

1. Ceci Sent – 1/23
2. Account Manager –
3. Cara (1st Review) –
4. Client Approval –
5. Licensee Approval –
6. Ceci Final Review –
7. Cara Final Review –



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IMC Licensing Executives to Moderate Seminars at 2009 LICENSING Show

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that its executives have been selected to moderate two seminars for Licensing University 2009, the educational conference for industry professionals to be conducted during the Annual [LICENSING International Expo](#) June 2 - 4, 2009 in Las Vegas at the Mandalay Bay Convention Center.

- IMC Licensing CEO and Co-Founder, Stephen Reily, will serve as moderator for "The State of Brand Licensing 2009," a panel with other licensing leaders from the leading branded product companies, tentatively scheduled for Tuesday, June 2, 2009 from 11:00am - 12:30pm. The seminar will present an essential update on the state of the industry discussion and will help brand licensing professionals – licensors, licensees, agents and others – understand how brand owners are thinking about and engaging in licensing in the current environment.
- Sean Heitkemper, IMC Licensing Vice President, Business Development, will serve as moderator for a panel discussing "Retail Strategies Beyond the Top 10" tentatively scheduled for Tuesday, June 2, 2009 from 11:00am – 12:30pm. The diverse panel will

provide an overview of recent trends driving deals in the licensing industry today and will help brand licensing professionals understand the key forces shaping deals in the market today, appreciate the risks and rewards of key deal types and have a better understanding of the lessons learned from successes and failures.

No other licensing agency has focused more exclusively on consumer product brands than IMC Licensing, where Mr. Reily is responsible for overseeing licensing strategy and relationships with clients as well as IMC Licensing'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.

Mr. Heitkemper is responsible for identifying and developing new client relationships for IMC Licensing with key brands across a wide variety of consumer product brand categories. Before joining IMC, he led business development activities for DeLor Brand Identity Consultants, a leading corporate and product branding firm. Mr. Heitkemper has developed key strategic relationships with many leading consumer product companies including Microsoft, Brown-Forman, GE Consumer Products, Maytag/Amana Appliances and Sprint. He earned a B.A. from the University of Louisville.

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 Kraft Foods, Valvoline, Wm. Wrigley Jr. Co., Jel Sert, Pet Brands, General Mills and Borghese. For more information, please visit www.imclicensing.com.

ABOUT LICENSING INTERNATIONAL EXPO

LICENSING International Expo is sponsored by the International Licensing Industry Merchandisers' Association (LIMA), the worldwide trade association for the licensing industry. LIMA hosts the Licensing University Conference program as well as the LIMA Awards for Excellence in conjunction with LICENSING International Expo. For more information about LICENSING International Expo, please visit www.licensingexpo.com.

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