



FOR IMMEDIATE RELEASE

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IMC Licensing President to Participate in Sustainability Webinar Hosted by Licensing Industry Merchandisers' Association (LIMA) on April 21st

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that its President and Co-Founder, [Cara Bernosky](#), has been selected to present a webinar offered by the [International Licensing Industry Merchandisers' Association \(LIMA\)](#), the trade organization of the licensing industry, on Thursday, April 21, 2011 from 12:00pm – 1:30pm ET. The webinar topic is “[Sustainability in Licensing: A shift in practice or business as usual.](#)” The audio conference followed by Q&A will be hosted by Andrea Green of [Globally Green](#). Pierre Wang, Vice President of Products and Licensing for [TerraCycle](#), the world's leader in the collection and reuse of non-recyclable post-consumer waste, will also participate. The panel will discuss the current state of retailer attitudes toward sustainability in terms of what is required of suppliers, as well as the viability of sustainability as a marketing message.

No other licensing agency had focused more exclusively on consumer product brands than IMC Licensing where Ms. Bernosky is responsible for managing the day-to-day operations of the organization. Since co-founding IMC in 1997, Ms. Bernosky 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 LIMA. 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.

In addition to TerraCycle, IMC Licensing has worked with companies like Sunkist, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit www.imclicensing.com.

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