

Anti-counterfeiting and anti-piracy technology guide

<http://euipo.europa.eu/anti-counterfeiting-and-anti-piracy-technology-guide>

Chemical & Physical Technologies

Chemical and physical anti-counterfeiting technologies use special substances to mark and verify objects. They exploit the inherent randomness of the patterns produced when certain chemical processes or substances are applied to materials, serving as markers.

The main purpose of these technologies is authentication without simultaneous unique product identification. Specialised hardware or laboratory tests are needed to read and verify the markers they create. This makes it very difficult for third parties to reproduce similar markers.

The costs involved in creating and affixing the chemical and physical markers are generally low. However, the specialised automatic reading devices, when needed, can be expensive. Therefore, it is worth bearing in mind that immediate on-site verification is often not possible. Instead, testing has to be carried out by laboratories, which requires more time.

*The information contained in this site is of **general** informational nature and does not constitute legal, consulting or any other **professional advice or guidance**. The information contained in this site is provided on an 'as is' basis with **no guarantee of completeness**, accuracy, usefulness or timeliness and without any **warranties** of any kind whatsoever, express or implied, including but not limited to warranties of performance, merchantability and fitness for a particular purpose. The use of the information is at the user's own risk and the EUIPO does **not guarantee any specific results** or outcomes based on the use of the information provided on this website. The search results are **not presented in any order of recommendation**. This website contains links to **other third-party websites**. Such links, which are free and publicly available, are only for the convenience of the user or browser; the EUIPO does **not recommend, endorse**, warrant, or assume liability of the content or practices of these third-party sites. The EUIPO may update, modify, or remove any information on this website without prior notice. It is the user's responsibility to stay informed of any changes.*