

Digital Solutions for Brand Protection and Licensing Management

Software-as-a-service (SaaS) products designed for secure, scalable, and cost-effective implementations



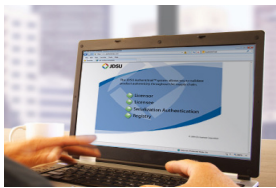
Online Product Monitoring

- Updates Internet sales activity in real time
- Converts raw data into actionable intelligence
- Enables fast investigation and enforcement



Remote Authentication

- Sends product information to users instantly
- Access via smartphone, SMS, handheld scanner, and the Internet
- Delivers real-time alerts and reports



Track and Trace

- Tracks orders, verifies delivery and royalty commitments
- Maintains links between brand owners and distribution channels
- Provides detailed management and reporting tools

Benefits of Digital Solutions

- Reduced counterfeiting and product diversion increases revenues.
- Tracks licensee royalty payments and product distribution.
- Engaged consumers take advantage of special offers, upgrades, and similar loyalty programs.
- Manufacturers, distributors, customs officials, and field inspectors instantly authenticate products.
- Brand owners and licensors quickly pinpoint illegal counterfeiting, diversion, and gray-market activities.

Integrated with labels and holograms, color-shifting pigments, and taggants, digital solutions complete an effective brand-protection and licensing-management strategy.