



## *Value Through Visibility*

**FOR IMMEDIATE RELEASE**

### **Verify Brand Receives a Second United States Patent for an “Authentication and Tracking System”**

Minneapolis, Minnesota, USA - (May 16, 2011) - Verify Brand announces it has received a second United States patent (No. US 7,917,443 B2, dated March 29, 2011) for an “Authentication and Tracking System”.

“Our patent strategy continues to prove successful with the receipt of a second patent for an Authentication and Tracking System,” said Kevin Erdman, President of Verify Brand. “We remain committed to our patent strategy and protecting the significant intellectual property Verify Brand has developed and continues to expand upon”.

Verify Brand is a widely-known and respected innovation leader in the emerging and fast growing field of authenticating, tracking and tracing “serialized” products, their components, and security documents using hosted Web and mobile 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 brand owners are expanding their traditional security materials strategy by adopting authentication and “track and trace” solutions based on secure serialization.

Verify Brand continues to deploy its platform of secure data management, software hosting, serialization solutions, Web, client and mobile software applications and support in many varied industries and for a wide range of major company requirements. Clearly the value proposition for this platform is expanding beyond security to include improved supply chain management and enhanced product visibility. Verify Brand now supports serializing and tracking raw materials, products moving in and from manufacturing to distribution, and products moving throughout the third-party logistics network.

#### 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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