**TITLE of the presentation:** **Blockchain to combat counterfeit**

**Abstract**

The blockchain in recent times has received a great deal of interest from both academia and commerce. One area where the blockchain can be very useful is in supply chain management and in particular the ability to reduce the marketability of counterfeit products. The blockchain is a sub technology to the well-known virtual currency “BITCOIN”. Apart from the consensus protocol with proof of work, the Blockchain’s other essential characteristic is that it is a digital tamper evident structure. Consequently, once some information has been recorded in the blockchain it becomes immutable. This characteristic can be utilised by manufacturers to take away their end user market that counterfeiters rely on. That is, the blockchain can allow end users to take better control over what they are acquiring to ensure that the products they use are not counterfeit products. As with bitcoin which overcomes the double spend issue without the need to rely on third party verification the anti-counterfeit blockchain structure will put validation power in the end user. Manufacturers will through the use of special mobile apps, which can be acquired through a legitimate app store which uses extended validation certificates, empower end users to validate the authenticity of acquired products. This approach is not directed at stopping counterfeit production but instead takes away the market that counterfeiters exploit and thus hopefully reduce their commercial viability. In other words the blockchain can become a digital disruption to the counterfeiter’s business operations.