

BRAND PROTECTION

Winning The Battle Against Counterfeit Apparel

BACKGROUND

In the retail and fashion industry, originality and brand loyalty is everything. With the quantity and quality of counterfeit products on the rise, the need for innovative brand protection solutions is critical to apparel and footwear brands. According to OECD (Organization for Economic Co-operation and Development), fakes account for 3.3% of global trade (\$509 billion), and clothing and footwear accounted for 38% of civil seizures. Counterfeit footwear and apparel make up a large share of the global counterfeit trade, with some estimates projecting up to 10% of all branded goods are counterfeit. There is a wide range of counterfeit methods affecting the apparel industry, from the use of labels in violation of trademark law, the use of popular characters from films and television shows in violation of copyright law, and the reproduction of signature logos and patterns in violation of industrial design law.



As a brand grows in following, bad actors are never far behind. Fake apparel can damage brand value and often companies are left to deal with quality claims from substandard fakes, logo abuse, patent & copyright infringement and wide-ranging pricing violations. The difficulty in detecting physical shipments of counterfeit apparel & footwear makes online investigations and takedowns even more critically important. In recent years, the presence of unauthorized online sellers has increased due to the prominence of social media influencers who may encourage their followers to purchase from these sites.



OUR SOLUTIONS

Authentix is uniquely positioned to offer a large portfolio of the best-in-class, next generation physical, digital and online brand protection solutions for apparel and footwear brands.

Using AI and other advanced software, our online brand protection team monitors major global marketplaces and social media platforms to accurately detect fakes and then targets these counterfeiters through both online product takedowns and actionable intelligence reports to our clients. For merchandised product protection, our **nano optic** physical brand protection label and tag solutions deliver an exceptional blend of enhanced security enabling strong visual impact, consumer engagement, as customers can participate in the authentication process. Using a consumer smartphone, our digitally connected product lifecycle solution, **DigiTrax™**, allows digital authentication of products using a unique physical product tag. This will allow visibility into product provenance, geo-location of authentication scans, and other important supply chain information. All this product journey data is collected and aggregated into a secure database providing actionable insights via customized reports.

Authentix represents several of the world's major luxury watch, jewelry, sunglass, handbag, and wallet manufacturers and is well versed in the specific challenges of physical, digital and online brand protection for apparel and footwear brands in the fashion industry.

PHYSICAL SECURITY

Overt and
Covert Features

01

DIGITAL SECURITY

Track & Trace
Digital Authentication
Consumer Engagement

02

ONLINE SECURITY

Online Brand
Protection

03



PHYSICAL SECURITY

Our advanced overt and covert security features seamlessly integrate into hangtags, apparel labels, and footwear packaging, with applications available on multiple substrates that allow consumers to engage with the product to help ensure authentication. All level 1 products are backed by secure product authentication, track and trace capabilities, and visually compelling brand enhancing imagery.



Authentix also offers a range of covert markers, invisible machine-readable inks and taggants that can be printed on the packaging or label and are detectable with proprietary devices. Our covert solutions integrate authentication tactics throughout an entire brand protection program. These features are unknown to potential forgers and are very difficult not economically feasible to replicate, adding another layer of integrity to your product.

Examples of our covert security features include:

- ➔ Covert taggants with handheld, machine readability and forensic analysis
- ➔ Secure thermal transfer ribbon with added covert security
- ➔ Digital Fingerprinting of barcodes for smartphone authentication
- ➔ Hidden text and images only detectable through UV and or IR



DIGITAL AND ONLINE SECURITY

The Authentix Online Brand Protection team carefully monitors major global marketplaces and social media platforms for counterfeit clothing and footwear, and our experts work to enforce the intellectual property rights of well-known international brands through investigations and site takedowns. Our actionable business intelligence reports and combined offering of services have empowered offline raids to seize illicit products, civil litigation and criminal enforcement actions.

Authentix respects the brand owner's devotion to delivering high quality and creative products to its customers. That is why many of the world's leading luxury and fashion brands entrust their **online brand protection** needs to us.

Authentix offers fashion brands an integrated brand protection solution that includes:

- 24/7 brand monitoring & online enforcement across over 500 online marketplaces, e-commerce platforms and social media sites
- Expert analysis from our highly trained team helps track repeat infringement and monitor takedown performances
- Intelligence services including actionable intelligence reports , test purchases, and many other unique services.

Our experienced perspective and deep understanding of IP law, trademark protection and licensing is a cornerstone to provide the protection your luxury and fashion brand needs. Our holistic solutions are a perfect fit for key decision makers in the apparel, footwear, and accessory supply chain - from manufacturers and retailers to textile suppliers, testing labs, and more.



TRACEABILITY AND SUSTAINABILITY

This industry is witnessing a growing emphasis on sustainability and comprehensive supply chain traceability to promote ethical practices, reduce carbon footprints, ensure compliance, align with consumer demands, and drive long-term positive change.

Authentix continues to be an industry leader in corporate responsibility by focusing on sustainable offerings, and positive contributions to the communities where we operate, minimizing the impact on the environment, and prioritizing the health and development of employees while adhering to the highest ethical standard.

Additionally, our new Nano Optic platform provides brands with a sophisticated blend of the most advanced authentication optics and design expertise. Backed by serialization and track & trace capabilities, these nano optic, overt security features feature vivid visual effects that are nearly impossible to replicate or copy. Manufactured without inks, pigments, lenses or dyes, these multi-color nano optic materials are one of the most environmentally friendly and sustainable brand protection solutions available today.



CONCLUSION

To learn how Authentix can help you with brand protection for fashion, apparel or footwear, [schedule a consultation](#) with one of our anti-counterfeit experts today. As an industry leader in authentication, we're here to help you ensure the integrity of your brand.



North America | Europe | Middle East | Africa | Asia

Innovative Brand Protection Solutions For Total **Product Integrity**