



October 24, 2008

### **Ann Bublitz Earns Certified Licensing Professional™ Designation**

Des Moines, Iowa. Ann Bublitz, President, BioTech Decisions, Inc. has earned the Certified Licensing Professional™ (CLP) credential. She joins a growing group of intellectual property (IP) professionals who have demonstrated that they are dedicated to higher standards in the licensing industry.

The CLP™ designation distinguishes licensing professionals who have demonstrated their experience and proficiency in licensing and the commercialization of intellectual property. It is built on internationally applicable standards of practice, knowledge, and ethics to differentiate licensing professionals who have taken the steps necessary to become certified.

After extensive research, the CLP™ certification was created as an initiative of the Licensing Executives Society (USA and Canada), Inc. (LES) to recognize licensing professionals who are committed to professional development and the attainment of the skills and knowledge necessary to perform their jobs at the highest level of quality. LES has established itself as the leader in the licensing field and is steadfastly dedicated to the professional development of its constituents (members and otherwise).

The CLP™ credential is also an avenue for employers to recognize and promote licensing professionals.

To become a CLP™ certificant, Ann Bublitz met requirements in three areas:

- Education – Bachelor's degree or higher from an accredited university
- Experience – At least five years of professional-level experience involving the development, use, transfer, marketing and/or management of IP within the past eight years
- Knowledge – Passed the CLP examination

The three-hour CLP™ exam is offered in July and October each year. The CLP™ exam includes 150 multiple choice questions on subject areas including strategy, opportunity assessment, IP protection, valuation, marketing, agreement drafting and development, negotiation and agreement management.

For more information about the CLP™ program, visit [www.licensingcertification.org](http://www.licensingcertification.org) or contact LES at 703-836-3106.

For more information about Ann Bublitz and BioTech Decisions, Inc., visit [www.biotechdecisions.com](http://www.biotechdecisions.com) or contact Ann Bublitz at 515-285-2741.