

ASCDINATD ANTI- COUNTERFEIT UPDATE

NEIL VILL – CHAIRMAN, ASCDINATD ANTI-COUNTERFEIT COMMITTEE
PRESIDENT & CEO – WORLD DATA PRODUCTS, INC.

Las Vegas General Meeting

October 23, 2018

ANTI-COUNTERFEIT UPDATE - AGENDA

- Supermicro Hack – Truth or Fiction? (Please see read our story at www.ascdi.com/press (Link Here))
- Blockchain projects
- ASCDINATD Policy Reminder

Blockchain isn't one thing; it's an architectural principle

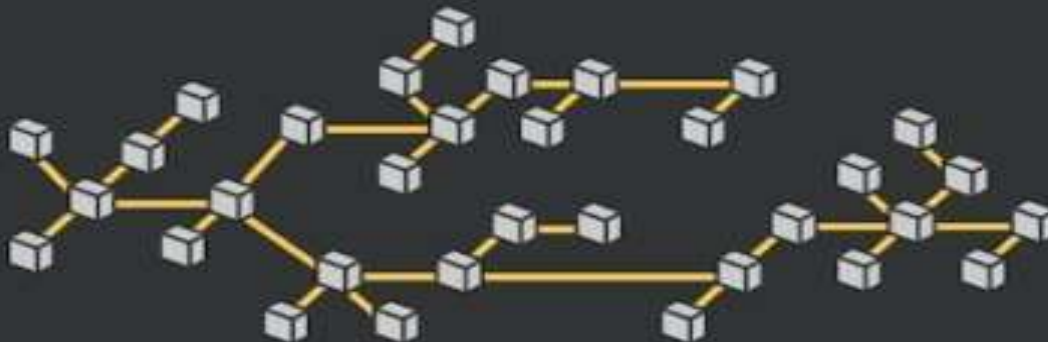
A blockchain is a store of records that is:



✔ Cryptographically secured
(but not, by default, encrypted).



✔ Write once, append only.



✔ Distributed and completely
or partially replicated.

✔ Decentralized, in its pure form.

Blockchain Projects

- U.S. Intellectual Property Rights Center
 - Blockchain Proof of Concept project
 - Details confidential
 - Joe Marion & Neil Vill on project team
- OBADA
 - NOT named after the Beatles song
 - **O**pen **B**lockchain for **A**sset **D**isposition **A**lliance

OBADA - Mission

- Create Blockchain standard for use in our industry:
 - IT Hardware Resellers
 - ITAD
 - Services/TPM
- With standard interfaces/connections to “outside” blockchains
- Applications:
 - Tokenized “smart contracts” (automatic payment upon performance)
 - Escrow services
 - Many others

Monthly OBADA Working Group Participants – “thinktank”

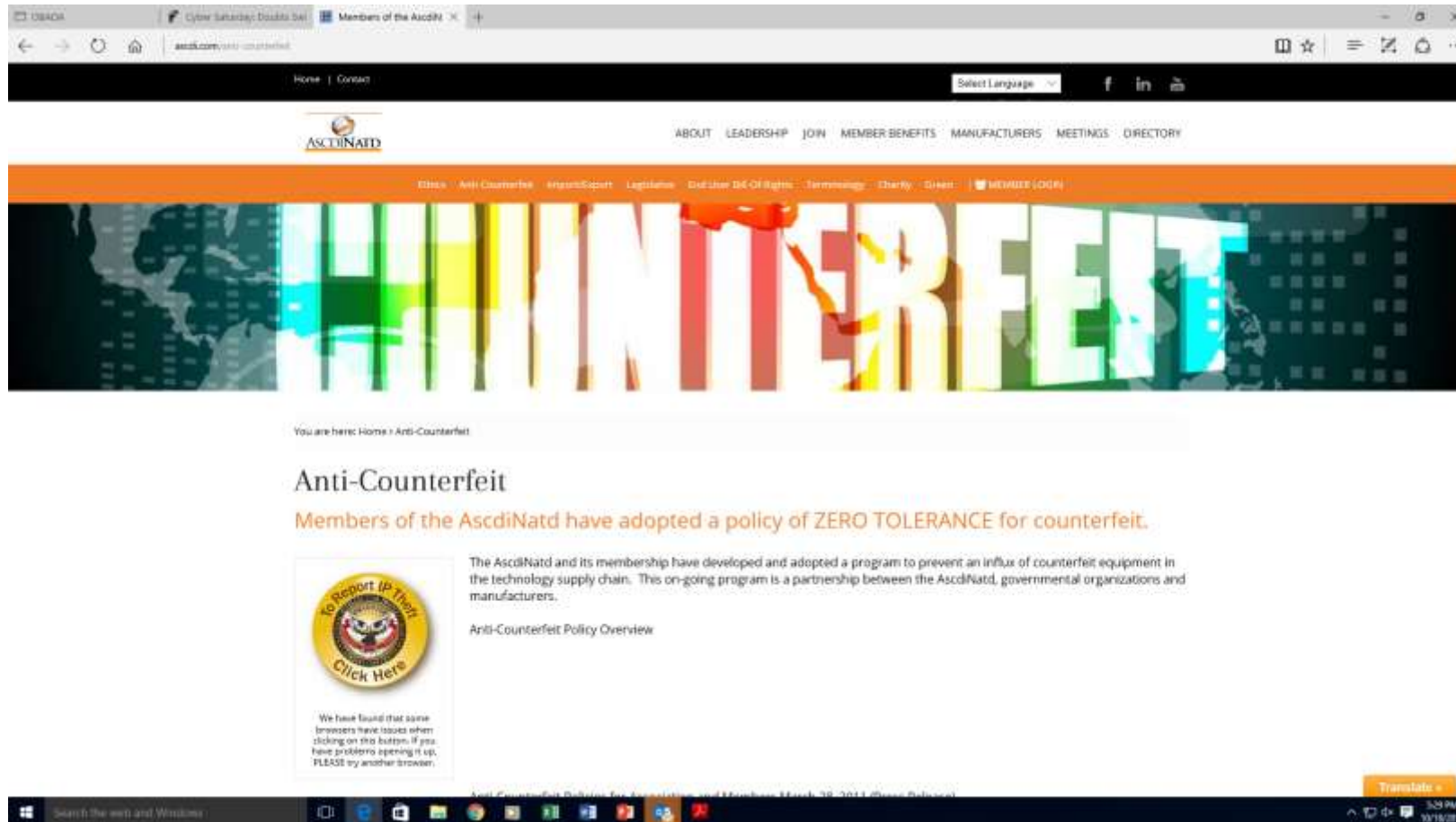
- **ASCDINATD – Joe Marion**
- Charles Brennick – nonprofit
- **BrokerBin**
- **The Broker Site**
- Willie Cade – industry consultant
- Clearstream Solutions – environmental
- e-Reuse.org
- **Free ICT Europe**
- Fair Trade Recycling (WR3A)
- Schaffer Environmental
- Makor Systems – ERP provider
- Razor ERP
- **Repair.org**
- Rhapsody Ventures – Vincent Lui
- SERI – certification body
- **Service Industry Association (SIA)**
- **TechBroker – trading platform**
- **Tradeloop – Rohi Sukhia**
- **World Data Products – Neil Vill**

Blockchain: Anti-Counterfeit “Holy Grail”

- Full supply chain traceability, back to the manufacturer
- Ability to track modifications to the product
- Facilitates importation of equipment from overseas
 - Also helps CBP to target true threats/risks
- Needs participation & cooperation from all stakeholders
 - Manufacturers, resellers, customers, government agencies, regulatory bodies, etc.
- Long way off, but promising first steps

ASCDINATD Anti-Counterfeit Policy

- When in doubt, go to <http://www.ascdi.com/anti-counterfeit/>



The screenshot shows a web browser displaying the ASCDINATD Anti-Counterfeit Policy page. The browser's address bar shows the URL <http://www.ascdi.com/anti-counterfeit/>. The page features a navigation menu with links for Home, Contact, Select Language, and social media icons. Below the navigation is a large banner with the word "ANTI-COUNTERFEIT" in large, colorful, 3D letters. The main content area includes a breadcrumb trail "You are here: Home > Anti-Counterfeit", the title "Anti-Counterfeit", and a key message: "Members of the AscDiNatd have adopted a policy of ZERO TOLERANCE for counterfeit." Below this, there is a paragraph explaining the program: "The AscDiNatd and its membership have developed and adopted a program to prevent an influx of counterfeit equipment in the technology supply chain. This on-going program is a partnership between the AscDiNatd, governmental organizations and manufacturers." A circular button with the text "To Report IP Theft Click Here" is visible. At the bottom, there is a "Translate" button and a Windows taskbar showing the time as 3:43 PM on 3/18/2018.