

## PRESS RELEASE

### Oxford, 31st March 2017: **Digital Licensing Agency moves from Attwooll Associates to Clare Painter**

**After working together for 22 years, David Attwooll's digital licensing agency is now transferring to colleague and rights expert Clare Painter.**

When Clare Painter joined innovative multi-platform publisher Helicon in 1994, she had no inkling that she was embarking on as much as 22 years of digital licensing with the firm's MD and co-founder, David Attwooll.

Now, following David's sad loss in 2016 after an illness, his digital licensing agency Attwooll Associates is transferring. On 1<sup>st</sup> April it will become part of Clare's own company, Clare Painter Associates, alongside her existing publishing rights consultancy.

Attwooll Associates is the longest-established digital licensing agency working for publishers in the UK. Since 2002, the agency has represented more than 40 publishers for digital rights, mostly in the fields of reference, educational, professional and non-fiction materials - including text, illustrations, case studies and maps.

Clare Painter said: "We enjoy connecting publishers with an array of licences that work well for their individual list. Dealing with over 50 e-vendors gives us perspective on the digital licensing market, the different partnerships and business models. It helps to avoid many of the pitfalls."

Trish Attwooll, David's wife said: 'David had first introduced the idea to Clare of her gradually handing over the digital licensing agency part of Attwooll Associates, and they were on track to complete this by end March 2017. It's been my pleasure to continue working towards the completion of these plans with her, and I couldn't be more delighted that someone who David held in as high professional regard should be carrying on the agency under her own banner. That leaves me to reiterate David's sentiments "I'm sure you'll make an even bigger success of the agency business that we built up together, and I'll be proud to see it flourish!"'

Attwooll Associates has twice been winner in both 2009 and 2011 (shortlisted in 2008 and 2014) of the Independent Publishers Guild's 'GBS Award for Services to Independent Publishers'.

Painter said: "I'm hugely grateful to Trish who has made it possible for this transfer to take place, despite the terribly sad circumstances. And what a privilege for me to carry on working with our lovely friends and colleagues. Like me, they recall David's 'glass half full' approach to life and publishing with warmth and affection."

Licensing also means diving into less alluring but equally vital contract detail. For example Clare and David opposed restrictive and impractical 'most favoured nation' clauses from the earliest days.

**About David Attwooll:**

David Attwooll was a pioneering publisher, fine drummer and critically acclaimed poet. A full obituary can be found on the website of Liverpool University Press, where David was chair: <https://news.liverpool.ac.uk/2016/08/11/obituary-david-attwooll/>

**About Clare Painter:**

Digital rights specialist Clare Painter combines strategic understanding with market knowledge, and a keen eye for contractual detail. She works with publishers, professional associations, case study producers and other content owners, helping to un-complicate licensing, digital rights and permissions.

She founded Clare Painter Associates in 2009. In addition to working with Attwooll Associates, Clare also acts as copyright and permissions consultant for journals at Oxford University Press, and writes regularly for information professionals at Jinfo. Previously, she was Rights Director at pioneering multi-platform publisher Helicon.

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