



Customer-Driven
Verification:
The Mass
Serialization of
Everyday Products



- Counterfeit products can kill consumers
- Fraud hurts brands and revenues



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Authentic?
Diverted?
Re-Dated?
Origin?
Safe?

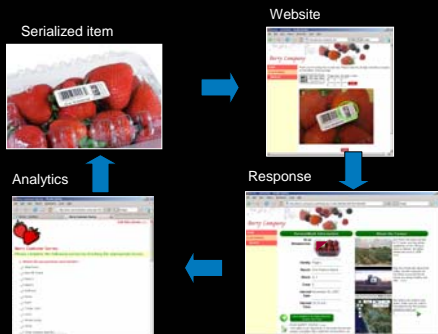
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Which Categories Could Benefit from Serialization?

- | | | |
|----------------------|----------------------|-----------------------|
| Fresh produce | Jewelry | Sporting Goods |
| Juvenile Products | Tobacco | Books |
| Electrical | Household Fixtures | Toys |
| Toys | Luxury Goods | Pens and Watches |
| Infant Formula | Alcohol | Pet Food |
| Meat | Apparel | Consumer Goods |
| Nutraceuticals | Postage Stamps | Electronic Components |
| Computer peripherals | Tax Stamps | Auto Parts |
| Pharmaceuticals | Consumer Electronics | Medical Devices |
| | Footwear | |
| | Digital Media | |
| | Imaging Supplies | |

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Serialized pharmaceutical



Mobile Authentication of Secure Code

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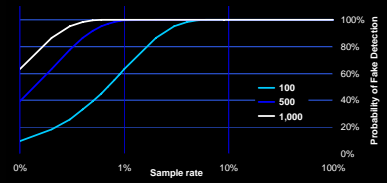


Why does secure serialization work?
The network effect.

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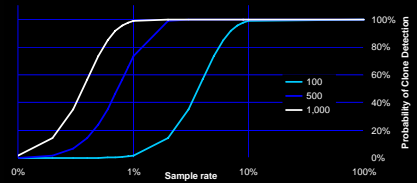
High Likelihood of Detecting Fake Codes



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High Likelihood of Detecting Cloned Codes



Threshold k = 4

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Hundreds of billions of consumer products are worth serializing

Mass serialization does much more than just anti-counterfeiting

Consumer-driven verification demonstrates powerful network effects

It's not science fiction. We're doing this today ...

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