



FOR IMMEDIATE RELEASE
MAY 18, 2010

CONTACT:
Cara K. Bernosky
IMC Licensing
502.589.7655
cbernosky@imclicensing.com

Four IMC Licensing Executives to Participate in Seminars at 2010 LICENSING Show

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that four of its executives have been selected to participate in Licensing University 2010, the educational conference for industry professionals to be conducted during the Annual [LICENSING International Expo](#) June 8 - 10, 2010 in Las Vegas at the Mandalay Bay Convention Center.

IMC Licensing CEO and Co-Founder, Stephen Reily, will present **“Using Demographic Trends to Grow Your Licensing Business: Baby Boomers, Hispanics and Women”** on Wednesday, June 9, 2010 from 10:00 am - 11:00 am. The seminar will present actionable data on some of the most important demographic trends in the U.S. and how these trends are creating opportunities for the licensing industry.

Cara Bernosky, IMC Licensing President and Co-Founder, will participate in a seminar discussing **“Best Practices in Building a Corporate Brand Licensing Program”** hosted by Mike Slusar, Managing Director of Brandar Consulting LLC. Together Mr. Slusar and Ms. Bernosky will review the elements present in successful corporate trademark licensing programs with Mr. Slusar providing the licensor's perspective and Ms. Bernosky providing the agent's perspective. The seminar will be held on Wednesday, June 9, 2010 from 1:30 pm – 3:00 pm.

Todd Donaldson, IMC Licensing Vice President, Sales, will serve as moderator for seminar on **“Retail Strategies Beyond the Top 10”** on Tuesday, June 8, 2010 from 1:30 pm – 3:00 pm. Mr. Donaldson, along with Mr. Slusar, will provide an overview of the hottest retail developments in

licensing, engagement strategies for more nimble retail partners and innovative approaches to promoting and selling licensed products in today's challenging marketplace.

Mark Hess, IMC Licensing Vice President, Client Relationship Management, will participate in a panel entitled "**Working with Licensing Agents and Consultants**" on Tuesday, June 8, 2010 from 1:30 pm – 3:00 pm. The panel will be hosted by Marty Brochstein, Senior Vice President, International Licensing Industry Merchandisers' Association (LIMA), the worldwide trade association for the licensing industry. The session will aid participants in defining respective roles, key into the pertinent questions they should be asking if considering an agent or consultant and learn how the best relationships work.

No other licensing agency had 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 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 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 Licensing, 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. Ms. Bernosky works intimately with clients and internal staff on strategy and the plan by which IMC will develop licensing portfolios. She 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.

Mr. Donaldson is responsible for identifying and developing relationships with key manufacturers, retailers and brand owners across the consumer product sector. He has been a business

development executive for over 10 years, working for and with dozens of Fortune 50 companies. In addition, Mr. Donaldson has been a participant in numerous Licensing Letter roundtable symposiums, has been a speaker at industry events including the PLMA Show and has conducted webinars on Licensing Strategy. Before joining IMC, he was responsible for the account management and retention of more than ten Fortune 200 client companies for SHPS Human Resources Solutions. Mr. Donaldson earned a B.A. from the University of Kentucky.

Mr. Hess is responsible for managing senior level relationships and developing strategic licensing plans for IMC Licensing's clients and licensees. He has over 20 years of agency experience for a diverse portfolio of brands across various categories and channels of distribution with clients including Thomasville Furniture's *The Hemingway Collection*, Hanes and Hanes Her Way, Skoal and Long John Silver's. Before joining IMC, Mr. Hess was Vice President, Group Director of Client Services for Creative Alliance. Prior to Creative Alliance, he worked for other top advertising agencies including Paul Schultz, Doe Anderson, Long Haymes Carr Lintas and D'Arcy Masius Benton & Bowles. He has a B.B.A. in Advertising/Business from Western Kentucky University.

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.

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.

###