

Clare Painter Associates' Digital Licensing Agency

Licensing digital rights can be complicated and time-consuming. For 15 years our digital licensing agency, founded by pioneering digital publisher David Attwooll (as Attwooll Associates), has guided publishers through rapid and complex digital change.

Clare and her small team of digital rights experts take a personal approach to each publisher, recommending specific licences and digital business models. We attend the book fairs in London and Frankfurt each year, and deal regularly with over 50 e-vendors across all sectors of the market: professional, academic, educational, and consumer.

Our service includes:

- Advising on market priorities, based on a combination of market potential and rights availability;
- Marketing your list to appropriate digital markets;
- Meeting key players at major book fairs;
- Negotiating commercial terms (subject to your approval);
- Negotiating and advising in detail on the e-vendors' contracts, avoiding pitfalls and adding protective wording (often the most valuable and time-consuming element);
- Advising thereafter on uploading files, etc.

And in particular:

- Unlimited consultancy on the licensing agreements we recommend to you, on all related business models and other commercial terms;
- Guidance about the file formats to adopt;
- Our overview of each licensee and their position in the market.

Free initial assessment

We offer a free initial meeting (phone call if more convenient) to establish what might be most appropriate for your needs and priorities.

Our terms

There is no retainer or charge for expenses in the licensing agency business, which works on commission, only charged when you receive payment from the e-vendor. Further details are available on request.

Contact

- Email clare@clarepainterassociates.com
- Book a call <https://bookme.name/clarepainter/agency>