

Acviss Technologies

Building Trust

The Role of Technology in Protecting IPR:

The Use of Blockchain and AI for protecting IPR against counterfeiting.

Acviss, from a dream to reality, is set to create a world that is fake-proof. Our World is plagued by counterfeiters and their bogus goods costing the lives of millions. We ventured into the possibilities of blockchain systems and machine learning tools to find the best solution.



With a team who are fully equipped, dedicated and adapting to the needs of the hour, we were finally able to crack the code and weed out nearly every counterfeiter who threaten our clients and their customers.

Holding on to the goal of wiping the market of fakes and fraud, we work tirelessly to build a world where people can trust what they buy and live harmoniously.



VIKAS JAIN

Founder & CEO at Acviss

A dreamer, a doer and an entrepreneur who aspires to innovate and solve the issues that jeopardize people's lives. Acviss is not only a vision he built on to solve one such burning issue, the counterfeit, but also a dream to create a sustainable and prosperous future for the World to live on.

DIVING IN



- In a knowledge-driven economy, the protection of intellectual property rights is crucial to incentivize innovation and creativity.
- Key components for businesses to succeed in the competition
- They safeguard innovations, enhance brand value, attract investors and give a competitive advantage.
- Counterfeiting and infringement can erode the value of IPR, leading to lost revenue, market share, and reputation.

CURRENT PROBLEM



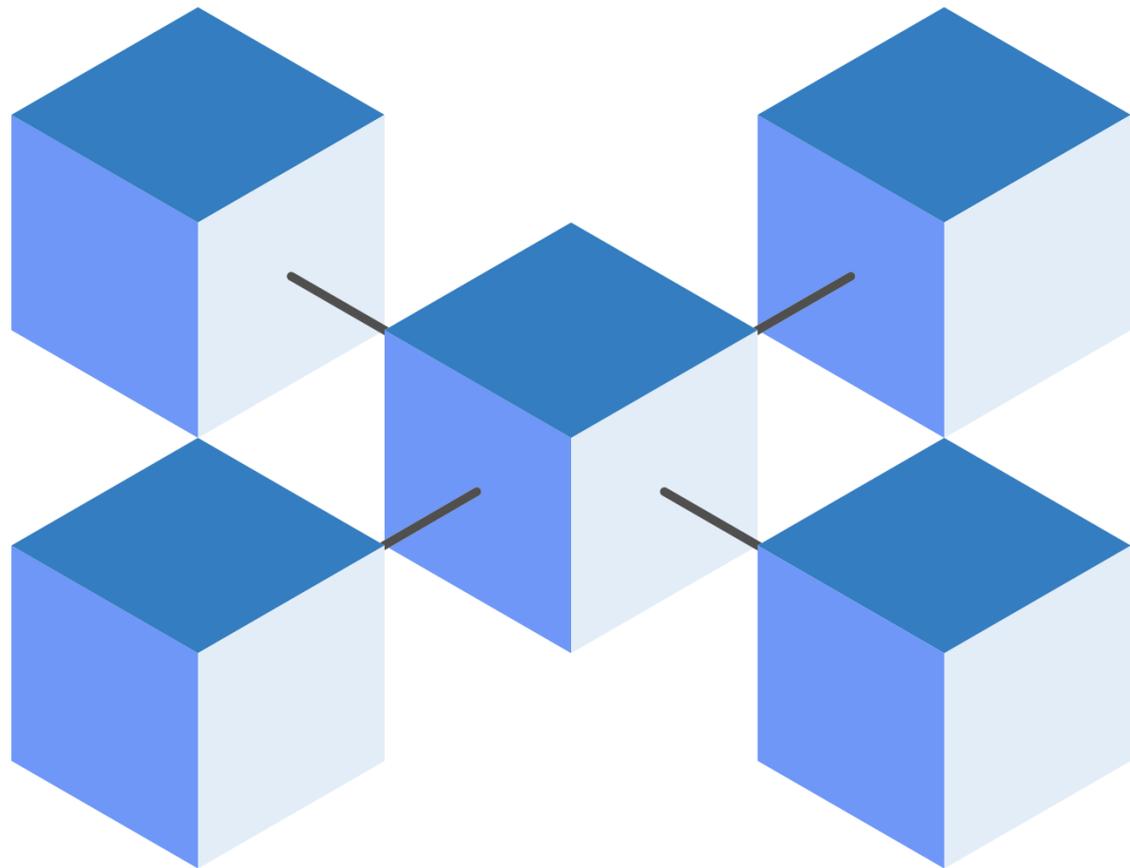
- Counterfeiting is a serious issue that affects businesses of all sizes, across all industries, and around the world.
- By 2021, 3.4 million patents, 18.1 million trademarks and 1.5 million industrial design has been registered.
- Intellectual Property theft can sum up to hundreds of billions a year.
- \$600 billion worth of counterfeit goods is sold every year, resulting in a loss of 5 million jobs.
- 52% of consumers have lost their trust in the brands after purchasing a fake product.

THE ROLE OF TECHNOLOGY IN PROTECTING IPR



- The protection of IPR is essential to encourage investment in research and development, promote innovation and support the growth of a dynamic and sustainable economy.
- Emerging technologies such as blockchain and AI are increasingly being used to protect IPR against counterfeiting.
- The decentralized, distributed digital ledger of Blockchain records transactions across a network of computers.
- Using machine learning algorithms to identify patterns and anomalies in data, AI has shifted the trajectory of the game.

BLOCKCHAIN & IPR PROTECTION



- Blockchain technology provides a secure and transparent way to record transactions, ensuring that IPR ownership and transfer are accurately recorded.
- Prevent counterfeiting by enabling the creation of digital certificates that can be used to verify the authenticity of products.
- The digital certificate for each product may contain information such as the brand, product type and date of manufacture.

BLOCKCHAIN & IPR PROTECTION



- Track the movement of products from the point of manufacture to the point of sale.
- Provide a transparent and unalterable record of the product's journey, ensuring that it has not been tampered with or counterfeited.
- Smart contracts can be used to verify the authenticity of a product by recording its unique identification number on the blockchain.

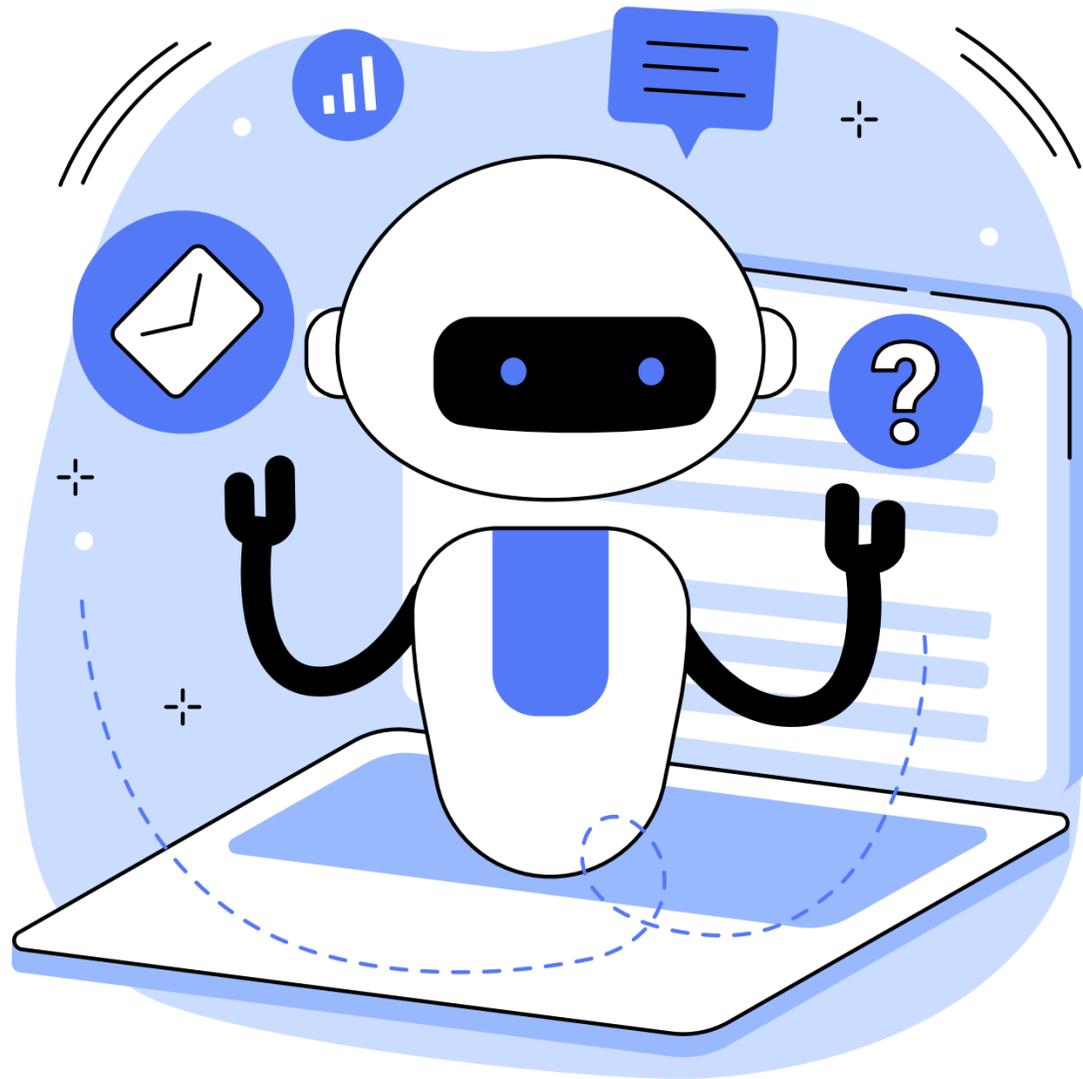
Use case

Origin

- Acviss's Origin employs Blockchain Technology to track and trace products across the supply chain.
- It provides real-time analytics to both consumers and brands allowing them to verify and eliminate counterfeits.



ARTIFICIAL INTELLIGENCE & IPR PROTECTION



- Artificial intelligence can help identify patterns and anomalies in data that may indicate counterfeiting or infringement.
- AI algorithms can be trained to recognize patterns in images, text, and other data to identify counterfeit products.
- Compare product images on e-commerce platforms to images of genuine products to detect counterfeits.

ARTIFICIAL INTELLIGENCE AND IPR PROTECTION



- Analyze social media and other online platforms to identify counterfeit sellers and distributors
- By analyzing data such as shipping manifests, supplier information and product information, AI can help identify potential counterfeit products and prevent them from entering the market.



Use case

Truviss

- Truviss uses AI and Machine learning to scan the domain, apps, social media and product listings to find counterfeit products.
- It scans multiple marketplaces and websites and the results are displayed on one single platform where action can be taken against a fake listing.

CHALLENGES

- While these technologies show great promise, they are still relatively new and may not yet be widely adopted across all industries and regions.
- Implementing emerging technologies for IPR protection can be expensive, particularly for small and medium-sized businesses.
- The major problem Blockchain technologies pose is that they might not be 100% secure if the digital signatures are replicated.



OPPORTUNITIES

- **Improved accuracy:** As these technologies continue to evolve, they will likely become even more accurate and effective at identifying and preventing IPR infringement.
- **Increased accessibility:** Over time, the cost of using these technologies is likely to come down, making them more accessible to a wider range of businesses.
- **Enhanced security:** Cybersecurity risks associated with these technologies will continue to be a priority, leading to further innovation in security and data protection measures.





THE FUTURE

- The importance of technology in IPR protection is only likely to increase in the years to come.
- Blockchain's decentralized and tamper-proof structure and AI's advanced algorithms can provide enhanced security and protection against cyber threats.
- Greater collaboration between businesses and governments, Advancements in biometric technology, and improvement in interoperability can result in wider adoption