



Dear Colleague,

LIMA wants to let the world know about your licensing success!

The Annual LIMA International Licensing Excellence Awards are recognized as the most prestigious in the industry. They are designed to honor properties, products, companies, and promotions from around the world that have demonstrated superior performance during the calendar year 2011. The Awards highlight the cutting-edge innovation and dynamic creativity that have positively impacted the marketplace.

Take a few moments to review the enclosed brochure. There is an extensive list of award categories, insuring a segment for every licensing project. In order to maintain a seamless submission process, only online entries will be accepted.

**The deadline for receipt of entries is Friday, March 9, 2012.** Winners will be announced at the LIMA Opening Night Awards Ceremony, on Tuesday, June 12, 2012, held during the Licensing International Expo in Las Vegas, Nevada.

We look forward to seeing you at the Awards Ceremony and wish you the best of luck in the nomination process.

Best Regards,

LIMA AWARDS COMMITTEE

Bernie Leifer  
Chairman