



FOR IMMEDIATE RELEASE

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**IMC Licensing Executives to Moderate Seminars
at 2011 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 2011, the educational conference for industry professionals to be conducted during the Annual [LICENSING International Expo](#) June 14 - 16, 2011 in Las Vegas at the Mandalay Bay Convention Center.

IMC Licensing President and Co-Founder, [Cara Bernosky](#), will serve as moderator for “**An Appetite for Licensing – Food, Beverage and Restaurant Brand Activity**” with panelists including brand and licensing experts, tentatively scheduled for Wednesday, June 15, 2011 from 11:45 am – 1:15 pm. The seminar will explore the latest food and beverage licensing trends including the recent growth of the restaurant licensing sector during the economic downturn.

[Todd Donaldson](#), IMC Licensing Vice President, Sales, will serve as moderator for a panel discussing “**Thinking Outside the Big Box - Retail Strategies Beyond the Top 12,**” tentatively scheduled for Tuesday, June 14, 11:45 AM – 1:15 PM. The panel will discuss the innovative use of private label programs, corporate brands and trademarks, and licensed properties to generate excitement and traffic in the current economic climate. Mike Slusar, Managing Director of Brandar Consulting, will join Mr. Donaldson for this panel.

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 the International Licensing Industry Merchandisers' Association (LIMA), the trade organization of the licensing industry. 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.

At IMC, 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. He earned a B.A. from the University of Kentucky.

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 Sunkist, 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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