotiating Academic & Commercial Technology Transfer Agreements • Sub-licensing: Horror Scenarios & How to Avoid Them • VC & TTO Term Sheet for Early-Stage Life Science Startups • Navigating Pitfalls and Maximizing Partnering Success

Domain 5 – Agreement Management

Areas of focus: Managing agreements post-execution by establishing and monitoring ongoing obligations, defining accountability processes, and documenting key terms to ensure compliance and effective long-term oversight.

Activity	Resources
Core texts	• Krattinger et al. handbook chapter 15 on managing IP agreements. • AUTM Practice Manual – Volume Two on records management. • IACCM Fundamentals of Contract & Commercial Management. • Examine your institution's invention disclosure and revenue distribution policies. Identify alignment with Bayh-Dole and recommended best practices from the readings.
Suggested courses	**LES** • LICENSING 101 – IP Licensing Basics • GENERAL 101 – Industry, Universities, and Government

	• LICENSING 203 – Due Diligence
Webinars	• iEdison & Bayh-Dole Compliance: Practical Insights from the Front Lines • iEdison Utilization Reporting Update • Sneak Preview!! AUTM University: Operations and Compliance

Citations

1. WIPO: Intellectual Property Valuation Basics for Technology Transfer Professionals [1]
2. WIPO: Successful Technology Licensing (WIPO & LESI) [2]
3. Harvard Program on Negotiation: Six Guidelines for Getting to Yes [3]