



**Mission**

Helping brand owners combat counterfeiting, diversion and supply chain intrusion, ensure the safe and legitimate use of their products, and build valuable, respected and enduring brands.

**Corporate Profile**

Verify Brand is a stand alone corporation founded in 2003 by The Meyers Printing Companies, a 350 employee \$65 million printing company. Verify Brand's patent pending solution provides product serialization, verification, tracking and reporting services in the context of brand protection. Verify Brand is a full service company and provides comprehensive, turnkey solutions. Verify Brand is a Six Sigma company with CFR 21 Part 11 and Part 820 compliance and has successfully completed third party and customer security, software and systems audits. The Verify Brand solution is deployed in customer and third party printing facilities and protecting products around the world.

Verify Brand partners with printing, packaging, printer manufacturing, security, software and RFID suppliers to market and support delivery of its solution to brand owners. The solution is flexible and can seamlessly integrate with existing process and technology at packaging locations within brand owner production facilities and/or third party converters and printers.

**Solution Overview**

The patent-pending Verify Brand solution enables brand owners to:

- Serialize their products anywhere, in any form of carriage and at any level of product or packaging
- Verify the authenticity of product identification anywhere from production, through distribution and by the customer via the internet or a call center
- Detect, respond to and manage unauthorized supply chain events
- Track the verification process in real time and obtain comprehensive reporting, including an e-pedigree
- Integrate with business, production or supply chain management applications

The Verify Brand business model and solution are based on the following capabilities or principles:

- ✓ **Unique Product Identification** – Creating (or importing, e.g. RFID UID or EPC), applying and inspecting randomly generated alphanumeric or numeric codes in text, bar code or RFID, for any level of product or packaging application and at any print location.
- ✓ **Data Formation** – Through a secure data center, enabling the formation of a database that starts with the association of codes to any amount of product information, adds code verification activity, and can end with an electronic pedigree.
- ✓ **Accessible** – Providing a simple and ubiquitous method for verifying the authenticity of codes anywhere in the supply chain, including, if desired, consumers.
- ✓ **Real Time Feedback** – Counterfeit and diverted product alerts, event management, system and process intrusion, analysis and reports on all authentication activity.
- ✓ **Comprehensive, Configurable and Scalable** – Enabling a platform that is end-to-end, turnkey and will easily adjust to initial and ongoing customer requirements.
- ✓ **Agnostic** – Remain open and responsive to customer requirements for location, technology, partner or process.
- ✓ **Measurable** – Evaluating the solution on a continual basis against service agreements, financial measures and support a positive and long term return on investment.

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## Core Technology

The Verify Brand solution is innovative, not only for its distinctive approach to uniquely identifying products, but for its ability to capture product authentication events, detect problems and respond in real or near real time, as well as measure, modify and justify the solution itself. Unlike any other form of product security, Verify Brand enables brand owners to know at any time how well the product authentication is working, who is using it (or not) and how the solution should be modified. Importantly, knowing about usage and detecting diverted or counterfeit product can provide a quantifiable return on investment.

**Secure Code Control<sup>SM</sup>** – Verify Brand’s product verification solution starts by “enabling” products with a unique alphanumeric or numeric code applied to a product, label, or package. Codes can be created using a proprietary algorithm, EPCglobal nomenclature, or imported from existing sources e.g. UID’s on RFID chips, and then printed or applied using text, various forms of bar codes, proprietary formats, or electronic carriers like RFID. They can be applied on a product or at any level of packaging and be associated with each other in layers of “parent-child” relationships. Any type or amount of data can be included and associated with codes at any point up to product shipment and thereafter. Secure Code Control<sup>SM</sup> can be deployed at any print location and using any manner of printing technology.

**VeriSure!<sup>SM</sup>** – Brand owners, distributors, retailers and customers can scan or manually submit the product codes, via a central or manufacturer-branded website or call center, to confirm product authenticity. Business rules defined by each brand owner dictate how the solution operates and responds to invalid code events. “Event” alerts to the verification point and the brand owner are essential. VeriSure!<sup>SM</sup> can also enable the creation of a chain of custody record or electronic pedigree available in real time. VeriSure!<sup>SM</sup> can and should be used to provide direction on use of the authentication system and incorporate event-appropriate brand and marketing messages.

**VeriTrack!<sup>SM</sup>** – All code creation and activation achieved through Secure Code Control<sup>SM</sup>, as well as all code verification activity via VeriSure!<sup>SM</sup>, is constantly logged, analyzed, monitored and organized into configurable reports available on an ad-hoc or scheduled basis. A real time snapshot into the activity and results of the solution is available 24 x 7 x 365. The brand owner can access VeriTrack!<sup>SM</sup> via the Internet or reports can be pushed at any interval. Verify Brand Customer Service uses VeriTrack!<sup>SM</sup> and other data inputs to support and monitor all activity.

## Verify Brand Data Center –

The Secure Data Center is provided by an IBM Global Services alliance partner hosting customers in two fully redundant data centers located in Minneapolis, Minnesota and Madison, Wisconsin. An IBM Premier Partner, Microsoft Gold Certified Partner, and Cisco Gold Certified Partner, the center is directly connected to multiple Tier 1 network providers by redundant fiber optic cable with nearly 2.5Gbps in available bandwidth. Cisco switches, routers and firewalls are utilized to provide the highest level of network security and reliability possible.

