



Value Through Visibility

FOR IMMEDIATE RELEASE

Verify Brand Receives a United States Patent for “Authentication and Tracking System”

Minneapolis, Minnesota, USA - (July 20, 2010) - Verify Brand announces it has received a United States Patent (No. US 7,752,137 B2) for an “Authentication and Tracking System”.

“We are very pleased with this development and, while a patent was over 6 years in the making, it affirms our long-standing commitment to and leadership in the field of serialization-based solutions for Digital Authentication, Track and Trace® across government and manufacturer supply chains,” said Kevin Erdman, President of Verify Brand. “We are continuing our patent strategy with currently outstanding applications in the U.S. and abroad”.

Verify Brand is a widely-known and respected innovation leader in the emerging and fast growing field of authenticating, tracking and tracing “serialized” end products, their components, assets and security documents using hosted Web-based software applications and related data that is created, accessed and managed in a secure and central repository. Government entities from revenue authorities to customs agents and manufacturers are expanding their traditional security materials strategy by adopting authentication and “track and trace” solutions based on secure serialization. This accelerating activity is driven by expanding government regulations, world and national health organizations, standards organizations and the related increased emphasis on consumer safety, crime reduction and prevention, brand value protection, revenue maximization, supply chain efficiency and other factors. The acknowledged fact is that product counterfeiting and other unauthorized activities are now a global, still growing and painful epidemic with multiple and drastically negative effects on consumers, manufacturers, suppliers and governments.

About Verify Brand, LLC

Verify Brand specializes in providing manufacturers and governments with single-source, highly configurable and complete solutions for component, end-product, asset and security document serialization, secure data management, authentication, track and trace, logistics and brand promotion. The VB Enterprise Web-based software suite is enabling these services for multiple customers in over 18 countries and a dozen languages.

For more information: <http://www.verifybrand.com>

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