

**FOR IMMEDIATE RELEASE**

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**IMC Licensing Executives Meet with U.S. Commerce Secretary Gary Locke to Discuss International Expansion Efforts**

LOUISVILLE, KY – Executives from [IMC Licensing](http://www.imclicensing.com), the nation's leading licensing agency specializing in consumer product brands, met with U.S. Commerce Secretary Gary Locke during his recent visit to Louisville, Ky. to discuss IMC Licensing's expanding international work. Cara Bernosky, IMC Licensing President and Co-founder, and Diego Miron, Global Licensing Director, attended the meeting on July 28, 2010 where Secretary Locke discussed how the Commerce Department can help U.S. companies sell their goods and services abroad and support job creation in the local communities.

Mr. Miron joined IMC Licensing in June 2010 to manage and coordinate the agency's global licensing activity. According to Ms. Bernosky, "By leveraging his extensive experience in developing companies requiring growth in foreign markets, Diego has made great in-roads for IMC internationally where licensing as a business model is not as well established as in the U.S. We see great potential for IMC's international licensing efforts."

IMC Licensing is actively engaged with the Department of Commerce and numerous consulates around the globe to develop the licensing business model in markets throughout Central and South America, Asia and Europe.



*Mr. Diego Miron, Global Licensing Director, IMC Licensing (left); U.S. Commerce Secretary Gary Locke (center); Ms. Cara Bernosky, President and co-founder, IMC Licensing (right).*

### **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, Dole, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

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