

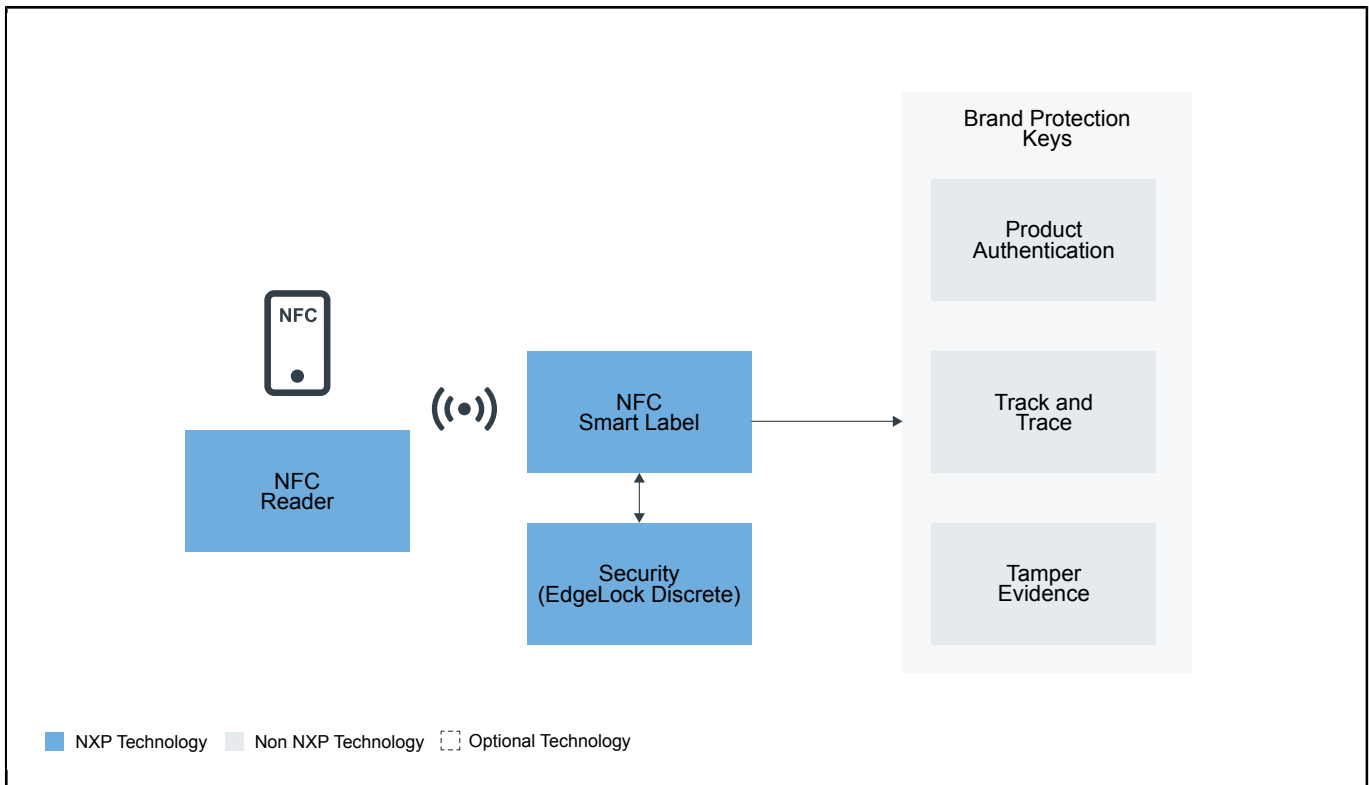


# Brand Protection

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High-value fashion brands and pharmaceutical producers are especially at risk for counterfeit and grey market fraud. To combat this risk, NXP's RFID and NFC solutions can help to ensure that brand owners, supply chain partners and consumers are able to verify the authenticity and integrity of a product. NXP's broad product portfolio delivers a reliable and seamless performance across various reading ranges—proximity, vicinity and long-range—tailored to customer-specific needs of security.

## Brand Protection Block Diagram



### Recommended Products for Brand Protection

NFC Smart Label	<ul style="list-style-type: none"><li>• <b>NTAG</b>: NTAG®</li><li>• <b>ICODE</b>: ICODE®</li><li>• <b>UCODE RAIN RFID (UHF)</b>: UCODE® RAIN RFID</li></ul>
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NFC Reader	<ul style="list-style-type: none"><li>• <a href="#">NFC Readers</a>: EdgeVerse™ NFC Readers</li></ul>
Security (EdgeLock Discrete)	<ul style="list-style-type: none"><li>• <a href="#">SE050</a>: EdgeLock® SE050: Plug and Trust Secure Element Family – Enhanced IoT security with high flexibility</li></ul>

View our complete solution for [Brand Protection](#).

**Note:** The information on this document is subject to change without notice.

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