

## More luxury goods to be DNA protected

**I**n January Applied DNA Sciences (APDN) announced it would be providing DNA Authentication Marks - SigNature DNA - to two new clients.

One is a printing company in Asia and the other is a luxury brand in Europe.

SigNature DNA is a botanical mark used to authenticate products in a unique manner, which APDN says cannot be copied.

APDN president and CEO Dr James Haywood says the Asian printer will use the markers to protect consumer goods and highly valuable collectibles which will be sold globally.

Haywood reveals: 'The luxury brand owner is awarding the individual DNA marked items to their most exclusive clientele.

### Luxury items to be SigNature DNA protected



**SigNature**<sup>®</sup>  
the ultimate reality check

Source: <http://www.adnas.com>

**The details of each client are kept solely by the luxury brand owner with a serial number distinction to Applied DNA Sciences.'**

He considers DNA markers perfect for providing enhancement and customer loyalty on top of anti-counterfeit protection.

'From a strategic branding perspective, there is no better way to ensure absolute authenticity than with DNA. The unique Signature DNA Mark allows the luxury

brand owner to link a specific item to one and only one client, which allows the luxury brand owner the opportunity to cater to their client in any way they choose.'

APDN will receive a fee for each unique Authentication Mark purchased by the luxury brand owner, with additional fees paid to APDN for authentications.

In exchange for exclusive rights in the specified field, moreover, the brand owner has agreed to minimum-volume purchases for each year of the initial five-year agreement.

APDN were able to prepare and ship the DNA Authentication Marks within 10 business days of receiving the initial order, although Hayward does not know when the luxury items will go on sale.

'Some, based on exclusivity, will not be in the shops but will only be upon invitation from the luxury brand owner,' he divulges.

## Patent given for greenback guarantee

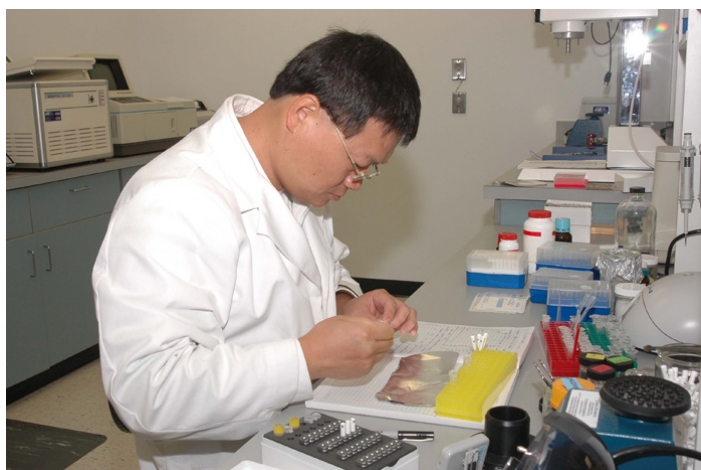
**F**ollowing a two-year wait the US Patent and Trademark Office has issued a patent for ValidateMyTag, a new anti-counterfeiting solution, which uses US dollar bills as the 'certificate of authenticity' for merchandise to protect luxury brands from counterfeiters.

### Currency counters counterfeiting



Source: [www.validatemytag.com](http://www.validatemytag.com)

### Botanical marks providing unique authentication



Source: [www.adnas.com](http://www.adnas.com)

Developed by FBrothers and Company, whose president, Edward Fowler, reveals the New York innovations company is currently in talks with two luxury companies, adding: 'We have strategically partnered with Polanko Creative Services to assist in our marketing efforts of commercialising ValidateMyTag in the US market.'

At the point of manufacturing, US dollar bills are attached to merchandise in a specially designed, tamper-proof tag. Each dollar bill serial number is stored within the ValidateMyTag central database along with specific product identification information of the attached merchandise, such as, product number, Stock-Keeping Unit (SKU), Universal Product Code (UPC) and product serial number.

Sequential dollar bills are attached to goods in a tamper-proof case, called a MoneyTag, which will cost \$0.40 (€0.30) each, plus a monthly validation fee. Fowler insists a further competitive advantage is gained because there is no hardware, software, deployment, or reoccurring maintenance cost for this system to manufactures or retailers.

At the point of sale, consumers can validate the authenticity of their purchase by texting the serial number of the US dollar bill, via a cell phone, to the ValidateMyTag Centre. A validation message will then be systematically

delivered to the consumer's cell phone indicating the product number, SKU, UPC, and any other key product verifiers that are stored within the ValidateMyTag Central Database.

Mentioning no names, Fowler says he fully expects ValidateMyTag to be employed by top luxury brands in 2010.

### GS1 simulates e-pedigree supply chain requirements

To help pharmaceutical companies prepare themselves for serialisation within the US supply chain, [GS1 Healthcare](#) US has launched the 2015 Readiness Programme.

GS1 Healthcare US is an industry group that focuses on driving the adoption and implementation of GS1 Standards in the healthcare industry and this new initiative is aimed at giving participants an experience of what 2015 will be like. By this year 50% of all pharmaceuticals in the state of California will be required to have a unique identifier.

'In the GS1 system, that would be the Global Trade Item Number (GTIN) and a serial number for each lowest level (bottle) of pharmaceuticals. The remaining 50% are required to be uniquely identified and pedigreed by 2016,' explains GS1 US Healthcare, director, Robert Celeste.

By using simulation techniques and software, Celeste says GS1 is able to demonstrate quite complex

models of the true supply chain. The participants in the programme will retain a copy of each simulation as well as a database capable of creating facsimiles of various logistics and business reports representing the movement of product and information through this complex supply chain.

'The benefit of simulation is that the supply chain partners can test various policy decisions and product marking strategies prior to committing large amounts of cash to pilots.'

To date 65 contacts from 40 companies representing manufacturers, wholesalers, hospital pharmacy, retail pharmacy, the FDA and State Boards of Pharmacy are enrolled in the programme.

'There are an additional 30 companies that are in various stages of joining the group and more, I hope, to follow as the word gets out,' adds Celeste.

Each phase will last one quarter. 'We will study basic forward logistics in the first quarter, advanced forward logics in the second, reverse logistics in the third and exception processes in the final quarter of 2010.'

'Those simulations that the business community deem valuable will then be implemented within the value chain,' he says, adding: 'It is possible that GS1 US would be involved in pilots or certain aspects of implementations, however, the supply chain

partners will determine the level of participation.'

### NXP unveils new hardware chip security

NXP Semiconductors and Intrinsic-ID, a semiconductor intellectual property (IP) and services provider, have made an agreement to licence and deploy a hardware-intrinsic security (HIS) system in NXP's next-generation SmartMX security chip technology.

Guenter Schlatte, VP and GM of secure identity at Philips spin-off NXP, says the next-generation SmartMX security chip will have the following additional features compared to the current generation:

'Advanced SecureFetch, which provides protection against state-of-the-art light attacks. On standard cards, light attacks may 'trip' the smart card and may result in secret keys contained on the card being retrieved.'

A physical attack – any tampering will lead to the SecureSeal being broken – and subsequent actions can be taken – such as not authenticating an accessory next time round. SecureFreeze detects tampering of the card and will disable the card. Obviously, if the card is disabled, it cannot authenticate anything.'

The SmartMX uses a combination of functional security elements (such as a variety of cryptographic