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IMC Licensing Executives to Moderate 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 its executives have been selected to moderate two seminars for 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 serve as moderator for **“Using Demographic Trends to Grow Your Licensing Business: Baby Boomers, Hispanics and Women”** with panelists including demographic and licensing experts, tentatively scheduled for Wednesday, June 9, 2010 from 10:00 am - 11:30 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.

Sean Heitkemper, IMC Licensing Vice President, Business Development, will serve as moderator for a panel discussing **“Retail Strategies Beyond the Top Ten,”** tentatively scheduled for Tuesday, June 8, 2010 from 1:30 pm – 3:00 pm. The diverse panel 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.

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 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. In addition to presenting at Licensing University in 2009, he has authored articles and white papers on licensing published in *Retailing Today*, *Progressive Grocer* and the *Licensing Journal*. Mr. Heitkemper 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 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.

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