



FOR IMMEDIATE RELEASE

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**IMC Licensing Co-Founders to Participate in Webinar Hosted by
Licensing Industry Merchandisers' Association (LIMA) on March 17th**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that its co-founders, IMC Licensing CEO Stephen Reily and President Cara Bernosky, have been selected to participate in a webinar presented by the [International Licensing Industry Merchandisers' Association \(LIMA\)](#), the trade organization of the licensing industry, on March 17, 2010 from 12:00pm – 2:00pm ET. The webinar topic is “Food and Beverage Licensing.” The two-hour audio conference followed by Q&A will discuss food and non-food brands that use license into the food and beverage category.

At IMC Licensing, Mr. Reily is responsible for overseeing licensing strategy and relationships with clients as well as IMC's business development and marketing efforts within the licensing industry. Mr. Reily serves on the Advisory Board of the Licensing Journal, where for three years he wrote a monthly column on corporate trademark licensing. He serves on the Education Committee and is a past officer of the International Licensing Industry Merchandisers' Association (LIMA), the trade organization of the licensing industry, and is a member of the International Trademark Association (INTA) and the Licensing Executives Society (LES). In addition, Mr. Reily has published articles in BRANDWEEK, brandchannel.com among others, and has been a featured speaker at leading industry events including Licensing University, LINK and The Licensing Letter Symposium. A former corporate attorney, Mr. Reily graduated from Yale College, summa cum laude, and from Stanford Law School, after which he clerked for Justice John Paul Stevens of the U.S. Supreme Court.

At IMC, Ms. Bernosky is responsible for managing the day-to-day operations of the organization. Since co-founding IMC in 1997, she has developed wide-ranging portfolios of licensed products for several clients and has led the process by which IMC develops its own portfolio of new clients. She works

intimately with clients and internal staff on strategy and the plan by which IMC will develop licensing portfolios. Ms. Bernosky has published articles in The Licensing Journal and brandchannel.com among others, and has been a featured speaker at leading industry events including Licensing University and LINK. She currently serves on the strategic planning committee for the International Licensing Industry Merchandisers' Association (LIMA), the trade organization of the licensing industry. Before joining IMC, Ms. Bernosky worked for International Sports Marketing, Inc. where she represented professional athletes in licensing and other transactions, for Network International and for the Pittsburgh Pirates Baseball Club. She received a B.A. in Communication from Chatham College.

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products.

IMC Licensing has worked with companies like Duncan Hines, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit www.imclicensing.com.

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