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**The Alliance of Independent Authors (ALLi) and IPR License announce partnership deal, Tom Chalmers to join ALLi advisor panel**

*The Alliance of Independent Authors (ALLi) and rights platform IPR License announce details of a new partnership for rights management, and the addition of IPR License MD Tom Chalmers to the ALLi advisor panel.*

(LONDON: Jan 2014) The Alliance of Independent Authors (ALLi) and rights platform IPR License announce details of a new partnership for rights management, and the addition of IPR License MD Tom Chalmers to the ALLi advisor panel.

The partnership provides ALLi members a cost-effective way of protecting copyrights, maximising licensing, permissions and book rights via the IPR License platform. Offering the opportunity to monetise or find the best new content in a global marketplace, IPR License is an established and credible presence in the rights marketplace for publishers, authors and literary agents. ALLi members will receive 50% discount on Author Membership at IPR License, as well as dedicated global coverage via IPR License's Bi-Monthly branded global bulletin, reaching 50,000 publishers in over 90 countries.

Alongside the partnership, IPR License MD Tom Chalmers joins ALLi's advisor panel as Rights Advisor. Comprised of top industry figures including Mark Coker, Joel Friedlander, Jane Friedman and Joanna Penn, the panel provides expert knowledge and insight for Alliance members across the spectrum of author-publishing, encouraging excellence amongst ALLi members.

**Tom Chalmers, Managing Director at IPR License, commented:**

"There has never been a better time to be an independent author, although working through all the processes can be a minefield. ALLi is an important flag-bearer for indie authors and undertakes some great work in navigating and supporting authors through the self-publishing process. As such it's great honour to be appointed an advisor as well as being cited as a centre of excellence by its members and panel. We look forward to working together closely to help authors really get to grips with rights and licensing to maximise this highly lucrative marketplace."

**Orna Ross, Founder and Director at The Alliance of Independent Authors, commented:**

ALLi is always investigating ways to help its members sell more books and sell rights. IPR are doing very interesting work in this arena and we are happy to explore the possibilities for rights sales with them on behalf of our members. This UK connection supplements the

services we already provide through US Book Rights Network, PubMatch and its partner, Publisher's Weekly, and in a more traditional way, through Jennifer Custer, foreign rights director at leading literary agent, AM Heath. We commend the pioneering work being done by IPR in a transformed publishing landscape, where opportunities for authors to directly sell their work have never been greater.

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## **Notes for editors**

### **About The Alliance of Independent Authors**

The Alliance of Independent Authors (ALLi) is a non-profit, professional association for author-publishers. Rapidly growing, with members all over the world, ALLi (<http://allianceindependentauthors.org>) is now a significant force in international publishing.

[www.allianceindependentauthors.org](http://www.allianceindependentauthors.org)

### **About IPR License**

IPR License is the platform for publishers, authors and literary agents to list and license literary rights. The platform offers the opportunity to monetise or find the best new content in a global marketplace. It also acts as a copyright hub making it easier to locate copyright holders to clear permission for use of their work.

With 13m records already on the system, rights-holders assign records to their account and add new records – whether already published or not – as well as adding additional information to their records. Those looking to purchase rights can then contact the rights-holder and arrange complete the transaction directly.

The IPR License platform is currently in the process of rolling out its latest transactional functionality which will allow all interested parties to make offers on titles and complete full transactions therefore increasing existing, and creating new, revenue streams.

We're currently in discussion over a number of major partnerships, which are expected to be rolled out throughout 2014 as we look to become established as the industry standard tool when it comes to rights and licensing a variety of content.

[www.iprlicense.com](http://www.iprlicense.com)

For further information enquiries, please contact:

Nerys Hudson

[press@allianceindependentauthors.org](mailto:press@allianceindependentauthors.org)

+49 (0) 30 240 83451